

Scott K. Shriver

CONTACT INFORMATION Leeds School of Business
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Boulder, CO 80309
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Updated: 12/22/22

ACADEMIC APPOINTMENTS Assistant Professor, Leeds School of Business, Boulder, CO, 2017-Present
Assistant Professor, Columbia Business School, New York, NY, 2011-2017

EDUCATION Ph.D., Marketing, Stanford Graduate School of Business, 2011
M.A., Economics, Stanford University, 2008
M.B.A., UCLA Anderson School of Management, 2005
M.S., Physics, Stanford University, 1995
B.A., English Literature, University of North Carolina at Chapel Hill, 1992

RESEARCH INTERESTS Online privacy, network effects, online social networks
Technology adoption, new product development
Multi-channel demand
Alternative energy, green marketing, social enterprise
Empirical industrial organization, applied econometrics

PUBLISHED / ACCEPTED PAPERS Goldberg, Samuel, Garrett Johnson and Scott Shriver (2022), "Regulating Privacy Online: An Economic Evaluation of the GDPR," conditionally accepted at *American Economic Journal: Policy*.

Johnson, Garrett, Scott Shriver and Samuel Goldberg (2022), "Privacy & market concentration: Intended & unintended consequences of the GDPR," forthcoming at *Management Science*.

Shriver, Scott and Bryan Bollinger (2022), "Demand expansion and cannibalization effects from retail store entry: A structural analysis of multi-channel demand," *Management Science*, 68 (12), 8829-8856.

Johnson, Garrett, Scott Shriver and Shaoyin Du (2020), "Consumer privacy choice in online advertising: Who opts out and at what cost to industry?" *Marketing Science*, 39 (1), 33-51.

– Winner, John D.C. Little Award*, 2020

Shriver, Scott (2015), "Network Effects in Alternative Fuel Adoption: Empirical Analysis of the Market for Ethanol," *Marketing Science*, 34 (1), 78-97.

– Winner, John D.C. Little Award*, 2015

– Winner, Frank M. Bass Award†, 2015

* Best marketing paper published in *Marketing Science*, *Management Science*, or another INFORMS journal.

† Best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal.

Sriram, Srinivasaraghavan, Puneet Manchanda, Mercedes Esteban Bravo, Junhong Chu, Liye Ma, Minjae Song, Scott Shriver, and Upendar Subramanian (2015), "Platforms: A Multiplicity of Research Opportunities," *Marketing Letters*, 26 (2), 141-152.

Shriver, Scott, Harikesh Nair and Reto Hofstetter (2013), "User-Generated Content and Social Ties: Evidence from an Online Social Network," *Management Science*, 59 (6), 1425-1443.

- Finalist, Don Morrison Long Term Impact Award^{††}, 2022
- Winner, Swiss Academy of Marketing Science Rigour & Relevance Research Award, 2014

Fierro, J.M. et al. (1995), "EGRET High-Energy Gamma-Ray Pulsar Studies II: Individual Millisecond Pulsars," *The Astrophysical Journal*, 447, 807-812.

Buie, Marc W. and Scott Shriver (1994), "The Distribution of Water Frost on Charon," *Icarus*, 108 (2), 225-233.

WORKING PAPERS Yoganarasimhan, Hema and Scott Shriver (2018), "Optimizing Content and Pricing Strategies for Digital Video Games," in preparation.

Shriver, Scott, and V. Srinivasan (2016), "What if Marketers Put Customers Ahead of Profits?" in preparation.

WORKS IN PROGRESS "Commitment Devices: Demand Estimation and Optimal Pricing," with Oliver Toubia.

CONFERENCES AND INVITED PRESENTATIONS "Privacy & market concentration: Intended & unintended consequences of the GDPR"
Marketing Science, Chicago, IL, June 2022
Stanford University, April 2022
National Association for Business Economics (NABE) Tech Economics Conference, Seattle, WA, November 2021

"Consumer privacy choice in online advertising: Who opts out and at what cost to industry?"
Marketing Science, Rome, Italy, June 2019

"Optimizing Content and Pricing Strategies for Digital Video Games"
Boston University, March 2022
Stanford University, August 2017
Marketing Science, Los Angeles, CA, June 2017
Yale University, December 2016

"Structural Analysis of Multi-Channel Demand"
University of Washington, May 2017
University of Colorado, October 2016
Stanford University, April 2016

^{††} Given annually to a marketing paper published in *Marketing Science*, or *Management Science*, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing.

University of Toronto, March 2016
Summer Institute in Competitive Strategy (SICS), July 2015
Four Schools Conference, April 2015
University of Rochester, March 2015
University of Southern California, March 2015
University of California, San Diego, March 2015
Duke University, February 2015
Marketing Science, Atlanta, GA, June 2014
Wharton Customer Analytics Initiative Symposium, September 2013

“What if Marketers Put Customers Ahead of Profits?”

UTD FORMS, February 2014
Marketing Science, Houston, TX, June 2011

“Network Effects in Alternative Fuel Adoption: Empirical Analysis of the Market for Ethanol”

9th Invitational Choice Symposium, Noordwijk, Netherlands, June 2013
Johnson School of Management, Cornell University, February 2012
NET Institute Conference, New York, NY, December 2010
Ross School of Business, University of Michigan, November 2010
Booth School of Business, University of Chicago, November 2010
Kellogg School of Management, Northwestern University, November 2010
Haas School of Business, University of California-Berkeley, October 2010
Smith School of Business, University of Maryland, October 2010
Columbia Business School, New York, NY, October 2010
Stern School of Business, New York University, New York, NY, October 2010
Olin Business School, Washington University, St. Louis, MO, September 2010
Marketing Science, Ann Arbor, MI, June 2009
Stanford Policy and Economics Research Roundtable, April 2008

“User-Generated Content and Social Ties: Evidence from an Online Social Network”

Marketing Modeler’s Conference, New York, NY, April 2012
Quantitative Marketing and Economics, Rochester, NY, September 2011
Marketing Science, Cologne, Germany, June 2010
NET Institute Conference, New York, NY, April 2010

SERVICE

Editorial board: *Marketing Science*, *Quantitative Marketing and Economics*

Ad-hoc reviewer: *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Quantitative Marketing and Economics*, *Review of Economic Studies*, *Review of Economics and Statistics*, *Information Systems Research*, *Journal of Economics & Management Strategy*, *Marketing Letters*, *Decision Sciences*, *Customer Needs and Solutions*

Discussant:

Strategy & the Business Environment Conference (2022), Columbia Marketing Analytics and Big Data Conference (2017), Columbia Strategy Conference (2014), NET Institute Conference (2011)

TEACHING EXPERIENCE

Quantitative Marketing Seminar 1 (PhD), instructor, CU-Boulder, 2021
Customer Analytics (UG, MS/MBA, evMBA), instructor, CU-Boulder, 2017-present
Marketing Strategy (MBA), instructor, Columbia GSB, 2012-2016

Managing Marketing Programs (MBA), instructor, Columbia GSB, 2012-2014
Data and Decisions (MBA), teaching assistant, Stanford GSB, 2010
Pricing Strategy (MBA), teaching assistant, Stanford GSB, 2008 & 2009
Marketing Management (MBA), teaching assistant, Stanford GSB, 2008
Statistical Mechanics (UG), teaching assistant, Stanford University, 1994

HONORS AND
AWARDS

Don Morrison Long Term Impact Award Finalist, 2022
John D. C. Little Award, 2020
Marketing Science Institute's Research Priorities Initiative Grant Recipient, 2019
John D. C. Little Award, 2015
Frank M. Bass Award, 2015
Swiss Academy of Marketing Science Rigour & Relevance Research Award, 2014
NET Institute Summer Research Grant, 2010
Jaedicke Family Fellowship, Stanford GSB, 2005-2009
Dean's Scholar, UCLA Anderson School of Management, 2004-2005
Detuschman Venture Fellow, UCLA Anderson School of Management, 2004
Parsky Fellow, UCLA Anderson School of Management, 2004
John Motley Morehead Scholar, UNC, 1992
BA awarded with Distinction, UNC, 1992
Cum Laude, UNC, 1992
Phi Beta Kappa, UNC, 1991

PROFESSIONAL
AFFILIATIONS

American Marketing Association
INFORMS

PROFESSIONAL
EXPERIENCE

GKM Ventures, Los Angeles, CA
Associate, 2004
Performed due diligence, financial analysis, and industry research for a \$100M later-stage technology fund.

Totality Corporation, San Francisco, CA
Director of Information Technology, 1999-2001
Designed, implemented, and maintained technical infrastructure for an e-commerce managed service provider. Directly hired a department of thirty employees. Managed \$50M of capital expenditures, \$3M annual operating budget.

Digital Domain, Venice Beach, CA
Manager of Information Systems, 1996-1999
Created the first IT department at a startup visual effects facility. Grew the department to a staff of six and an annual operating budget of \$400K.

Electronic Data Systems, San Francisco, CA
Systems Engineer, 1995-1996
Analyzed requirements, designed and developed systems, and provided quality assurance for client engagements.

Morgan Stanley International, London, England
Summer Associate, 1990
Developed financial models for corporate mergers and acquisitions.