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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-

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,” with Sarah Moshary & Sara Drango, 2023. conditionally accepted, *American Economic Review: Insights*

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

“Depression and Shopping Behavior,” with Katherine Meckel, 2022. revise & resubmit, *Quantitative Marketing & Economics*

“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), Columbia (Economics)

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)

2020: Rochester Simon, UNSW Marketing Analytics Symposium, University of Melbourne (Econ), (IO)² Virtual Seminar, Notre Dame (Economics)

2021: LBS (Marketing), University of Pennsylvania (Economics), Amazon, Toronto Rotman (Marketing), UBC Sauder (Marketing), Northwestern Kellogg (Marketing), WU Vienna (Marketing), Essen (Health Economics)

2022: Columbia (Marketing), IIOC, Cergy-Pontoise, Cornell Johnson (Marketing)

2023: MSI Scholars, ITAM, National University of Singapore, Singapore Management University, Harvard/MIT/BU Health Economics, UVA, INSEAD, UCLA Anderson

**STUDENTS
ADVISED
(INITIAL
PLACEMENT)**

2016: Yün-ke Chin-Lee (Wayfair)

2017: Michael Thomas (Santa Clara University)

2020: Yewon Kim (Stanford University), Tesary Lin (Boston University)

2022: Nils Wernerfelt (Northwestern University)

**EDITORIAL
ACTIVITIES**

Public Editor, *Quantitative Marketing & Economics*, 2022-

Associate Editor, *Management Science* (marketing desk), 2023-

Associate Editor, *Journal of Marketing Research*, 2023-

Editorial Review Board, *Marketing Science*, 2019-

Editorial Review Board, *Journal of Marketing Research*, 2019-2023

**REFEREE
ACTIVITIES**

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*

