

Caio Waisman

caio.waisman@kellogg.northwestern.edu
Kellogg School of Management
Northwestern University
2211 Campus Drive
Evanston, IL 60208

Employment

- **Kellogg School of Management, Northwestern University** **Evanston, IL**
Assistant Professor of Marketing *2019 – Present*
Donald P. Jacobs Scholar *2019 – 2020*
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Education

- **Stanford University** **Stanford, CA**
Ph.D. in Economics *2018*
Advisors: Harikesh S. Nair, Bradley J. Larsen, and Han Hong
 - **Pontifical Catholic University of Rio de Janeiro** **Rio de Janeiro, Brazil**
M.A. in Economics *2013*
Advisors: Eduardo Zilberman and João Manoel Pinho de Mello
 - **University of São Paulo** **São Paulo, Brazil**
B.A. in Economics *2010*
Advisor: Joaquim José Martins Guilhoto
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Research Interests

- Quantitative Marketing
 - Empirical Industrial Organization
 - Applied Econometrics
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Publications

- “Scalable optimal online auctions,” with Dominic Coey, Bradley Larsen, and Kane Sweeney, *Marketing Science*, 2021, 40(4), pp. 593–618.
 - Lead article
 - “Selling mechanisms for perishable goods: An empirical analysis of an online resale market for event tickets,” *Quantitative Marketing and Economics*, 2021, 19(2), pp. 127–178.
 - Lead article
 - “Regional development and greenhouse gas emissions: The case of the Amazon region,” with Denise Imori and Joaquim José Martins Guilhoto, *Singapore Economic Review*, 2018, 63(2), pp. 483–512.
 - “Ascending auctions with bidder asymmetries,” with Dominic Coey, Bradley Larsen, and Kane Sweeney, *Quantitative Economics*, 2017, 8(1), pp. 181–200.
 - “Identification and estimation of discriminatory auctions when bidders have private values and singleton demand,” *Economics Letters*, 2016, 144, pp. 1–3.
 - “The effects of exposure to hyperinflation on occupational choice,” with João Manoel Pinho de Mello and Eduardo Zilberman, *Journal of Economic Behavior & Organization*, 2014, 106, pp. 109–123.
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Working Papers

- “Online causal inference for advertising in real-time bidding auctions,” with Harikesh S. Nair, Carlos Carrion, and Nan Xu, Updated: March 2021
 - “Parallel experimentation in a competitive advertising marketplace,” with Xiliang Lin, Harikesh S. Nair, and Navdeep S. Sahni, Updated: May 2019
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Awards and Honors

- SIEPR Graduate Fellowship, Stanford (2017)
 - ISMS Doctoral Consortium Fellow (2017)
 - Outstanding Teaching Assistant Award, Stanford (2015)
 - Graduate Fellowship, Stanford University (2013-14)
 - FAPERJ Performance Fellowship (2012-13)
 - CNPq Graduate Fellowship (2011-12)
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Conference and Invited Presentations

- “Advertising in online labor markets,”
 - 43rd Annual ISMS Marketing Science Conference, June 2021
- “Online causal inference for advertising in real-time bidding auctions,” previously titled “Online inference for advertising auctions”
 - Insper, August 2021
 - 18th Summer Institute in Competitive Strategy, August 2021
 - QME Rossi Seminar, May 2021
 - 42nd Annual ISMS Marketing Science Conference, June 2020
 - 4th Annual Midwest IO Fest, November 2019
 - Yale School of Management, October 2019
- “Parallel experimentation in a competitive advertising marketplace”
 - Virtual Quantitative Marketing Seminar, August 2020
 - 2020 Joint Statistical Meetings, August 2020
 - 11th Triennial Invitational Choice Symposium, May 2019
- “Scalable optimal online auctions”
 - 94th Western Economic Association International Conference, July 2019
 - 17th International Industrial Organization Conference, April 2019
- “Selling mechanisms for perishable goods: An empirical analysis of an online resale market for event tickets”
 - 40th Annual ISMS Marketing Science Conference, June 2018
 - 16th International Industrial Organization Conference - Rising Star Sessions, April 2018
 - Insper, April 2018
 - Columbia Business School, February 2018
 - University of Pennsylvania Wharton School, November 2017
 - UCLA Anderson School of Business, November 2017
 - Northwestern University Kellogg School of Management, November 2017
 - UCL School of Management, October 2017

- INSEAD, October 2017
 - Harvard Business School, October 2017
 - University of Rochester Simon Business School, October 2017
 - UC Berkeley Haas School of Business, October 2017
 - University of Chicago Booth School of Business, September 2017
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Professional Service

- Referee: *Economics Letters, Information Economics and Policy, Journal of Economics & Management Strategy, Management Science, Quantitative Marketing and Economics*
 - Discussant:
 - 2020 QME Conference, October 2020
 - 94th Western Economic Association International Conference, July 2019
 - 17th International Industrial Organization Conference, April 2019
 - 16th Summer Institute in Competitive Strategy, June 2018
 - 16th International Industrial Organization Conference, April 2018
 - Conferences:
 - Program Committee
 - * ACM Economics and Computation 2020
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Other Work Experience

- **JD.com American Technologies Corporation** **Mountain View, CA**
Business Growth Division, Applied Scientist *August 2018 – June 2019*
 - **eBay** **San Jose, CA**
Intern, Economics Team, eBay Research *June 2015 – August 2015*
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Last Updated: August 2021