

CURRICULUM VITAE

LYNNE MARIE PEPALL

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Citizenship: Canadian, Permanent Resident of United States

Education:

University of Toronto	B.A. in Mathematics and Economics	1976
University of Cambridge	Ph.D in Economics	1983

Title of Doctoral Dissertation: "Product Choice and Hedonic Pricing"

Employment:

European University Institute: Research Fellow	1981-82
Concordia University: Assistant Professor	1983-87
Tufts University: Assistant Professor	1987-92
Associate Professor	1992-2003
Full Professor	2003-

Courses Taught:

Graduate: Industrial Organization, Economics of Uncertainty and Information, Advanced Microeconomic Theory

Undergraduate: Industrial Organization, Game Theory, Economic Regulation, Intermediate Microeconomics, Economics of Uncertainty and Information, The New European Economy and the Global Market, The Economics of Advertising

Related Activities:

Co-Director of the *Writing Across the Curriculum* Program, Tufts University, 1995-1998
Visiting Assistant Professor, Queen's University, Spring, 1990
Visiting Scholar, CORE, Belgium, Summer, 1988
Participant, NBER Conference on Industrial Organization, May 1993
Participant, NBER Conference on Industrial Organization, 1996

Fellowships and Grants:

Jean Monnet Fellowship European University Institute 1987
(Awarded and Declined)

Tufts University Summer Faculty Fellowship 1988

German Marshall Fellowship 1994-95

Tufts University Summer Faculty Fellowship (with G. Norman) 1997

Tufts University Research Semester Fellowship 2000

Grant from Institute for International Peace and Security, Social Science and Humanities Research Council of Canada, and FCAR (Quebec) grant to study The Defense Industry in Canada. Funding provided for 1985-88.

Grant received from Social Science and Humanities Research Council of Canada grant to study Female Labor Supply and Fertility Behavior (with J. MacIntosh and W. Sims), 1988.

Received from CIBER, Summer Stipend to study "Innovation, Imitation, and Strategic Trade Policy", June 1993.

Publications:

I Refereed Articles

- (1) "Easy Proofs of Unanimity and Optimality without Spanning." (with L. Makowski), *Journal of Finance*, 1985, 40, 1245-50.
- (2) "A Clustering Analysis of the Effects of Import Penetration on Product Variety." *Oxford Economic Papers*, 1988, 40, 655-70.
- (3) "The Informational Role of Spanning in Competitive Product Selection." *Canadian Journal of Economics*, 1989, 22, 37-49.
- (4) "The Military Industrial Complex in Canada." (with D. Shapiro), *Canadian Public Policy*, 1989, 15, 265-84.
- (5) "Market Demand and Product Clustering." *The Economic Journal*, 1990, 100, p. 195-206.
- (6) "The Profitability of Canadian Defense Contractors." (with D. Shapiro), *International Journal of Industrial Organization*, 1991, 9, 425-440.
- (7) "Sequential Entry with Brand Loyalty caused by Consumer Learning-by-Using." (with J. Gabszewicz and J. Thisse), *Journal of Industrial Economics*, 40, November, 1992.
- (8) "Strategic Product Choice and Niche Markets." *Journal of Economics and Management Strategy*, 1992, 1, 397-417.

- (9) "Innovation, Imitation, and Social Welfare." (with D. Richards), *Southern Economic Journal*, 1994, 60, 673-84.
- (10) "Imitative Competition and Innovation in a Duopoly Model." *Economica*, 1997, 64, 265-79.
- (11) "Spatial Competition and Location with Mergers and Product Licensing." (with G. Norman) *Urban Studies*, 2000, 37(3), 451-470.
- (12) "Reach for the Stars: A Strategic Bidding Game." (with D. Richards), *Economica*, 2001, 68, 489-503.
- (13) "Profitable Mergers in a Cournot Model of Spatial Competition." (with G. Norman) *The Southern Economic Journal*, 2000, 66(3), 667-681.
- (14) "Horizontal Mergers in Spatially Differentiated NonCooperative Markets: A Comment." (with G. Norman) *The Journal of Industrial Economics*, 2000.
- (15) "Product Differentiation and Upstream Downstream Relations." (with G. Norman) *The Journal of Economics and Management Strategy*, 2001, 10, 201-233.
- (16) "The Simple Economics of Brand Stretching." (with D. Richards) *The Journal of Business*, 2002, 75, 535-552.
- (17) "Knowledge Spillovers, Mergers and Public Policy in Economic Clusters." (with G. Norman) *The Review of Industrial Organization*, 2004, 25, 155-174.
- (18) "Pricing Coordination Failures and Health Care Provider Integration." (with K. Eggleston and G. Norman). *Contributions to Economic Analysis & Policy*, 2004, 3:1 Article 20.
- (19) "Product Differentiation, Cost-Reducing Mergers, and Consumer Welfare." (with G. Norman and D. Richards) *The Canadian Journal of Economics*, 2005, 38, 1204-1223.
- (20) "Advertising and Bidding for Television Programming" (with D. Richards) *Economic Letters*, 2006, 90, 237-24 .

II Published Articles In Books:

- (1) "Imitative Competition and Public Policy." in Poyago-Theotoky, J. (ed.), **Competition, Cooperation, Research and Development**. 1997, Macmillan Press Ltd.

III Books:

- (1) **Industrial Organization: Contemporary Theory and Practice**. (with D. Richards and G. Norman) 1st Edition, 1999, 720 pages.
- (2) **Industrial Organization: Contemporary Theory and Practice**. (with D. Richards and G. Norman) 2nd Edition, 2002, 750 pages.
- (3) **Industrial Organization: Contemporary Theory and Practice**. (with D. Richards and G.

Norman) 3rd Edition, 2005, 672 pages.

IV Book Reviews:

- (1) Review of **Opening Networks to Competition: The Regulation and Pricing of Access**, by David Gabel and David Weiman, editors, Kluwer Academic Publishers, 1998, in *Review of Industrial Organization*.

V Work in Progress:

- (1) "Versioning and Brand-Stretching in e-Commerce." (with G. Norman and D. Richards).
- (2) "Advertising, Spillovers and Concentration." (with G. Norman and D. Richards).
- (3) "Targeted Subsidies and Investment Spillovers" (with D. Richards).
- (4) "Shrouded Benefits, Brand Loyalty and Competition." (with G. Norman and D. Richards).
- (5) "Religious Pluralism, Competition and Civic Engagement." (with D. Richards and J. Straub).
- (6) "Advertising: The Good, The Bad and the Ugly" (with D. Richards and L. Tan).

VII Recent Papers Presented at Conferences:

"Reach for the Stars: An Upstream Downstream Game." Presented at the *Winter Econometric Society* Meetings, New Orleans, January 1997.

"Urban Sprawl and Product Clustering: Mergers in a Cournot Model of Spatial Competition." Presented at the annual meeting of *Canadian Economic Association*, Ottawa, June 1998.

"Profitable Mergers in a Cournot Model of Spatial Competition." Presented at the *Winter Econometric Society* Meetings, New York, 1999.

"The Simple Economics of Brand Stretching." Presented at the *Winter Econometric Society* Meetings, Boston, 2000.

"The Economics of e-Commerce". Presented at the *Western Economic Association Meetings*, San Francisco, July 2001.

"Merger Wars: Bidding for Complementary Assets". Presented at the *Western Economic Association Meetings*, San Francisco, July 2001.

"Product Differentiation, Cost-Reducing Mergers, and Consumer Welfare". Presented at the *European Economic Association* Meetings, August 2002.

"Versioning and Brand-Stretching in e-Commerce". Presented at the *International Industrial Organization Conference*, Boston, April 2003.

“Advertising, Spillovers and Concentration” Presented at the *International Industrial Organization Conference*, Chicago, April 2004.

“Advertising and Bidding for Television Programming” Presented at the *International Industrial Organization Conference*, Atlanta, April 2005.

“Targeted Subsidies, Investment and Spillovers” Presented at *American Economic Association Meetings*, Boston, January 2006.

VIII Referee for:

The Economic Journal, Canadian Journal of Economics, International Journal of Industrial Organization, Journal of Industrial Economics, Quarterly Journal of Economics National Science Foundation, Journal of Economic and Management Strategy Economica, Rand Journal of Economics, Games and Economic Behavior, Southern Economic Journal, Journal of Economic Education, Policy Studies Journal, Contemporary Economic Policy, The Journal of Economic Geography.

IX Service to Tufts University:

Departmental Service:

Department Chair: 2005

Recruitment Committee: 1988-89, 1990-91, 1996-97, 1998-99, 2002-03.

Tenure Preparator: 2003-04.

Minors Co-ordinator and Advisor: 1995-2004.

Graduate Admissions Committee: 1990-1992.

Committee on Undergraduate Curriculum: 1991-92, 1996-98.

Director, Wellington Burnham Speaker Program: 1990-1993.

Economic Awards Committee: 1991-1999, 2003-05.

Chair for "Window of Opportunity" Search, 1993.

University Responsibilities and Service:

Student Awards Committee: 1988-89.

Student Honors Committee: 1990-1993.

Faculty Research Awards Committee: 1991-1993, 2003-present.

Educational Policy Committee: Co-Chair 1993-1997.

Capital Campaign Steering Committee: 1993-1998.

Faculty Liaison Committee for Arts and Sciences 1993-1995.

Co-Director of Writing Across the Curriculum, 1995-1998.

University Accreditation: Governance Committee 2001

Committee on Committees, 1997-2002, 2004-present.

Arts and Sciences Strategic Planning Committee 2004-05.