

MINJAE SONG

Simon Graduate School of Business
University of Rochester, Box 270100
Rochester, NY 14627-0100
Tel: 585-275-0269, Fax: 585-273-1140
E-mail : minjae.song@simon.rochester.edu

Current Position:

- Assistant Professor of Economics and Marketing, Simon Graduate School of Business, University of Rochester, June 2007 – present

Past Positions:

- Visiting Scholar, Department of Business Administration, University of Zurich, August 2008
- Visiting Scholar, Kellogg School of Management, Northwestern University, Summer 2005
- Assistant Professor, School of Economics, Georgia Institute of Technology, July 2003 – May 2007
- Research Assistant for Professor Ariel Pakes, Harvard University, 2000-2003
- Teaching Fellow, Harvard University, 2000-2002
- Research Assistant for Professor Dale Jorgenson, Harvard University, Summer, 1999

Education:

- Ph. D in Economics; Harvard University, Cambridge, MA, 2003
 - Thesis Title: “Investment, Innovation, and Consumer Welfare”
 - Advisors: Ariel Pakes (*Chair*), Gary Chamberlain, Dale Jorgenson
- MA in Economics; Harvard University, Cambridge, MA, 2001
- BA in Economics; Seoul National University, Seoul, Korea, *summa cum laude*, 1996

Research Fields:

Industrial Organization, Applied Econometrics, Quantitative Marketing

Published/Forthcoming Papers:

- Song, M. (2007) “Measuring Consumer Welfare in the CPU Market: An Application of the Pure Characteristics Demand Model”, *RAND Journal of Economics*, Vol. 38, 429-446.
- Kaiser, U. and M. Song (2009) “Do Media Consumers Really Dislike Advertising? An Empirical Assessment of the Role of Advertising in Print Media Markets,” *International Journal of Industrial Organization*, Vol. 27(2), 292-301.
- Song, M. (2010) “The Quality Adjusted Price Index in the Pure Characteristics Demand Model,” *Journal of Business and Economic Statistics*, Vol. 28(1), 190–199 (previously circulated as “The Quality Adjusted Price Index and Consumer Heterogeneity”)
- Song, M. (2011) “A Dynamic Analysis of Cooperative Research in the Semiconductor Industry,” *International Economic Review*, Vol. 52(4), 1157-1177.

Working Papers:

- Song, M. (2011) “A Hybrid Discrete Choice Model of Differentiated Product Demand with An Application to PCs,” revise and resubmit, *RAND Journal of Economics*.
- Song, M. (2011) “Estimating Platform Market Power in Two-sided Markets with an Application to Magazine Advertising,” under review.
- Lucarelli, C., S. Nicholson, and M. Song (2010) “Bundling among Rivals: A Case of Pharmaceutical Cocktails,” NBER Working Paper 16321.
- Horsky, D., P. Pavlidis, and M. Song (2012) “Incorporating State Dependence in Aggregate Brand-level Demand Models,” unpublished manuscript, University of Rochester.
- Chung, C. and M. Song (2007) “Preference for Cultural Goods: Demand and Welfare in the Korean Films Market,” unpublished manuscript, University of Rochester.
- Song, M. (2008) “Estimating the Pure Characteristics Demand Model: A Computational Note,” unpublished manuscript, University of Rochester.

Invited Seminars:

2011-2012	Indiana Kelley, Bloomington, IN Toronto Rotman, Toronto, ON
2010-2011	Sogang University, Seoul, Korea
2009-2010	University of Wisconsin-Madison, Madison, WI Korea University, Seoul, Korea SKK University, Seoul, Korea Columbia GSB, New York, NY Stanford GSB, Palo Alto, CA University of Zurich, Switzerland
2008-2009	Duke University, Durham, NC
2007-2008	Cornell University, Ithaca, NY Chicago GSB, Chicago, IL
2006-2007	Simon GSB, University of Rochester, Rochester, NY Drexel University, Philadelphia, PA
2005-2006	University of Tokyo, Tokyo, Japan Korea University, Seoul, Korea Yonsei University, Seoul, Korea
2004-2005	Bureau of Labor Statistics, Washington, DC Krannert School of Management, Purdue University, West Lafayette, IN Kellogg School of Management, Northwestern University, Evanston, IL
2003-2004	University of Alabama, Tuscaloosa, AL Emory University, Atlanta, GA
2002-2003	Brown University, Rhode Island, RI University of Rochester, Rochester, NY Georgia Tech, Atlanta, GA

Conference Presentations:

2011-2012	Fourth Annual FTC Microeconomics Conference, FTC, Washington, DC Marketing Science Conference, Boston, MA (scheduled)
2010-2011	Marketing Science Conference, Houston, TX (presented by co-author) International Industrial Organization Conference, Boston, MA
2009-2010	Marketing Science Conference, Cologne, Germany Cowles Foundation Summer Conference, New Haven, CT (presented by co-author)

- 2008-2009** Marketing Science Conference, Ann Arbor, MI
International Industrial Organization Conference, Boston, MA
First Annual FTC Microeconomics Conference, FTC, Washington, DC
Society for Economic Dynamics Conference, MIT, Cambridge, MA
European Meeting of the Econometric Society, Milan, Italy
- 2007-2008** BBCRST Marketing Conference, SUNY, Buffalo, NY
International Industrial Organization Conference, Washington, DC
RNIC Workshop on Structural Models in IO (Main Lecturer), ZEW, Mannheim, Germany
- 2006-2007** North American Summer Meetings of the Econometric Society (Session Chair/Presenter), Duke University, Durham, NC
Society for Economic Dynamics Conference, Vancouver, Canada
- 2005-2006** North American Summer Meeting of the Econometric Society, University of Minnesota, Minneapolis, MN
DRUID Conference, Copenhagen, Denmark
Clarence W. Tow Conference, University of Iowa, Iowa City, IA
Midwest Theory Conference, Michigan State University, East Lansing, MI
International Industrial Organization Conference, Boston, MA
ASSA Annual Meeting (KAEA), Boston, MA
NBER Summer Institute (CRIW), Cambridge, MA
- 2004-2005** International Industrial Organization Conference (Discussant), Atlanta, GA
- 2003-2004** ASSA Annual Meeting (AEA), San Diego, CA
- 2002-2003** International Industrial Organization Conference, Boston, MA
NBER Productivity Program, Cambridge, MA
- 2001-2002** STEP Symposium on Semiconductors, Kennedy School of Government, Harvard University
ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany.

Teaching Experience:

Undergraduate Courses

- Principles of Microeconomics
- Intermediate Microeconomics
- Industrial Organization
- Econometrics

MBA Courses

- Data-driven Marketing

Ph.D. Courses

- Empirical Industrial Organization
- Econometrics
- Probability and Statistics

Grants and Awards:

- CPBIS, A Sloan Foundation, 2005 – 2007
- Small Grants, Georgia Tech Foundation, 2004, 2005, 2006
- ISERF, Georgia Institutes of Technology, 2004, 2005, 2006

Honors, Scholarships, and Fellowships:

- Fellowship, Korean Foundation for Advanced Studies, Korea, 1998-2003
- Scholarship, Faculty of Arts and Science, Harvard University, 2000-2002
- Scholarship, The Alumni Association of the Department of Economics, Seoul National University, 1994-1995

Referee Work:

American Economic Journal: Microeconomics, Economic and Social Research Council, International Journal of Industrial Organization, Japan and the World Economy, Journal of Economics and Management Strategy, Journal of Political Economy, Management Science, National Science Foundation, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Economic Studies, Review of Economics and Statistics, Review of Industrial Organization

Academic Affiliations:

American Economic Association, Econometric Society, Industrial Organization Society, Korean American Economic Association

Committee Service at the University of Rochester:

- Ph.D. Committee
- University Research Computing Committee

Committee Service at Georgia Tech:

- Information Technology Committee
- Graduate Admission and Curriculum Committee
- Economics Seminar Organizer, 2005-2006

References: *Available upon request*

Non-Academic Experience:

- Military service in the Republic of Korea Army, July 1996 – September 1998.

Personal:

- Married to Marie Lee
- Korean citizen, US permanent resident