

# MITSUKUNI NISHIDA

Curriculum Vitae  
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Johns Hopkins Carey Business School  
100 International Drive  
Baltimore, MD 21202  
Office: (410) 234-9429  
[nishida@jhu.edu](mailto:nishida@jhu.edu)

## **Education**

Ph.D., Economics, University of Chicago, June 2009

B.A., International Relations, Faculty of Integrated Human Studies, Kyoto University, March 1999

## **Academic Appointments**

Johns Hopkins Carey Business School  
Associate Professor, August 2019 to present  
Assistant Professor, 2010 – 2019

## **Other Professional Affiliations**

Joint (courtesy) appointment, Johns Hopkins University Economics Department, October 2010 to 2022  
Visiting Scholar, Institute of Economic Research, Kyoto University, 2018  
Adjunct Associate Professor, Institute of Economic Research, Hitotsubashi University, 2015, 2016  
Visiting Scholar, Institute of Social Economic Research, Osaka University, 2014  
Visiting Assistant Professor, Economics Department, Johns Hopkins University, 2009 –2010  
Staff Economist, Economic Outlook Division, Cabinet Office, 2001-2002  
Section Chief, Industrial Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry, 1999-2001

## **Research Field**

Quantitative Marketing

Empirical Industrial Organization

Retailing

## **Peer-Reviewed Publications**

1. Nishida, M, Yang, N. “Threat of Entry and Organizational-form Choice: The Case of Franchising in Retailing,” *Journal of Marketing Research*, 2020, 57(5), 810-830. [[Download](#)]

2. Nishida, M, Remer, M. “The Determinants and Consequences of Search Cost Heterogeneity: Evidence from Local Gasoline Markets,” *Journal of Marketing Research*, 2018, 55(3), 305-320. (Lead Article) [[Download](#)]
3. Nishida, M, Remer, M. “Lowering Consumer Search Costs Can Lead to Higher Prices,” *Economics Letters*, 2018, 162, 1-4. (Lead Article) [[Download](#)]
4. Nishida, M. “First-Mover Advantage through Distribution: A Decomposition Approach,” *Marketing Science*, 2017, 36(4), 590-609. [[Download](#)]
5. Nishida, M. “Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa,” *Marketing Science*, 2015, 34, 20-38. [[Download](#)]
6. Nishida, M, Gil, R. “Regulation, Enforcement, and Competition: Evidence from the Spanish Local TV Industry,” *International Journal of Industrial Organization*, 2014, January, 32, 11-23. [[Download](#)]
7. Nishida, M, Petrin, A, Polanec, S. “Exploring Reallocation's Apparent Weak Contribution to Growth,” *Journal of Productivity Analysis*, 2014, 42, 187-210. [[Download](#)]
8. Nishida, M. “The Costs of Zoning Regulations in Retail Chains: The Case of the City Planning Act of 1968 in Japan,” *Journal of Regulatory Economics*, 2014, 45(3), 305-328. [[Download](#)]

## **Working Papers**

1. Nishida, M. “Entry Order, Performance, and Geography: The Case of the Convenience-Store Industry in Japan,” resubmitted, *International Economic Review*, 2023
2. Nishida, M. “Who Influences Order of Entry and Performance of Firms? Firms That Started Them,”
3. Ching, A., Lepoev, S., Nishida, M. “Corporate Philanthropy and Market Presence: The Case of Walmart’s Charitable Giving,” March 2024
3. Nishida, M. “When Mergers Fail: Evaluating a Role of Geography behind a Slowdown after an Acquisition,” January 2021
4. Nishida, M., Rotemberg, M., Petrin, A., White, K. “Are We Undercounting Reallocation's Contribution to Growth?,” first-round reject and resubmit, *Review of Economic Dynamics*, 2024
5. Li, J., Nishida, M. “Detecting Collusion from Locations and Prices in the Retail Gasoline Market,” January 2020
6. Kasahara, H., Nishida, M., and Suzuki, M. "Decomposition of Aggregate Productivity Growth with Unobserved Heterogeneity," 2017

## **Work in Progress**

1. Nishida, M. "Franchising Encroachment in Dynamic Competition," 2021
2. Nishida, M. and Uno, H. "Estimating a Network Model of Location Choice in Markets beyond Duopoly," 2022

## **Research Grants**

Supplemental Research Fund, Johns Hopkins Carey Business School, 2024 (\$2,500)  
Supplemental Research Fund, Johns Hopkins Carey Business School, 2021 (with Andrew T. Ching, \$5,000)  
Black and Decker Research Fund, Johns Hopkins Carey Business School, 2019 (\$2,500)  
Rustgi Family Fund in Entrepreneurship, Johns Hopkins Carey Business School, 2017 (\$2,500)  
NET Institute Research Grant, NET institute (<http://www.netinst.org/>), 2014 (with Nathan Yang, \$6,000) 2012 (with Ricard Gil, \$7,500), 2008 (\$4,500)

## **Professional Activities**

### Conference Presentations

1. "Who Influences Order of Entry and Performance of Firms? Firms That Started Them," Marketing Science Conference, University of Chicago Booth School of Business (June 18, 2022)
2. "Entry Order and Capital Relationship: A Case Study of the Retail Industry in Japan," Japan Institute of Marketing Science Seminar, virtual (March 19, 2021).
3. "When Mergers Fail: Evaluating a Role of Geography behind a Slowdown after an Acquisition," 2020 INFORMS Annual Meeting, INFORMS, virtual (November 12, 2020).
4. "Franchising as a Strategic Lever in Dynamic Retail Competition," 7th Applied Microeconomics Conference, Kyoto University, Kyoto, Japan (August 3, 2018).
5. "Firm Dynamics, Entry Order, and Performance: The Case of Convenience-Store Industry in Japan," INFORMS Marketing Science Conference 2018, INFORMS, Temple University (June 14, 2018).
6. "Dynamic Franchising Decisions," International Association for Applied Econometrics Annual Conference, International Association for Applied Econometrics, Sapporo, Japan (June 28, 2017).
7. "Firm Dynamics, Entry Order, and Performance," 15th Annual International Industrial Organization Conference, Industrial Organization Society, Boston, MA (April 9, 2017).
8. "First-Mover Advantage through Distribution: A Decomposition Approach," 5th Applied Microeconomics Conference, Kyoto University, Kyoto, Japan (July 1, 2016).
9. "Dynamic Franchising Decisions," UT Dallas INFORMS, University of Texas, Dallas, TX (February 19, 2016).
10. "Dynamic Franchising Decisions," NBER IO Winter Meeting, NBER, SIEPR, Stanford University, Palo Alto, CA (January 29, 2016).
11. "Dynamics of Organizational Structure in Retail," FTC research seminar, FTC, Washington DC (August 13, 2015).
12. "Dynamics of Organizational Structure in Retail," 4th Applied Microeconomics Conference, Kyoto University, Kyoto, Japan (July 1, 2015).
13. "First-Mover Advantage through Distribution: A Decomposition Approach," Marketing Science Conference, Johns Hopkins Carey Business School, Baltimore, MD (June 18, 2015).

14. "Better Together? Performance Dynamics in Retail Expansion and Mergers," The NET Institute Conference at NYU, New York University, New York, NY (April 17, 2015).
15. "Better Together? Performance Dynamics in Retail Expansion and Mergers," Washington DC IO day, University of Maryland College Park, Compass Lexicon, Washington DC (March 6, 2015).
16. UT Dallas INFORMS, "Better Together? Performance Dynamics in Retail Expansion and Mergers," University of Texas, Dallas, Dallas, TX (February 26, 2015).
17. "Performance Dynamics in Retail Expansion and Mergers," Applied Economics Summer Workshop, Applied Economics Summer Workshop, Kyoto, Japan (July 5, 2014).
18. "Search, Equilibrium Pricing, and Local Market Competition," 5th Annual Conference on Consumer Search and Switching Costs, IN (May 17, 2014).
19. "Performance Dynamics in Retail Expansion and Mergers," International Industrial Organization Conference, International Industrial Organization, Chicago, IL (April 12, 2014).
20. "The Determinants and Consequences of Search Cost Heterogeneity: Evidence from Local Gasoline Markets," Microeconomics conference, University of Tokyo, Tokyo, Japan (July 3, 2013).
21. "Regulation, Enforcement, and Competition: Evidence from the Spanish Local TV Industry," IO conference, Kyoto University, Kyoto, Japan (June 30, 2013).
22. "Consumer Search and Price Dispersion: Evidence from the U.S. Retail Gasoline Markets," International Industrial Organization Conference, International Industrial Organization, Boston, MA (May 15, 2013).
23. "Does Regulation Drive Market Competition? Evidence from the Spanish Local TV Industry," FTC Northwestern Microeconomics Conference, FTC and Northwestern University, Washington, DC (November 15, 2012).
24. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Japanese Economic Association Annual Meeting, Japanese Economic Association, Tsukuba, Japan (October 30, 2011).
25. "Explaining Reallocation's Apparent Negative Contribution to Growth in Deregulation-Era Developing Countries," 9th International Industrial Organization Conference, The Industrial Organization Society, Boston, MA (April 10, 2011).
26. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Game Theory Conference, Nagoya University, Nagoya, Japan (March 6, 2011).
27. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Econometric Society World Congress, Econometric Society, Shanghai, China (August 20, 2010).
28. "Explaining Reallocation's Apparent Negative Contribution to Growth in Deregulation-Era Developing Countries," 8th International Industrial Organization Conference, The Industrial Organization Society, Vancouver, BC Canada (May 15, 2010).
29. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," The North American Winter Meeting of the Econometric Society, Econometric Society, Atlanta, GA (January 4, 2010).
30. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," The Second Annual FTC/Northwestern Microeconomics Conference, Federal Trade Commission, Washington, DC (November 20, 2009).
31. "Explaining Reallocation's Apparent Negative Contribution to Growth in Deregulation-Era Developing Countries," Comparative Analysis of Enterprise Micro Data Conference, Global COE Program "Research Unit for Statistical and Empirical Analysis in Social Sciences (Hi-Stat)", Hitotsubashi University, RIETI, Tokyo, Japan (October 4, 2009).
32. "Explaining Reallocation's Apparent Negative Contribution to Growth in Deregulation-Era Developing Countries," Far Eastern Econometric Society Summer Meeting, Econometric Society, Tokyo, Japan (August 5, 2009).
33. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Tsinghua University, Beijing, China (June 16, 2009).

34. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," The 2009 Industry Studies Conference, Industry Studies Association, Chicago, IL (May 29, 2009).
35. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Housing and Finance Conference, Business School, University of Wisconsin, Madison, WI (May 8, 2009).
36. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," 7th International Industrial Organization Conference, The Industrial Organization Society, Boston, MA (April 4, 2009).
37. "The Effects of Zoning Regulation on Entry in the Retail Industry," 35th European Association for Research in Industrial Economics (EARIE) Annual Conference, the European Institute for Advanced Studies in Management (EIASM), Toulouse, France (September 5, 2008).
38. "The Effects of Zoning Regulation on Entry in the Retail Industry," Far Eastern Econometric Society Summer Meeting, Econometric Society, Singapore (July 17, 2008).
39. "The Effects of Zoning Regulation on Entry in the Retail Industry," Japanese Economic Association Spring Meeting, Japanese Economic Association, Sendai, Japan (May 31, 2008).
40. "The Effects of Zoning Regulation on Entry in the Retail Industry," Midwest Economics Association Annual Meeting, Midwest Economics Association, Chicago, IL (March 15, 2008).
41. "The Effects of Zoning Regulation on Entry in the Retail Industry," ILGISA Annual Meeting, The Illinois GIS Association, Oak Brook, IL (November 17, 2007).
42. "Estimating aggregate productivity growth with plant-level data when markets are not competitive," Japanese Economic Association Spring Meeting, Japanese Economic Association, Osaka, Japan (June 2, 2007).

#### Invited Seminars

1. "Entry Order, Performance, and Geography: The Case of the Convenience-Store Industry in Japan," Yale School of Management, New Haven, Connecticut (October 17, 2023)
2. "Threat of Entry and Organizational-form Choice: The Case of Franchising in Retailing," University of Tokyo Economics Department, Tokyo, Japan (July 2019).
3. "A Structural Analysis of Entry Order, Performance, and Geography: The Case of the Convenience-Store Industry in Japan," Kyoto University, Kyoto, Japan (July 11, 2018).
4. "Dynamic Franchising Decisions," Kyoto University, Kyoto, Japan (July 12, 2017).
5. "First-Mover Advantage through Distribution: A Decomposition Approach," Hitotsubashi University, Tokyo, Japan (July 2016).
6. "Dynamic Franchising Decisions," Singapore Management University, Singapore (October 23, 2015).
7. "Dynamics of Organizational Structure in Retail," FTC, Washington DC (August 13, 2015).
8. "Dynamics of Organizational Structure in Retail," DOJ, Washington DC (May 5, 2015).
9. "Performance Dynamics in Retail Expansion and Mergers," GRIPS, Tokyo, Japan (July 9, 2014).
10. "Performance Dynamics in Retail Expansion and Mergers," Applied Economics Summer Workshop, Kyoto, Japan (July 5, 2014).
11. "Performance Dynamics in Retail Expansion and Mergers," GRIPS, Osaka University, Osaka, Japan (July 2, 2014).
12. "Search, Equilibrium Pricing, and Local Market Competition," Johns Hopkins Carey Quantitative Economics working group, Baltimore, MD (January 8, 2014).
13. "The Determinants and Consequences of Search Cost Heterogeneity: Evidence from Local Gasoline Markets," University of Tokyo, Tokyo, Japan (July 3, 2013).
14. "Regulation, Enforcement, and Competition: Evidence from the Spanish Local TV Industry," Kyoto University, Kyoto, Japan (June 30, 2013).

15. "Consumer Search and Price Dispersion: Evidence from the U.S. Retail Gasoline Markets," Center for Economic Studies at Census Bureau, Washington DC (March 28, 2013).
16. "Consumer Search and Price Dispersion: Evidence from the U.S. Retail Gasoline Markets," North Carolina State University, Raleigh, NC (March 20, 2013).
17. "Explaining Reallocation's Apparent Negative Contribution to Growth in Deregulation-Era Developing Countries," Hitotsubashi University, Tokyo, Japan (November 1, 2011).
18. "Explaining Reallocation's Apparent Negative Contribution to Growth in Deregulation-Era Developing Countries," Osaka University, Osaka, Japan (October 31, 2011).
19. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," The Department of Justice, Washington, DC (October 4, 2011).
20. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," London School of Economics, London, United Kingdom (June 14, 2010).
21. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University of Minnesota, Twin Cities, Twin Cities, MN (May 12, 2010).
22. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Carey Business School, Johns Hopkins University, Baltimore, MD (April 22, 2010).
23. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Department of Economics, University of Iowa, Iowa City, IA (October 26, 2009).
24. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Department of Economics, Georgetown University, Washington, DC (October 8, 2009).
25. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Economics Department, Johns Hopkins University, Baltimore, MD (September 16, 2009).
26. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Japan Fair Trade Commission, Tokyo, Japan (August 7, 2009).
27. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Nagoya University, Nagoya, Japan (July 1, 2009).
28. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Osaka University, Osaka, Japan (June 25, 2009).
29. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University of Wisconsin, Madison, Madison, WI (May 6, 2009).
30. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University of Tsukuba, Tsukuba, Japan (February 16, 2009).
31. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Singapore Management University, Singapore (February 13, 2009).
32. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," National University of Singapore, Singapore (February 10, 2009).
33. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University of Oxford, Oxford, United Kingdom (February 3, 2009).
34. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University College London, London, UK (February 2, 2009).
35. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," State University of New York, Buffalo, Buffalo, NY (January 27, 2009).
36. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University of Chicago, Chicago, IL (December 5, 2008).
37. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," HKUST Department of Marketing, Hong Kong (November 20, 2008).
38. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," University of Chicago, Chicago, IL (November 7, 2008).
39. "Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa," Kyoto University, Kyoto, Japan (July 24, 2008).

40. "The Effects of Zoning Regulation on Entry in the Retail Industry," University of Chicago, Chicago, IL (June 23, 2008).
41. "The Effects of Zoning Regulation on Entry in the Retail Industry," University of Tokyo, Tokyo, Japan (June 10, 2008).
42. "The Effects of Zoning Regulation on Entry in the Retail Industry," Yokohama National University, Yokohama, Japan (June 5, 2008).
43. "The Effects of Zoning Regulation on Entry in the Retail Industry," Hitotsubashi University, Tokyo, Japan (June 3, 2008).
44. "The Effects of Zoning Regulation on Entry in the Retail Industry," University of Tsukuba, Tsukuba, Japan (May 29, 2008).
45. "The Effects of Zoning Regulation on Entry in the Retail Industry," Institute of Developing Economies (IDE-JETRO), Chiba, Japan (May 27, 2008).
46. "The Effects of Zoning Regulation on Entry in the Retail Industry," University of Chicago, Chicago, IL (May 2, 2008).

### **Refereeing**

*American Journal of Agricultural Economics, Economic Inquiry, Economics Letters, International Journal of Industrial Organization, Japanese Economic Review, Journal of Econometrics, Journal of Economics & Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, Journal of Political Economy, Journal of Productivity Analysis, Journal of Regulatory Economics, Management Science, Marketing Science, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Industrial Organization, Southern Economic Journal*

### **Honors and Awards**

Dean's Award for Faculty Excellence, 2019

Miyazawa Kenichi Memorial Prize for the best paper in competition policy, Fair Trade Institute, 2014

Outstanding reviewer, International Journal of Industrial Organization, 2016

Rank 1 out of 1,964, Economics, Level 1 National Civil Service Examination, 1998

### **Teaching Experience**

Retail Analytics, MS in Marketing and MS in Business Analytics and Risk Management, 2019-present

Economics for Decision Making (Microeconomics), MS in Finance, 2011-2019

Competitive Strategy, Global MBA, 2010-2014

Graduate Industrial Organization (PhD 2nd year), Economics Department, 2010

### **Dissertation Advising**

Committee member:

Jianhui Li, Ph.D. Economics (initial placement: Research Division, Capital One)

Marc Remer, Ph.D. Economics (initial placement: Economic Analysis Group, Department of Justice)