

# JUSTIN P. JOHNSON

JOHNSON GRADUATE SCHOOL OF MANAGEMENT • CORNELL UNIVERSITY  
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## Employment

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- Professor of Economics, Cornell University, Johnson Graduate School of Management, July 2017–.
- Associate Professor of Economics, Cornell University, Johnson Graduate School of Management, July 2006–June 2017.
- Assistant Professor of Economics, Cornell University, Johnson Graduate School of Management, July 2000–June 2006.
- Brandeis University, Department of Economics, Visiting Professor, August 1999–May 2000.

## Education

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- Ph.D. (Economics), Massachusetts Institute of Technology, 1999.
- B.A. (Mathematics), University of Florida, 1994.

## Research Interests

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- Applied microeconomic theory and industrial organization.

## Editorial Positions

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- Co-Editor, *Journal of Industrial Economics*, 2015–
- Co-Editor, *International Journal of Industrial Organization*, 2013–2014.
- Associate Editor, *Journal of Industrial Economics*, 2011–2014.

## Publications

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- ★ “The Determinants of Product Lines,” with David P. Myatt, *RAND Journal of Economics*, forthcoming.
- ★ “The Agency Model and MFN Clauses,” *Review of Economic Studies*, July 2017, 84(3), 1151–1185.
- ★ “Unplanned Purchases and Retail Competition,” *American Economic Review*, March 2017, 107(3), 931–965.
- ★ “The Properties of Product Line Prices,” with David P. Myatt, *International Journal of Industrial Organization*, 2015, 43, 182–188.
- ★ “The Role and Growth of New-Car Leasing: Theory and Evidence,” with Henry S. Schneider and Michael Waldman, *Journal of Law and Economics*, 2014, 57(3), 665–698.
- ★ “Defensive Publishing by a Leading Firm,” *Information Economics and Policy*, 2014, 28, 15–27.
- ★ “Targeted Advertising and Advertising Avoidance,” *RAND Journal of Economics*, Spring 2013, 44(1), 128–144.
- ★ “Who Posts the Reputational Bond? Advertising and Cobranding in Vertical Relationships,” *Journal of Industrial Economics*, March 2013, 61(1), 28–61.
- ★ “Secondary Markets with Changing Preferences,” *RAND Journal of Economics*, Fall 2011, 42(3), 555–574.
- ★ “Leasing, Lemons, and Moral Hazard,” with Michael Waldman, *Journal of Law and Economics*, May 2010, 53(2), 307–328.
- ★ “Multiproduct Cournot Oligopoly,” with David P. Myatt, *RAND Journal of Economics*, Autumn 2006, 37(3), 583–601.
- ★ “Collaboration, Peer Review and Open Source Software,” *Information Economics and Policy*, November 2006, 18(4), 477–497.
- ★ “On the Simple Economics of Advertising, Marketing, and Product Design,” with David P. Myatt, *American Economic Review*, June 2006, 96(3), 756–784.

- ★ “Entry-Level Products with Consumer Learning,” *Contributions to Economic Analysis and Policy*, 2005, 4(1), Article 9.
- ★ “Firm Entry with an Imperfect Labor Market,” *Topics in Macroeconomics*, 2005, 5(1), Article 12.
- ★ “The Limits of Indirect Appropriability in Markets for Copiable Goods,” with Michael Waldman, *Review of Economic Research on Copyright Issues*, June 2005, 2(1), 19–37.
- ★ “Multiproduct Quality Competition: Fighting Brands and Product Line Pruning,” with David P. Myatt, *American Economic Review*, June 2003, 93(3), 748–774.
- ★ “Leasing, Lemons and Buybacks,” with Michael Waldman, *RAND Journal of Economics*, Summer 2003, 34(2), 247–265.
- ★ “Open Source Software: Private Provision of a Public Good,” *Journal of Economics and Management Strategy*, Winter 2002, 11(4), 637–662.

## Working Papers

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- [1] “The Agency and Wholesale Models in Electronic Content Markets,” under revision, *International Journal of Industrial Organization*
- [2] “Anticompetitive Exclusive Dealing without Exclusion.”
- [3] “Adverse Selection and Partial Exclusion.”
- [4] “Multiproduct Mergers,” with Andrew Rhodes, *in progress*.
- [5] “Exclusive Contracts with Both Upstream and Downstream Entry,” with Yuk-fai Fong and Xiaoxuan Meng, *in progress*.

## Books and Such

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- Chapter on Open Source Software, Oxford University Press Handbook on the Digital Economy, 2012.
- Co-Editor with Michael Waldman, a volume on *Pricing* for the series on Business Economics, Edward Elgar Publishing.
- Review of “Should Governments Subsidize Free/Open Source Software?” *Technological Innovation and Intellectual Property*, February 2003.

## Teaching Experience

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- **Business Strategy:** MBA (2000–2007) and EMBA (2007–present) levels, Cornell University.
  - *Globe Award for Teaching Excellence, 2015 (given by graduating EMBA class).*
  - *Teaching Honor Roll, many years, (4.5/5 or higher Instructor/Course evaluations).*
- **Pricing Strategy:** MBA Level, Cornell University, Fall 2002 (4.8/5 Instructor/Course evaluations).
- **Microeconomics:**
  - Ph.D. Level, Brandeis University, Fall 1999.
  - Ph.D. Level (refresher course), MIT, Summer 1999.
  - Undergraduate Level, MIT, Spring 1998 and Fall 1999.
- **Mathematical Economics:** Ph.D. Level (for new students), MIT, Summer 1997–1999.
- **Econometrics and Statistics:**
  - Undergraduate Level, Brandeis University, Spring 2000.
  - M.A. Level, Brandeis University, Fall 1998–1999.

## Internal Professional Service (partial list)

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- Area Coordinator (Johnson School and later Cornell SC Johnson College of Business), Economics (and later Strategy and Business Economics), 2015–present.
- Committee to search for a new Dean of the Dyson School of Applied Economics and Management (part of the Cornell SC Johnson College of Business), 2016.
- Ad-hoc review committees, both at the Johnson School and at the University.
- Executive MBA Committee (including investigation of two newly implemented EMBA programs), 2006–present.
- Committee to find the new University Director of Graduate Studies of Economics at Cornell, 2010.
- Co-Organizer (and later Organizer), Applied Microeconomics Workshop, 2000–2016.
- Faculty Recruiting Committee (member or chair), various years.