

## ALEXANDER COWLES WHITE

Tsinghua University  
School of Economics & Management  
Weilun Building, Room 229  
Beijing 100084, China

清华大学  
经管学院伟伦楼 229 室  
中国北京, 邮政编码:100084

+86 10 6279 8048 / awhite@sem.tsinghua.edu.cn / http://alex-white.net

### FIELDS OF INTEREST

Industrial Organization, Microeconomic Theory, Economics of the Internet

### ACADEMIC APPOINTMENTS

- 2011 – present: Assistant Professor, Department of Economics, School of Economics and Management, Tsinghua University  
2014 – present: Director, Competition Policy Program, National Institute for Fiscal Studies, Tsinghua University  
2010 – 2011: Postdoctoral Fellow, Department of Economics, Harvard University

### EDUCATION

- Ph.D. in Economics (with highest distinction), Toulouse School of Economics, February 2011  
Dissertation Title: “Essays on the Economics of the Internet”  
M.A. in Economics, Toulouse School of Economics, July 2006  
B.A. in Economics (with honors), Columbia University, February 2005  
*Diplôme du programme international*, Sciences Po Paris, July 2003

### RESEARCH

#### ARTICLES IN ECONOMICS JOURNALS

- “Search Engines: Left Side Quality versus Right Side Profits”. *International Journal of Industrial Organization*, vol. 31, no. 6, November 2013, p. 690-701. (Won 2014 *IJIO* Best Paper Award.)  
“Walrasian Equilibrium in Large, Quasilinear Economies” (with Eduardo Azevedo and Glen Weyl). *Theoretical Economics*, vol. 8, no. 2, May 2013, p. 281-290.

#### OTHER PUBLICATIONS

- “Let the Right ‘One’ Win: Policy Lessons from the New Economics of Platforms” (with Glen Weyl). *Competition Policy International*, vol. 10, no. 2, Autumn 2014, p. 29-51.  
Published in Chinese as 让最好的一方赢 – 平台产业新经济学的政策含义, *比较*, vol. 76, no. 1, 2015, p. 41-64.  
“Economics of Online Platforms”, in *The New Palgrave Dictionary of Economics*. Online Edition. Eds. Steven N. Durlauf and Lawrence E. Blume. Palgrave Macmillan, 2012.

#### WORKING PAPERS

- “On the Antitrust Economics of the Electronic Books Industry” (with Germain Gaudin), R&R at the *RAND Journal of Economics*  
“Insulated Platform Competition” (with Glen Weyl)  
“Unit versus Ad Valorem Taxation Under Revenue Maximization” (with Germain Gaudin)  
“The Attention Economy of Search and Web Advertisement” (with Kamal Jain)  
“Half-Hearted Cooperation and the Evolution of Altruism”

#### WORK IN PROGRESS (AVAILABLE UPON REQUEST)

- “Waiting Until the Reviews Are In: How Do Online Feedback Mechanisms Affect Pricing?” (with Xiaocai Lin)

### PROFESSIONAL AND ACADEMIC ACTIVITIES

- Tsinghua University
- Economics Department Recruiting Committee Member, 2012 – present
  - Organizer of Economics Department Weekly Seminar, 2012 – 2014

- Organizer of “Workshop on Industrial Organization and Management Strategy”, December 2013
- Co-Organizer (with Simon Anderson) of “Fifth Workshop on the Economics of Advertising and Marketing”, June 2012

Microsoft Research

- Week-long visits at New England Lab, 2010, 2014, 2015
- Submitted patent with Kamal Jain on search and web advertisement, June 2009
- Intern, Theory Group, Redmond Lab, June – August 2008
- Visitor, Theory Group, Redmond Lab, March 3 – 28, 2008

Télécom ParisTech

- Visiting Ph.D. Student, 2009 – 2010
- Organizer of conference on “Search and Web Advertising Strategies and Their Impacts on Consumers”, Paris, September 2010

Toulouse School of Economics

- Organizer of weekly Brown Bag Seminar, 2008 – 2009
- Organizer of biweekly workshop on “I.P. and the Information Economy”, 2006 – 2009

**FELLOWSHIPS AND AWARDS**

*International Journal of Industrial Organization* Best Paper Award, 2014

National Natural Science Foundation of China Research Grant (joint with Ming Gao, Glen Weyl and Jie Zheng), 2013 – 2015

Tsinghua University Research Grant (joint with Ming Gao), 2012 – 2014

Tsinghua SEM Outstanding Faculty Award, 2013

NET Institute Summer Grant, 2010

*Chair Orange* fellowship from Télécom ParisTech and France Télécom, 2009 – 2010

*Allocataire de recherche* (three-year fellowship awarded by French government), 2006 – 2009

**COURSES TAUGHT**

Industrial Organization (undergrad and Ph.D.) at Tsinghua, since 2011

Enterprise Organization and Analysis (MBA strategy elective with focus on platform business models in China) at Tsinghua, since spring 2014

**PROFESSIONAL SERVICE**

**Editorial Board Member:** *Review of Network Economics*, March 2016 – present

**Referee:** *American Economic Journal: Microeconomics*, *B.E. Journal of Economic Analysis & Policy*, *Communications & Strategies*, *Economic Journal*, *European Economic Review*, *Frontiers of Business Research in China*, *Games and Economic Behavior*, *INFORMS Journal on Computing*, *International Conference on Information Systems 2008*, *International Economic Review*, *International Journal of Industrial Organization* (Won Excellence in Reviewing Award, 2013), *Journal of Economic Theory*, *Journal of Economics & Management Strategy*, *Journal of Industrial Economics*, *Journal of the European Economic Association*, *Journal of Political Economy*, *Management Science*, *RAND Journal of Economics*, *Review of Economic Studies*, *Social Sciences and Humanities Research Council of Canada*, *Quarterly Journal of Economics*, *Transactions on Economics and Computation*

**Program Committee Member:** 13<sup>th</sup> ACM Conference on Electronic Commerce, Valencia, Spain, 2012; 7<sup>th</sup> Workshop on Ad Auctions, San Jose, CA, 2011

**CONFERENCE AND SEMINAR PRESENTATIONS**

**2016:** Conference on Industrial Economics, Zhejiang University (planned); TSE Conference in Honor of Jacques Crémer, Toulouse (planned); Shanghai University of Finance and Economics, Antitrust Economics and Policy Workshop (planned); Department of Economics, Lingnan U., Hong Kong

**2015:** Sixth Annual Conference on Internet Search and Innovation, Northwestern U. Law School; TSE-IDEI Software and Internet Conference, Toulouse

**2014:** Caixin Summit, Beijing; Workshop on Industrial Organization, Korea U., Seoul; LACEA-LAMES Annual Meeting, Sao Paulo; Department of Economics, Hong Kong U. of Sciences and Technology; Conference on Industrial Economics, Zhejiang U.; Conference on Mechanism Design and Industrial Organization in Honor of Jean-Jacques Laffont, Nanchang, China; SSK International Conference on Competition and Information Economy, Yonsei U., Seoul; IDEI Conference on E-commerce, Digital Economy and Delivery Services, Toulouse; U. of Miami, Department of Economics

**2013:** Workshop on Multi-Sided Platforms, National U. of Singapore; Research Center for Humanities and Social Sciences, Academia Sinica, Taipei; Department of Economics, U. of Tokyo; Wang Yanan Institute for Studies in Economics, Xiamen U.; Summer School on Digitization and its Impacts on Society, Dresden (keynote); Fourth Annual Conference on Internet Search and Innovation, Northwestern U. Law School (invited as discussant); U. of Virginia, Department of Economics

**2012:** Asian Meeting of the Econometric Society, Delhi; Peking U. HSBC Business School, Shenzhen; Zhejiang U., Dept. of Economics; Beijing Theory Workshop; Shanghai Workshop on Industrial Organization and Competition Policy; Shanghai Microeconomics Workshop; Toulouse School of Economics IP&IT Workshop; Shanghai U. of Finance and Economics, School of Economics

**2011:** IOSM Workshop, Peking U.; Ninth Workshop on Media Economics, New Economic School, Moscow; Bates White Antitrust Conference, Washington D.C.; CEPR-JIE Conference on Applied Industrial Organization, Tel Aviv; International Industrial Organization Conference, Boston; Tsinghua U., School of Economics and Management; US Department of Justice; US Federal Trade Commission; US Federal Communications Commission; Indiana U., Kelley School of Business; IDEI Software and Internet Conference, Toulouse

**2010:** U. of Miami, Department of Economics; Harvard Industrial Organization Brown Bag; NET Institute Conference, New York; *Chair Orange* Conference on “Search and Web Advertisement Strategies”, Paris; Toulouse School of Economics Theory Seminar; Workshop on the Economics of Advertising and Marketing, IESE, Barcelona; Platform Markets: Regulation and Competition Policy, ZEW Mannheim; Paris School of Economics; German Institute for Economic Research (DIW), Berlin; Xerox Research Centre Europe, Grenoble; Microsoft Research New England, Cambridge, Massachusetts

**2009:** Research Institute of Industrial Economics, Stockholm; Econometric Society European Meeting, Barcelona; ZEW Conference on the Economics of ICT, Mannheim; Télécom ParisTech Conference on the Economics of ICT, Paris; INFORMS Marketing Science Conference, Ann Arbor, Michigan; U. of Hong Kong, School of Economics and Finance; European U. Institute, Department of Economics, Florence; IDEI Software and Internet Conference, Toulouse

**2008:** LACEA-LAMES Annual Meeting, Rio de Janeiro; University College London, Department of Economics; ZEW Conference on the Economics of ICT, Mannheim

#### **LANGUAGES**

English (native), Spanish (fluent), French (fluent), Spoken Mandarin (intermediate), Turkish (intermediate)

#### **OTHER**

Studied in Boğaziçi University’s Turkish Language and Culture Program, Summer 2004  
Member of Columbia University Varsity Golf Team, 2000 – 2002  
Alumnus of School Year Abroad Spain in Zaragoza, 2000

#### **PERSONAL**

Married with one child  
U.S. Citizen