

# **2020 TOM Field Exam - Reading List**

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## **Approach**

To construct this reading list, I began with the general and student-specific reading lists from doctoral students from the past several years with similar interests to mine. Compared to previous years, my main changes were to refocus the innovation literature towards topics of interest to me (e.g. IP, competition, and antitrust) and substantially expand the literature in the economics of digitization. Additionally, I have added a supplementary section on labor economics and technology which is an area of interest. In adding papers to the list, my approach has generally been to prioritize getting the “big picture” of a debate.

Choices about what to include and how to organize were primarily informed by syllabi from several courses: (1) Scott Stern’s “Economics of Ideas, Innovation and Entrepreneurship” [Stern EIIE] (2019); (2) Shane Greenstein’s “Empirical Studies of Innovation and Digitization” [Greenstein ESID] (2019); (3) Susan Athey’s “Economics of Electronic Commerce and the Internet” [Athey EECI] (2013); and (4) David Autor’s “Labor Economics II” [Autor LE] (2020). I have made notes in each section to reflect the main source.

# Innovation

## Nature of Ideas and Innovation

[Adapted from Stern EIIE - Week 2]

1. Jones, Charles I. 1999. "Growth: With or Without Scale Effects?" *American Economic Review* 89(2): 139-144.
2. Bresnahan, Timothy F., and Manuel Trajtenberg. 1995. "General Purpose Technologies: Engines of Growth?" *Journal of Econometrics* 65(1): 83-108.
3. Jones, Benjamin F. 2009. "The Burden of Knowledge and the 'Death of the Renaissance Man': Is Innovation Getting Harder?" *Review of Economic Studies* 76(1): 283-317.
4. Jones, Benjamin F. 2010. "Age and Great Invention." *Review of Economics and Statistics* 92(1): 1-14.

## Intellectual Property and Incentives for Innovation

[Adapted from Greenstein ESID - Week 2; Stern EIIE - Week 5 & 6]

5. Aghion, Philippe, and Jean Tirole. 1994. "The Management of Innovation." *Quarterly Journal of Economics* 109(4): 1185-1209.
6. Budish, Eric, Benjamin N. Roin, and Heidi Williams. 2015. "Do Firms Underinvest in Long-Term Research? Evidence from Cancer Clinical Trials." *American Economic Review* 105(7): 2044-2085.
7. Budish, Eric, Benjamin N. Roin, and Heidi L. Williams. 2016. "Patents and Research Investments: Assessing the Empirical Evidence." *American Economic Review: Papers & Proceedings* 106(5): 183-187.
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9. Varian, H. R. (2005). Copying and copyright. *Journal of economic perspectives*, 19(2), 121-138.
10. Gallini, Nancy, and Suzanne Scotchmer. 2002. "Intellectual Property: What is the Best Incentive System." *Innovation Policy and the Economy* 2: 51-77.
11. Petra Moser, "How do Patent Laws influence innovation? Evidence from Nineteenth century world fairs," *The American Economic Review*, vol. 95 (4), September 2005, pp. 1215-1236
12. Moser, Petra. 2013. "Patents and Innovation: Evidence from Economic History." *Journal of Economic Perspectives* 27(1): 23-44.
13. Sampat, B., & Williams, H. L. (2019). How do patents affect follow-on innovation? Evidence from the human genome. *American Economic Review*, 109(1), 203-36.
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## Commercialization

[Adapted from Greenstein ESID - Week 3; Stern EIIE - Week 7]

16. Joshua Gans, David Hsu, and Scott Stern, 2002, "When does Start up Innovation Spur the gale of Creative Destruction?" *Rand Journal of Economics*.
17. Gans, J. S., & Stern, S. (2003). The product market and the market for "ideas": commercialization strategies for technology entrepreneurs. *Research policy*, 32(2), 333-350.
18. Peukert, C., & Reimers, I. (2019). Digital disintermediation and efficiency in the market for ideas. Available at SSRN 3110105.

## Diffusion and Adoption

[Adapted from Greenstein ESID - Week 1]

19. Griliches, Zvi. "Hybrid corn: An exploration in the economics of technological change." *Econometrica, Journal of the Econometric Society* (1957): 501-522.
20. Athey, S., & Stern, S. (2002). The impact of information technology on emergency health care outcomes (No. w7887). *Rand Journal of Economics*
21. Forman, C., Goldfarb, A., & Greenstein, S. (2012). The Internet and local wages: A puzzle. *American Economic Review*, 102(1), 556-75.
22. McElheran, K. (2015). Do market leaders lead in business process innovation? The case (s) of e-business adoption. *Management Science*, 61(6), 1197-1216.
23. Hjort, Jonas, and Jonas Poulsen. 2019. "The Arrival of Fast Internet and Employment in Africa." *American Economic Review* 109 (3): 1032–79.

## Competition, Innovation, and Antitrust

[Adapted from Stern EIIE - Week 9]

24. Arrow, Kenneth. 1962. "Economic Welfare and the Allocation of Resources for Invention." In *The Rate and Direction of Inventive Activity: Economic and Social Factors*, pp. 609-625. Princeton, NJ: Princeton University Press.
25. Schumpeter, Joseph. 1942. "The Process of Creative Destruction." Chapter VII, pp. 81-86 in *Capitalism, Socialism, and Democracy*. New York, NY: Harper & Row.
26. Shapiro, C. (2011). Competition and innovation: did arrow hit the Bull's eye?. In *The rate and direction of inventive activity revisited* (pp. 361-404). University of Chicago Press.
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28. Joshua Gans, David Hsu, and Scott Stern, 2002, "When does Start up Innovation Spur the gale of Creative Destruction?" *Rand Journal of Economics*
29. Bresnahan, Timothy F., Shane Greenstein, and Rebecca M. Henderson. 2012. "Schumpeterian Competition and Diseconomies of Scope: Illustration from the Histories of Microsoft and IBM." In Josh Lerner, and Scott Stern (Eds.), *The Rate & Direction of Inventive Activity Revisited*, pp. 203- 271. Chicago, IL: University of Chicago Press.

30. Aghion, Philippe, Nick Bloom, Richard Blundell, Rachel Griffith, and Peter Howitt. 2005. "Competition and Innovation: An Inverted U-Relationship." *Quarterly Journal of Economics* 120(2): 701-728.
31. Scotchmer, Suzanne. 1991. "Standing on the Shoulders of Giants: Cumulative Research and the Patent Law." *Journal of Economic Perspectives* 5(1): 29-41.
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33. Gans, Joshua S. 2011. "When is Static Analysis a Sufficient Proxy for Dynamic Considerations? Reconsidering Antitrust and Innovation." *Innovation Policy and the Economy* 11: 55-78
34. Evans, David S., and Richard Schmalensee. 2002. "Some Economic Aspects of Antitrust Analysis in Dynamically Competitive Industries." *Innovation Policy and the Economy* 2: 1-49.
35. Aghion, Philippe, Christopher Harris, Peter Howitt, and John Vickers. 2001. "Competition, Imitation and Growth with Step-by-Step Innovation." *Review of Economic Studies* 68(3): 467-492.
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37. Cunningham, C., Ederer, F., & Ma, S. (2019). Killer acquisitions. Available at SSRN 3241707.
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## **Economics of Digitization and the Internet**

### Overview

[Adapted from Athey EEI - Basics]

39. Levin, J. D. (2011). The economics of internet markets (No. w16852). National Bureau of Economic Research.
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41. Varian, H. R. (2010). Computer mediated transactions. *American Economic Review*, 100(2), 1-10.
42. Einav, L., Farronato, C., & Levin, J. (2016). Peer-to-peer markets. *Annual Review of Economics*, 8, 615-635.
43. Goldfarb, Avi, and Catherine Tucker. "Digital economics." *Journal of Economic Literature* 57.1 (2019): 3-43.

### Platforms and Two-Sided Markets

[Adapted from Athey EEI - Platform Competition; Greenstein ESID - Platforms]

44. Michael L Katz and Carl Shapiro. Systems competition and network effects. *Journal of economic perspectives*, 8:93–93, 1994.

45. Caillaud B, Jullien B. 2003. Chicken & egg : competition among intermediation service providers. *RAND Journal of Economics* 34(2): 309–328.
46. Hagiu, A., & Wright, J. (2015). Multi-sided platforms. *International Journal of Industrial Organization*, 43, 162-174.
47. Boudreau, K. J., & Hagiu, A. (2009). Platform rules: Multi-sided platforms as regulators. *Platforms, markets and innovation*, 1, 163-191.
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49. Hagiu, A., & Wright, J. (2015). Marketplace or reseller?. *Management Science*, 61(1), 184-203.
50. Cantillon, Estelle and Pai-Ling Yin, "Competition between Exchanges: A Research Agenda," *International Journal of Industrial Organization*, 2011, 29(3): 329-336.
51. Rochet J, Tirole J. 2003. Platform competition in two-sided markets. *Journal of the European Economic Association* 1(4): 990–1029.
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53. Armstrong M. 2006. Competition in two-sided markets. *RAND Journal of Economics* 37(3): 668–691.
54. Economides N, Katsamakas E. 2006. Two-sided competition of proprietary vs. open source technology platforms and the implications for the software industry. *Management Science* 52(7): 1057–1071.
55. Rysman M. 2009. The economics of two-sided markets. *Journal of Economic Perspectives* 23(3): 125–143.
56. Boudreau K. 2010. Open platform strategies and innovation: granting access vs. devolving control. *Management Science* 56(10): 1849–1872.
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58. Wen, W., & Zhu, F. (2019). Threat of platform-owner entry and complementor responses: Evidence from the mobile app market. *Strategic Management Journal*, 40(9), 1336-1367.
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60. Cennamo C, Santalo J. 2013. Platform competition: strategic trade-offs in platform markets. *Strategic Management Journal* 34(11): 1331–1350.
61. Huang P, Ceccagnoli M, Forman C, Wu DJ. 2013. Appropriability mechanisms and the platform partnership decision: evidence from enterprise software. *Management Science* 59(1): 102–121.
62. Hendel, Igal, Aviv Nevo, and Francois Ortalo-Magne. 2009. The Relative Performance of Real Estate Marketing Platforms: MLS versus FSBOmadison.com. *American Economic Review* 99(5): 1878-1898
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66. Edelman, B., Luca, M., & Svirsky, D. (2017). Racial discrimination in the sharing economy: Evidence from a field experiment. *American Economic Journal: Applied Economics*, 9(2), 1-22.
67. Farronato, C., & Fradkin, A. (2018). The welfare effects of peer entry in the accommodation market: The case of airbnb (No. w24361). *National Bureau of Economic Research*.
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69. Chen, Chevalier, Rossin, Oehlsen, 2017, "The value of flexible work: Evidence from Uber drivers," *NBER working paper* 23296.
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71. Luca, M., & Zervas, G. (2016). Fake it till you make it: Reputation, competition, and Yelp review fraud. *Management Science*, 62(12), 3412-3427.

### Algorithmic Bias

72. Kleinberg, J., Ludwig, J., Mullainathan, S., & Rambachan, A. (2018, May). Algorithmic fairness. In *AEA papers and proceedings* (Vol. 108, pp. 22-27).
73. Kleinberg, J., Lakkaraju, H., Leskovec, J., Ludwig, J., & Mullainathan, S. (2018). Human decisions and machine predictions. *The Quarterly Journal of Economics*, 133(1), 237-293.
74. Cowgill, Bo and Tucker, Catherine E., Algorithmic Fairness and Economics (February 14, 2020). *The Journal of Economic Perspectives*
75. Lambrecht, Anja and Catherine E. Tucker. 2019. "Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads." *Management Science*, forthcoming.
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### Antitrust in Digital Markets

[Adapted from Athey EEI - Regulatory Issues - Antitrust]

78. Bresnahan, Tim, "Why the Microsoft Settlement Won't Work," *IEEE Spectrum*, September 2002.

79. Gilbert, R. J., & Katz, M. L. (2001). An economist's guide to US v. Microsoft. *Journal of Economic perspectives*, 15(2), 25-44.
80. Choi, Jay Pil and C. Stefanadis, "Tying, Investment, and the Dynamic Leverage Theory," *Rand Journal of Economics*, Spring 2001, pp. 52-71.
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83. Edelman, Ben, Bias in Search Results?: Diagnosis and Response. *The Indian Journal of Law and Technology* 7 (2011): 16-32.
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### Personalization, Privacy, and Advertising

[Adapted from Greenstein ESID - Week 10]

87. Goldfarb, A., & Tucker, C. E. (2011). Privacy regulation and online advertising. *Management science*, 57(1), 57-71.
88. Blake, T., Nosko, C., & Tadelis, S. (2015). Consumer heterogeneity and paid search effectiveness: A large-scale field experiment. *Econometrica*, 83(1), 155-174.
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### Digital Music, News, and Media

[Adapted from Greenstein ESID - Week 7; Athey EECl - Regulatory Issues - Copyright and Piracy]

92. Anderson, Simon and Stephen Coate (2005), "Market Provision of Broadcasting: A Welfare Analysis," *Review of Economic Studies*, 72 (4), pp.947-972
93. Athey, Susan and Joshua S. Gans (2010), "The Impact of Targeting Technology on Advertising Markets and Media Competition" *American Economic Review*, Vol.100, No.2, pp.608-613.
94. Athey, S., Calvano, E., & Gans, J. (2013). The impact of the internet on advertising markets for news media (No. w19419). National Bureau of Economic Research.

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105. Danaher, Brett, Michael D. Smith. 2014. Gone in 60 Seconds: The Impact of the Megaupload Shutdown on Movie Sales. *International Journal of Industrial Organization*. 33 1-8.
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## **Labor Economics and Technology**

### **Wage Structure and Technological Change**

[Adapted from Autor LE]



111. Katz, Lawrence F. and Kevin M. Murphy. 1992. "Changes in Relative Wages, 1963-1987: Supply and Demand Factors." *Quarterly Journal of Economics*, 107(1), 35-78.
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## Automation

[Adapted from Autor LE]

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## Superstars

[Adapted from Autor LE - Superstars and Mediocrities]

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### Discrimination

[Adapted from Autor LE - Discrimination]

127. Becker, Gary (1957) *The Economics of Discrimination*, University of Chicago Press.
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