

MARA LEDERMAN

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EDUCATION

Ph.D. in Economics, Massachusetts Institute of Technology, Cambridge, Massachusetts 1998-2003

Dissertation: Airline Strategies in the 1990s: Frequent Flier Programs, Domestic and International Partnerships and Entry by Low-Cost Carriers

Supervisors: Susan Athey, Nancy Rose and Scott Stern

B.A. (Honours), Economics, University of Western Ontario, London, Ontario, 1994-1998

APPOINTMENTS

Director of Research Resources and Centres, Rotman School of Management, 2015-

Associate Professor, Strategic Management, Rotman School of Management, 2011-

Lab Economist, Creative Destruction Lab, Rotman School of Management, 2016-

Assistant Professor, Strategic Management, Rotman School of Management, 2003-2011

GRANTS, AWARDS AND FELLOWSHIPS

- Rotman Excellence in Teaching Award (2015)
- Roger Martin Excellence in Teaching Award (2014)
- Excellence in Teaching Award (2014)
- SSHRC Insight Grant (2013-2016), “Competition and Price Discrimination in the Canadian Airline Industry”, principal investigator, \$151,899
- Excellence in Teaching Award (2012)
- Dean’s Excellence in Research Award (2011)
- Excellence in Teaching Award (2011)
- Excellence in Teaching Award (2010)
- SSHRC Research Grant (2008-2011), “The Performance Implications of Vertical Integration Decisions: Evidence from the Airline Industry”, principal investigator, \$63,000
- AIC Institute for Corporate Citizenship, Rotman School of Management, University of Toronto. Sponsored research grant for “Product Recalls, Imperfect Information, and Spillover Effects: Lessons from the Consumer Response to the 2007 Toy Recalls” (2008-2009)
- Excellence in Teaching Award (2008)
- Excellence in Teaching Award (2006)
- NET Institute Grant for “Software Exclusivity and Indirect Network Effects in the U.S. Home Video Game Industry”
- Excellence in Teaching Award (2005)
- Connaught New Staff Matching Grant for “Partnering with the Competition? Understanding Frequent Flyer Partnerships between Competing Domestic Airlines” (2004-2005)

- Social Science and Humanities Research Council of Canada Doctoral Fellowship (1999-2003)
- MIT Graduate Fellowship (1999-2000)
- Ida M. Green Fellowship, MIT (1998-1999)

EDITORIAL SERVICE

Associate Editor, *Journal of Industrial Economics*, 2013-

ARTICLES IN REFEREED JOURNALS

1. “Quality Disclosure Programs and Internal Organization Practices: Evidence from Airline Flight Delays,” with Silke J. Forbes and Trevor Tombe, *American Economic Journal: Microeconomics*, May 2015, Vol. 7 (2), 1-26.
2. “Contract Form and Technology Adoption in Network Industries,” with Silke J. Forbes, *Journal of Law, Economics and Organization*, vol. 29, no. 2, 2013.
3. “Product Recalls, Imperfect Information, and Spillover Effects: Lessons from the Consumer Response to the 2007 Toy Recalls,” with Seth Freedman and Melissa S. Kearney, *Review of Economics and Statistics*, May 2012, Vol. 94, No. 2: 499–516
4. “The Performance Implications of Vertical Integration: Evidence from the Airline Industry,” with Silke J. Forbes, *RAND Journal of Economics*, Winter 2010, Vol. 41(4), 765-790.
5. “Adaptation and Vertical Integration in the Airline Industry,” with Silke J. Forbes, *American Economic Review*, December 2009, 99(5): 1831–49.
6. “Software Exclusivity and the Scope of Indirect Network Effects in the U.S. Home Video Game Market,” with Kenneth S. Corts, *International Journal of Industrial Organization*, March 2009, Vol. 27(2), 121-36.

Winner of the 2010 Paul Geroski Award for being one of the two best papers published in the International Journal of Industrial Organization in 2009

Winner of the 2010 “Best Paper on Competition Economics” given by the Association of Competition Economists (ACE)

7. “Are Frequent Flyer Programs a Cause of the ‘Hub Premium’,” *Journal of Economics and Management Strategy*, Spring 2008, Vol. 17(1), 35-66.
8. “Do Enhancements to Loyalty Programs Affect Demand? The Impact of International Frequent Flyer Partnerships on Domestic Airline Demand,” *RAND Journal of Economics*, Winter 2007, Vol. 38(4), 1134-1158.

CHAPTERS IN BOOKS

1. “The Role of Regional Airlines in the U.S. Airline Industry”, with Silke J. Forbes, in Darin Lee (ed.), *Advances in Airline Economics II*, Elsevier

WORKING PAPERS

1. “Revisiting the Relationship between Competition and Price Discrimination”, with Ambarish Chandra, revise and resubmit at *American Economic Journal: Microeconomics*.
2. “Exits, Tweets and Loyalty”, with Joshua Gans and Avi Goldfarb, *under review*
3. “How Does Information Disclosure Affect Target Quality? Evidence from the Airline Industry,” with Silke J. Forbes and Michael J. Wither
4. “The Multiproduct Firm Advantage: Evidence from Regulatory Delay in Medical Devices”, with Matthew Grennan
5. “The Airline Industry in Canada,” with Ambarish Chandra

WORK IN PROGRESS

1. “The Productivity of Real Estate Agents,” with Lu Han and Will Strange

OTHER ARTICLES

1. “The Path to Prescription: Closing the Gap between the Promise and the Reality of Big Data”, with Bernardo Blum and Avi Goldfarb, *Rotman Magazine*, Fall 2015
2. “Why It Would Pay to Expand Toronto’s Billy Bishop Airport”, with Ambarish Chandra, *The Toronto Star*, March 6, 2014
3. “Are You Letting Data Drive your Decisions?”, *The Globe and Mail*, Leadership Lab, September 29, 2014

ACADEMIC PRESENTATIONS

2016

- NBER Summer Institute (Digitization)
- FTC Microeconomics Conference
- NBER Working Group in Organizational Economics

2015

- Northwestern University (Kellogg)
- UBC Summer Conference on Industrial Organization

2014

- Federal Trade Commission Bureau of Economic Analysis

2012

- Canadian Competition Bureau
- Olin School of Business (Washington University in St Louis)

2011

- University of California, Berkeley (Haas)
- U.S. Department of Justice
- Smith School of Business (University of Maryland)
- NBER Summer Institute (Industrial Organization)
- Ross School of Business (University of Michigan)
- Harvard Business School
- FTC Microeconomics Conference
- NBER Meeting in Organizational Economics

2010

- MIT (Economics)
- Booth School of Business (University of Chicago)
- Stern School of Business (NYU)
- Workshop on the Adaptation of Contracts to Changed Circumstances and Vertical Integration (Copenhagen Business School)

2009

- NBER Universities Research Conference (Airlines)
- Kellogg School of Management (Northwestern)
- Columbia GSB, Ohio State (Econ)
- Harvard-MIT Seminar on Organizational Economics

2008

- Annual Meeting of the American Economic Association (AEA)
- Sloan School of Management (MIT)
- ISNIE

2007

- Simon School of Business (University of Rochester)

2006

- North American Winter Meeting of the Econometric Society
- NBER Winter IO Meeting
- Utah Winter Business Economics Conference

2005

- Haas School of Business (University of California at Berkeley)
- University of Maryland
- International Industrial Organization Conference
- The Rotman School of Management and the Institute for Policy Analysis Conference on Organizational Economics

- Sauder School of Business (University of British Columbia)

2004

- International Industrial Organization Conference
- Kellogg School of Management (Northwestern University)
- UBC Summer IO Conference
- Stanford Graduate School of Business
- Brookings Institute
- George Washington University
- Academy of Management

2003

- University of Western
- Concordia University
- School of Management
- Boston University
- Stern School of Business (NYU)
- Rotman School of Management (University of Toronto)
- CCC Doctoral Colloquium

OTHER PRESENTATIONS

- Talking it Out: Finding a Rosetta Stone between Data and Business, Toronto Chief Data Officer Executive Summit, Toronto ON, June 2015
- Behavioral Economics: From the Industry to Health Care, Symposium on Behavioral Economics and Health Care, St. Michael's Hospital, Toronto ON, November 2016

REFEREEING SERVICE

American Economic Journal: Applied, American Economic Journal: Micro, American Economic Review, Canadian Journal of Economics, Economic Letters, International Journal of Industrial Organization, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of International Business Strategy, Journal of Law and Economics, Journal of Urban Economics, Management Science, National Science Foundation (grant application), Quarterly Journal of Economics, RAND Journal of Economics, Review of Industrial Organization, Review of Economic Studies, Review of Network Economics, Social Science and Humanities Council of Canada (grant application)

SUPERVISION OF PHD STUDENTS

- Paul Seaborn (Strategic Management, University of Toronto) – graduated in 2011, Assistant Professor, Daniels College of Business, University of Denver (first job)
- Elena Kulchina (Strategic Management, University of Toronto) – graduated in 2012, Assistant Professor, Fuqua School of Business, Duke University (first job)
- Andre Boik (Dept. of Economics, University of Toronto)) – graduated in 2014, Assistant Professor at University of California, Davis (first job)

- Zhe Yuan (Dept. of Economics) – in progress

TEACHING (Rotman School of Management)

Undergraduate:	Introduction to Strategic Management Cooperative Strategy
MBA:	Fundamentals of Strategic Management Cooperative Strategy The Practice of Model-Based Decision Making (MBA Capstone Course) Integrating Models and Data
PhD:	Strategy Research Seminar
Executive Education:	Strategy and Competitive Advantage Leading a Data Driven Organization Data Literacy for Managers (Academic Director)

CURRICULAR DEVELOPMENT

- Co-developed the new first-year MBA curriculum at Rotman (launched in 2012), including both the overall structure and the following specific courses:
 - Model-Based Decision-Making
 - Integrating Models and Data
 - The Practice of Model-Based Decision Making
- Co-developed and co-taught the pilot year of “The Practice of Model-Based Decision Making” which incorporates partner companies and live cases. Co-developed and co-built the infrastructure to support a company-based course of this type and co-developed custom teaching materials
- Co-developed two new Executive Education programs on Data Analytics: “Leading a Data Driven Organization” and “Data Literacy for Managers”

SERVICE (UNIVERSITY OF TORONTO)

- Executive Committee, Rotman School of Management (2008-2010, 2012-2015)
- Faculty Search Committees, Rotman School of Management (2010, 2011, 2015)
- Task Year on First-Year MBA Curriculum Redesign (2011)
- Vice-Dean Advisory Committee, Rotman School of Management (2011)

OTHER AFFILIATIONS

- Rotman Institute for International Business, Rotman School of Management, University of Toronto, *Research Associate*
- American Economic Association, *Member*

PERSONAL

Date of Birth: October 19, 1976

Canadian Citizen