Itay P. Fainmesser

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EDUCATION:

Ph.D. in Business Economics, Harvard University, 2010
M.A. in Economics, Harvard University, 2007
M.A. in Economics, *summa cum laude*, Tel Aviv University, 2005
B.Sc. in Computer Science and Economics, Tel Aviv University, 2004
    Economics, *summa cum laude*; Computer Science, *magna cum laude*

FULL-TIME
APPOINTMENTS:

Associate Professor, The Johns Hopkins Carey Business School, 2021–present

Associate Professor, Economics Department, The Johns Hopkins University, 2021–present (joint appointment)

Assistant Professor, The Johns Hopkins Carey Business School, 2014–2021

Assistant Professor, Economics Department, The Johns Hopkins University, 2014–2021 (joint appointment)

Visiting Assistant Professor of Economics, Stanford University, 2013–2014

Assistant Professor of Economics, Brown University, 2010–2014

OTHER
APPOINTMENTS:

External Research Fellow, FinTech Initiative, SC Johnson College of Business, Cornell University, 2022–present

Core Faculty, Hopkins Business of Health Initiative (HBHI), 2024–present

PEER-REVIEWED
PUBLICATIONS:

Fainmesser, Itay P., Andrea Galeotti, and Ruslan Momot (2022). "Digital Privacy." *Management Science*, 69(6): 3157–3173 (lead article).
- Finalist, MSOM Service SIG Best Paper Award 2023
- Featured article, *The Management Science Review.*

Fainmesser, Itay P., and Andrea Galeotti (2021). "The Market for Online Influence." *American Economic Journal: Microeconomics* 13(4): 332–372.

Fainmesser, Itay P., Elie Ofek, and Dominique Lauga (2021). "Ratings, Reviews, and the Marketing of New Products." *Management Science* 67(11): 7023-7045.

Fainmesser, Itay P., and Andrea Galeotti (2020). "Pricing Network Effects: Competition." *American Economic Journal: Microeconomics* 12(3): 1–32 (lead article).

Fainmesser, Itay P. (2019). "Exclusive Intermediation in Unobservable Networks." *Games and Economic Behavior* 113: 533–548.

Fainmesser, Itay P., and David A. Goldberg (2018). "Cooperation in Partly Observable Networked Markets." *Games and Economic Behavior* 107: 220–237.

Fainmesser, Itay P., and Andrea Galeotti (2016). "Pricing Network Effects." *Review of Economic Studies* 83(1): 165–198.

Fainmesser, Itay P. (2013). "Social Networks and Unraveling in Labor Markets." *Journal of Economic Theory* 148(1): 64–103.

Fainmesser, Itay P. (2012). "Community Structure and Market Outcomes: A Repeated Games in Networks Approach." *American Economic Journal: Microeconomics* 4(1): 32–69.

Fainmesser, Itay P., Chaim Fershtman, and Neil Gandal (2009). "A Consistent Weighted Ranking Scheme with an Application to NCAA College Football Rankings." *Journal of Sports Economics* 10(6): 582–600.

WORKING PAPERS:

"Consumer Profiling via Information Design" (with Andrea Galeotti and Ruslan Momot)

WORK IN PROGRESS:

"Content Transparency and Product Endorsements on Instagram" (with Kevin Chung and Manuel Hermosilla)

"How Influencers Affect Markets for Goods and Services" (with David McAdams)

"Strategic Conformity in Affiliate Marketing" (with Xudong Zheng)

EDITORIAL
WORK:

Program Committee, EC (Economics and Computation) 2024

HONORS AND
AWARDS:

Finalist, MSOM Service SIG Best Paper Award 2023 ("Digital Privacy")

SNF Agora Institute Faculty Grant, The Johns Hopkins University, "Data, Markets, and Privacy: Regulating Democratized Information," 2022-2023

Research Accelerator Grant, The Johns Hopkins University, $30,000, 2022-2023

Behavioral Research Fund Award, The Johns Hopkins Carey Business School, 2021

Dean's Award for Faculty Excellence, The Johns Hopkins Carey Business School, 2019, 2020, 2021, and 2022

Excellence in Refereeing Award, *American Economic Review*, 2012

Research Seed Grant, Office of the Vice Provost for Research, Brown University, 2012

Roger Martin Award for Excellence in Doctoral Research, Harvard University, 2010

INVITED
SEMINARS:

2023: Florida State University ("Digital Privacy," 4/17); The Coller School of Management, Tel Aviv University ("Digital Privacy," 5/9); The Eitan Berglas School of Economics, Tel Aviv University ("Learning Through Market Segmentation," 6/20); Pennsylvania State University, Harrisburg ("Learning Through Market Segmentation," 10/18); Queen's University ("Learning Through Market Segmentation," 11/13); University of Toronto ("Learning Through Market Segmentation," 11/15); University of Michigan ("Learning Through Market Segmentation," 11/29).
2022: Luohan Academy Seminar Series ("Digital Privacy," 3/23); The Privacy Protection Agency, Israel ("Digital Privacy," 7/25)
2021: Virtual Finance Theory Seminar (VFTS), École Polytechnique CREST ("Digital Privacy," 5/26)
2020: A joint school seminar, the Tepper School of Business, Carnegie Mellon University, and the University of Pittsburgh; University of Pennsylvania; a joint school online digital-economy seminar, Renmin University, Hong Kong Baptist University, and Nanyang Technological University; Northwestern University, Kellogg School of Management; Microsoft Research New York

2019: Federal Trade Commission

2018: Brown University; London Business School; Paris School of Economics (Roy-Adres seminar); Federal Trade Commission; Pennsylvania State University

2017: The Johns Hopkins University; Tel Aviv University; University of Michigan

2016: Rice University

2014: University of Southern California; UCLA; UC San Diego; Caltech; Facebook; University of Toronto; Washington University at St. Louis; University of Pennsylvania

2013: UC Berkeley; Stanford University; The Johns Hopkins University Carey Business School; Ohio State University; Tel Aviv University; Microsoft Research New England; Tel Aviv University, Recanati Business School

2012: Georgetown University; Duke University; Purdue University; Seminar on Topics in Matching and Market Design, The University of Chicago; Microsoft Research New England

2011: Stanford University; The Johns Hopkins University; UC San Diego

2010: Boston University; Brown University; Microsoft Research New England; Middlebury College; Northwestern University, Kellogg School of Business; Oxford University; Purdue University; Royal Holloway, University of London; University of Essex; University of Wisconsin-Madison

2009: Bonn Graduate School of Economics; Tel Aviv University

2008: Tel Aviv University

CONFERENCE PRESENTATIONS:

2023: Data, Markets, and Privacy Conference ("Learning Through Market Segmentation," 9/9); DC Management Research Conclave (invited, "Digital Privacy," 3/30); ASSA Annual Meeting, the American Economic Association ("Digital Privacy," 1/8)

2022: Asian Meeting of the Econometric Society ("Digital Privacy," 8/10); Econometric Society Australasia Meeting ("Digital Privacy," 7/5); NFTs for the Ethical, Efficient and Effective Use of Biosamples, The Johns Hopkins University (invited, "Networks, platforms, and UGC: fostering a collaborative marketplace," 4/7)

2020: Workshop on Privacy and Data Governance, Princeton University (invited)

2019: 30th International Conference on Game Theory at The Stony Brook University (invited: semi-plenary); Retreat on Information, Networks, and Social Economics (invited)

2018: Sixth European Meeting on Networks in Barcelona (invited); Southern Economic Association 88th Annual Meetings (invited)

2017: Retreat on Information, Networks, and Social Economics (invited); Southern Economic Association 87th Annual Meetings (invited); 1st North American Social Networks Conference of the International Network for Social Network Analysis

2016: Network Science in Economics Conference, Stanford University; North American Summer Meeting of the Econometric Society, University of Pennsylvania

2015: Network Science in Economics Conference, Harvard University; New Directions in Applied Microeconomics, Caltech (invited)

2012: North American Winter Meeting of the Econometric Society; Workshop on Information and Decision in Social Networks, MIT (invited)

2011: Tel Aviv International Conference on Game Theory; Markets and Networks Workshop, University of Essex (invited)

2010: Calvó-Armengol Prize Workshop (invited); Workshop on Information, Networks, and Markets, Cambridge University and Microsoft Research Cambridge (invited)

2009: Market Design Working Group Meeting, NBER; North American Summer Meeting of the Econometric Society; 14th Coalition Theory Network (CTN) Workshop

2008: Stanford Institute of Theoretical Economics; Third World Congress of the Game Theory Society

2006: Workshop on "Interdependent Security: Theory and Practice," University of Pennsylvania (invited)

DISCUSSANT:

2022: Asia Innovation and Entrepreneurship Association (AIEA) Seminar Series (5/20); China International Conference in Finance (CICF, 7/7)

2021: INFORMS Revenue Management & Pricing Conference (6/29); DC IO conference (6/4)

MEDIA COVERAGE:

"Can Data Privacy Be Managed Better," *Management Science Review*, November 7, 2023

"How Business Is Navigating Digital Privacy," *Luohan On Air* (podcast), March 23, 2022

"Itay Fainmesser || Digital Privacy || Luohan Academy and Princeton University Workshop," *News11Paper*, February 2, 2022

"How Companies Can Do Data Privacy Better," *Kellogg Insight*, October 4, 2021

"고객정보 빨아들이는 기업…'데이터稅' 매겨 오남용 막아야," *MK* (Korean news outlet), August 19, 2021

"MIL-OSI Global: Three ways to encourage companies to keep our data safe," *Foreign Affairs*, February 26, 2021

"Three ways to encourage companies to keep our data safe," *The Conversation*, February 25, 2021

"How Can We Force Companies To Keep Our Data Safe?" *Knowledge@HEC*, December 4, 2020

"For the Public, Data Collection during COVID-19 Offers Benefits and Poses Hazards," *Tech Xplore* (Science X), July 27, 2020

"For the Public, Data Collection during COVID-19 Offers Benefits—and Poses Hazards," *HUB Daily*, July 24, 2020

"For the Public, Data Collection during COVID-19 Offers Benefits—and Poses Hazards," *Newswise*, July 22, 2020

"The Optimal Data Policy Against Malicious Use of Data," *Frontiers*, March 2020

"Les influenceurs courent à leur perte selon le modèle mathématique d'un économiste," *La Réclame* (French science news outlet), May 6, 2019

"Advertising regulations harm social media influencers, followers, and marketers alike," *HUB Daily*, April 15, 2019

"Under the influence," *Changing Business Magazine*, March 19, 2019

"How transparency is damaging social media marketing," *London Business School Review*, November 20, 2018

CONFERENCE ORGANIZING:

Social and Political Economics Conference Series, Johns Hopkins University:
- Polarization in the Age of AI and the Post-Truth Era (April 2025)
- Data, Markets, and Privacy (September 2023)
- The Sharing/Gig Economy, April 2020 (cancelled due to COVID-19)
- (De)centralization and Incentives, May 2019
- Influence and the Media Conference, April 2018
- Social Networks and Information Conference, April 2017

Economic and Financial Networks Session: 1st North American Social Networks Conference of the International Network for Social Network Analysis, July 2017

Conference Series on Networks, Brown University:
- Conference on Networks and Industrial Organization, April 2013
- Conference on Networks and Applied Micro, May 2012
- Conference on Networks and the Global Economy, May 2011

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REFEREE:

Journal of Political Economy, American Economic Review, Econometrica, Quarterly Journal of Economics, Review of Economic Studies, Management Science, Operations Research, RAND Journal of Economics, Theoretical Economics, American Economic Journal: Microeconomics, Games and Economic Behavior, Mathematics of Operations Research, Journal of Economic Theory, International Journal of Game Theory, Workshop on Internet and Network Economics, *Mathematical Social Sciences, Journal of Economics & Management Strategy, Journal of Sports Economics, Review of Industrial Organization, Review of Network Economics, Journal of the European Economic Association, Economics Letters, Economic Theory, The Economic Journal, Journal of Public Economics, Journal of Industrial and Management Optimization, International Economic Review, Journal of Law, Economics, and Organization,* The Belgian Fund for Scientific Research, The French National Research Agency, Israel Science Foundation, *American Economic Review:Insights*

SHORT-TERM VISITING POSITIONS:

Microsoft Research New England, May 2013
Microsoft Research New England, July–August 2012
Microsoft Research New England, May 2011
Microsoft Research New England, July 2010
Nuffield College, Oxford University, June 2010

COURSES TAUGHT:

BU.220.620: Business Microeconomics (online), The Johns Hopkins University, 2021–present
BU.912.607: Competitive Strategy, The Johns Hopkins University, 2019–present
BU.220.620: Economics for Decision Making (online), The Johns Hopkins University, 2019–2020
BU 220.610: The Firm and the Macroeconomy, The Johns Hopkins University, 2014–2018
ECON 2190F: Topics in Economic Theory: Social and Economic Networks, Brown University, 2013
ECON 1465: Market Design: Theory and Applications, Brown University, 2010–2012
ECON 1460: Industrial Organization, Brown University, 2010–2012

SERVICE:

The Johns Hopkins Carey Business School:
    Search committee for tenure-track faculty of Health Economics, 2023–present
    Diversity Initiatives in Faculty Hiring Committee, 2022–2023
    Faculty Reputation Workgroup, 2022–2023
    Program Lead, Junior Faculty Mentoring Program, 2021–present

Course Lead, Competitive Strategy, 2018–present
Online teaching faculty mentor, 2021
Co-designer, Business Microeconomics (online), 2020–2021
First-Year Mentoring Committee (chair), 2017–2021
Search committee for tenure-track assistant professor of Strategy, 2019
Organizer of the Seminar Series in Economics, 2017–2019
Search committee for Associate Dean of Faculty Affairs, 2018
Search committee for tenured professor of Marketing, 2017
Search committee for tenure-track assistant professor of Economics
    (chair), 2016

The American Economic Association:
Committee on the Job Market, 2023