

Greg Shaffer Bio

I am the John M. Olin Distinguished Professor of Business & Public Policy at the University of Rochester's Simon School of Business. I am also currently an Adjunct Professor at the Norwegian School of Economics (NHH) and the Bergen Center for Competition Law and Economics (BECCLE), and I am the founder and director of the Simon School's [Center for Pricing](#). At the Simon School, I teach the course on Pricing Policies to full-time and part-time Masters and MBA students. I have been named to the School's [Teaching Honor Roll](#) numerous times and I was awarded the [Superior Teaching Award](#) (most outstanding teacher) from the M.B.A. classes of 2001 and 2004. My research uses game-theoretic models to examine important pricing and channel-related issues in Marketing, Industrial Organization, and Antitrust Economics. My specialty is in the area of vertical contracting among firms at different levels in the distribution channel. Among other things, I have written extensively about advertising, agency models and retail MFNs, all-units discounts, behavioral-based targeted pricing, bundling and bundled discounts, buyer power, channel contract design, exclusive dealing, price-matching guarantees, managing channel profits, market-share contracts, mergers and partial ownership, price discrimination, private (secret) contracts, resale price maintenance (RPM), research joint ventures, and slotting allowances. In particular, I have had a long-standing interest in RPM, having written my dissertation on the subject (*Essays on Strategic Motives for RPM*) under the direction of Robert Willig at Princeton University. I was a recipient of a National Science Foundation Graduate Fellowship, and I have received research grants from the National Science Foundation, the Social Science Research Council (USA), and the Social Research Council (UK). My work has appeared in the *American Economic Review*; *the Journal of Political Economy*, *Marketing Science*, *Management Science*, the *RAND Journal of Economics*; *the American Economic Journal: Microeconomics*, *the Journal of Law and Economics*, and *the Economic Journal*, among others. I received *Emerald Management Review's* Citation of Excellence Award as the author of one of the top 50 management articles of 2002, and my paper on "[Market-Share Contracts, Exclusive Dealing, and the Integer Problem](#)" (with Zhijun Chen) was nominated for the prestigious 2019 Antitrust Writing Award in Economics by the editorial committee board of *Concurrences Review*. I have served on numerous scientific selection and organizing committees, and I was the Co-chair (along with Juanjuan Zhang) of the Summer Institute of Competitive Strategy (SICs) Conference in Berkeley, CA., July 2015. I have also served on several [editorial boards](#). Currently, I am an Associate Editor at *Management Science*, a Co-Editor at the *Journal of Economics & Management Strategy*, and an Associate Editor at the *Journal of Economics & Business*. I have been an Associate and Guest Senior Editor at *Marketing Science*, and an Associate Editor at *Quantitative Marketing and Economics*. I have been a visiting scholar in the Antitrust Division of the U.S. Department of Justice (1990) and the Bureau of Economics at the U.S. Federal Trade Commission (1995 and 2000). While at the Federal Trade Commission, I participated in drafting the 2001 FTC report on slotting allowances (payments for retail shelf space), and I have twice given invited testimony on their

competitive effects, first when serving on a three-member panel investigating this practice at the FTC's *Hearings on Global and Innovation Based Competition* (1995) and then at the FTC's sponsored *Workshop on Slotting Allowances and other Grocery Practices* (2000). My work at the Antitrust Division of the U.S. Department of Justice consisted of drafting priority enforcement guidelines on the practice of resale price maintenance (RPM) and other vertical restraints. Similar to what I did with slotting allowances, I have given invited testimony on the economic theories of harm from RPM at the Federal Trade Commission's *Hearings on Resale Price Maintenance* (2009). I have also written commissioned reports on the [Economics of Parities and Differentials \(2012\)](#), the [Impact of Reverse Fixed Payments on Competition \(2013\)](#), and the [Anti-Competitive Effects of Resale Price Maintenance in Fragmented Markets \(2013\)](#), all for the UK's Office of Fair Trading (which is now known as the Competition Markets Authority). Prior to joining the faculty at the Simon Business School, I taught in the Economics Departments at Indiana University (Bloomington, IN.) and the University of Michigan (Ann Arbor, MI.). I have held an appointment at Princeton University's Woodrow Wilson School of Public Policy, and I have been a visiting scholar in the Marketing Department at the Kellogg School of Management, Northwestern University (Evanston, IL.), a Chair of Industrial Economics in the School of Economics and Norwich Business School at the University of East Anglia, and an Adjunct Professor in the Departments of Economics at the Norwegian School of Economics and University of Bergen. I am married (Annie) and have two sons, Ryan and Nathan. I like and participate in many sports, and I am an avid chess player, with life membership in the United States Chess Federation.

Ph.D., Economics, Princeton University (November 1989)

M.A., Economics, Princeton University (June 1988)

B.A. (high honors), Economics and Math, Swarthmore College (May 1984)

[curriculum vitae](#)