

CURRICULUM VITAE

LYNNE MARIE PEPALL

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Citizenship: Canadian, Permanent Resident of United States

Education:

University of Toronto, Trinity College	B.A. in Mathematics and Economics	1976
University of Cambridge, Trinity College	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-
Chair of Economics Department	2005-2006
Dean, Graduate School of A&S,	2006-

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

Fellowships and Grants:

Jean Monnet Fellowship European University Institute (Awarded and Declined)	1987
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.
- (4) **Industrial Organization: Contemporary Theory and Empirical Applications**. (with D. Richards and G. Norman) 4th Edition, forthcoming Blackwell

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 Working Papers:

- (1) "Generic Product Advertising, Spillovers, and Market Concentration", with G. Norman and D. Richards) revise and resubmit *American Journal of Agricultural Economics*
- (2) "Entrepreneurs, New Markets and Brand Extension" (with G. Norman and D. Richards), under revision at *Journal of Economics and Management Strategy*
- (3) "Crowding Out and Competition in the Religious Market Place." (with D. Richards, J. Straub and M. DeBartolo),
- (4) "Advertising: The Good, The Bad and the Ugly" (with D. Richards and L. Tan)
- (5) "Targeted Subsidies and Investment Spillovers" (with D. Richards).
- (6) "Shrouded Benefits, Brand Loyalty and Competition." (with G. Norman and D. Richards).

VI Recent Papers Presented at Conferences:

"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.

"Advertising: The Good, The Bad and The Ugly" Presented at the *International Industrial Organization Conference*, Boston, April 2006.

VI 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

VII 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.

VIII Service to Tufts University:

Departmental Service:

Department Chair: 2005-2006
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.