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CONTACT INFORMATION

University of Chicago Booth School of Business
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EMPLOYMENT University of Chicago, Booth School of Business, 2014-present
 Professor of Marketing, 2022-
 Associate Professor of Marketing, 2018-2022
 Assistant Professor of Marketing, 2014-2018

PROFESSIONAL AFFILIATIONS University of Chicago
 Faculty affiliate, Center for Health and the Social Sciences, 2014-
 Faculty affiliate, Becker Friedman Institute Health Initiative, 2017-
National Bureau of Economic Research
 Research Associate, Industrial Organization & Health Care, 2022-
 Faculty Research Fellow, 2020-22
 Visiting Scholar, Federal Reserve Bank of Chicago, 2022-2023

EDUCATION Ph.D., Economics, Massachusetts Institute of Technology, 2014
 M.S., Mathematics, Virginia Tech, 2009
 B.S., Mathematics, B.A., Economics, Virginia Tech, 2007

PUBLICATIONS **“Promoting Wellness or Waste? Evidence from Antidepressant Advertising,”**
American Economic Journal: Microeconomics, 14(2), pp. 439-477, 2022.

“TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands,” with Günter Hitsch & Anna Tuchman
Econometrica, 89(4), pp.1855-1879, 2021.
 (Previously circulated as Generalizable and Robust TV Advertising Effects)

“How and When to Use the Political Cycle to Identify Advertising Effects,” with Sarah Moshary & Jihong Song
Marketing Science, 40(2), 283-304, 2021.

“Advertising in Health Insurance Markets,”
Marketing Science, 39(3), pp. 587-611, 2020.
 Finalist, John D.C. Little Award for best paper in Marketing Science or Management Science

“Informational Shocks, Off-Label Prescribing and the Effects of Physician Detailing,”
Management Science, 64(12), pp. 5925-5945, 2018.

“Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants,”

Journal of Political Economy, 126(1), 2018.

“Estimating the Cost of Strategic Entry Delay in Pharmaceuticals: The Case of Ambien CR,”

Quantitative Marketing and Economics, 14(3), pp. 201-231, 2016.

WORKING PAPERS

“Preferences for Firearms and Their Implications for Regulation,” with Sarah Moshary & Sara Drango, 2023.

“Estimating the Value of Offsite Data to Advertisers on Meta,” with Nils Wernerfelt, Anna Tuchman & Robert Moakler, 2023.

“Depression and Shopping Behavior,” with Katherine Meckel, 2022.

“Valuing Brand Collaboration: Evidence from a Natural Experiment,” with Yewon Kim & Sanjog Misra, 2020.

PUBLISHED CHAPTERS

“Regulation of Prescription Drug Competition and Market Responses: Patterns in Prices and Sales Following Loss of Exclusivity” (with Murray L. Aitken, Ernst R. Berndt, Barry Bosworth, Iain M. Cockburn, Richard G. Frank and Michael Kleinrock), chapter 8 in Ana Aizcorbe, Colin Baker, Ernst R. Berndt and David M. Cutler, eds., *Measuring and Modeling Health Care Costs*, Chicago: University of Chicago Press for the National Bureau of Economic Research, 2018, pp. 243-271.

INVITED TALKS

2013: MIT Econ, MIT Sloan (Marketing), Columbia GSB (Marketing), Harvard Business School (Marketing), Chicago Booth (Marketing)
2014: University of Maryland (Economics), IIOC, Stanford GSB (Marketing), Marketing Science, Bates-White, University of New South Wales (Marketing), Tulane (Economics)
2015: ASSA, University of Naples (CSEF), University of Chicago (Health Economics), Yale Marketing-IO conference, UCSD Rady (Marketing), Marketing Science, Bates-White, iHEA Congress, NBER Summer Institute (IO), QME conference, Drexel (Economics)
2016: Northwestern Kellogg (Marketing), UCLA (Public Health), Michigan Ross (Marketing), Rochester Simon (Marketing), Colorado Leeds (Marketing), Choice Symposium, London School of Economics, VATT, Norwegian School of Economics, ASHEcon, CIREQ Health-IO Conference at McGill, Duke Fuqua (Marketing)
2017: UCSD Rady (Marketing), Wharton (Marketing), IIOC, Toulouse School of Economics, Tilburg, Bates-White, Marketing Science, Summer Institute in Competitive Strategy (SICS), IIPF, Princeton (Economics)
2018: University of Chicago Medical School, WUSTL Olin (Applied Micro), IIOC, Boston College (Economics), Yale SOM (Marketing), University of Washington Marketing Camp, ASHEcon, QME conference, Johns Hopkins (Economics), Bates-White, Columbia (Mailman School of Public Health),

	<p>Columbia (Economics)</p> <p>2019: MSI Young Scholars, National University of Singapore, HKUST, CUHK, UCSD Economics, BFI Health Conference, UNC-Chapel Hill Flagler (Marketing), UNC-Chapel Hill (Economics), NBER Summer Institute (Health Care), Virginia Tech (Economics), HEC Montreal (Economics), Temple (Marketing), Stanford (Health Economics)</p> <p>2020: Rochester Simon, UNSW Marketing Analytics Symposium, University of Melbourne (Econ), (IO)² Virtual Seminar, Notre Dame (Economics)</p> <p>2021: LBS (Marketing), University of Pennsylvania (Economics), Amazon, Toronto Rotman (Marketing), UBC Sauder (Marketing), Northwestern Kellogg (Marketing), WU Vienna (Marketing), Essen (Health Economics)</p> <p>2022: Columbia (Marketing), IIOC, Cergy-Pontoise, Cornell Johnson (Marketing)</p> <p>2023: ITAM, National University of Singapore, Singapore Management University, Harvard/MIT/BU Health Economics, UVA</p>
STUDENTS ADVISED (INITIAL PLACEMENT)	<p>2016: Yün-ke Chin-Lee (Wayfair)</p> <p>2017: Michael Thomas (Santa Clara University)</p> <p>2020: Yewon Kim (Stanford University), Tesary Lin (Boston University)</p> <p>2022: Nils Wernerfelt (Northwestern University)</p>
EDITORIAL ACTIVITIES	<p>Public Editor, <i>Quantitative Marketing & Economics</i>, 2022-</p> <p>Editorial Review Board, <i>Marketing Science</i>, 2019-</p> <p>Editorial Review Board, <i>Journal of Marketing Research</i>, 2019-</p>
REFEREE ACTIVITIES	<p><i>Journal of Political Economy, Quarterly Journal of Economics, American Economic Review, American Economic Review: Insights, Review of Economic Studies, Econometrica, Marketing Science, Management Science, Quantitative Marketing and Economics, RAND Journal of Economics, Journal of Economics and Management Strategy, International Journal of Industrial Organization, Journal of Industrial Economics, Health Economics, Journal of Marketing Research, AEJ: Economic Policy, AEJ: Microeconomics, AEJ: Applied, Journal of Public Economics, Journal of Marketing, PNAS</i></p>