

## Daniel Ershov

UCL School of Management  
1 Canada Square  
London E14 5AB  
United Kingdom

Citizenship: Canadian  
Phone: (+44) 07592262004  
E-mail: d.ershov@ucl.ac.uk  
Website: danielershov.com

---

EMPLOYMENT	<b>Assistant Professor (Lecturer)</b> UCL School of Management, London, United Kingdom	July 2022 -
	<b>Visiting Lecturer</b> Imperial College Business School, London, United Kingdom	January 2022 - July 2022
	<b>Assistant Professor (Junior Chair)</b> Toulouse School of Economics, Toulouse, France	2017- 2022
AFFILIATIONS	<b>Associate Researcher</b> Toulouse School of Economics, Toulouse, France	2022 -
	<b>Research Affiliate</b> CEPR, London, United Kingdom	2021-
	<b>Research Affiliate</b> CESifo, Munich, Germany	2019-
	<b>Affiliated Researcher</b> ANITI, Toulouse, France	2020-
	<b>Research Associate</b> CRESSE	2024-
EDUCATION	<b>Ph.D.</b> in Economics University of Toronto, Toronto, Canada Committee: Victor Aguirregabiria (chair), Avi Goldfarb, Heski Bar-Isaac	2012-June 2017
	<b>M.Sc.</b> in Economics London School of Economics, London, United Kingdom	2008-2009
	<b>B.Soc.Sc.</b> Honours in Economics ( <i>summa cum laude</i> ) University of Ottawa, Ottawa, Canada	2004-2008
RESEARCH INTERESTS	Primary: Quantitative Marketing / Empirical Industrial Organization (competition, regulation, advertising, social media and digitization, AI) Secondary: Applied Microeconomics, Applied Econometrics	
PUBLICATIONS	“Interaction of spectrum auctions and mobile market competition: Review of theory and evidence from European 4G auctions” with David Salant. <i>International Journal of Industrial Organization</i> Vol 106, 2026.  “Estimating Complementarity with Large Choice Sets: An Application to Mergers” (with Mathieu Marcoux, Scott Orr and Jean-William P. Laliberté). <i>RAND Journal of Economics</i> Vol 56(4), pp. 689-707, 2025.	

“How Much Influencer Marketing is Undisclosed? Evidence from Twitter” (with Yanting He and Stephan Seiler). *Marketing Science* Vol 44(3), pp.505-515, 2025.

“The Effects of Advertising Disclosure Regulations on Social Media: Evidence from Instagram” (with Matt Mitchell). *RAND Journal of Economics* Vol 56(1), pp.74-90, 2025. Extended Abstract published in ACM-EC 2020 Conference Proceedings

“Sharing News Left and Right: Frictions and Misinformation on Twitter” (with Juan S. Morales). *The Economic Journal* Vol 134(662), pp.2391-2417, 2024.

“Algorithmic Prices and Competition: Empirical Evidence from the German Retail Gasoline Market” (with Stephanie Assad, Robert Clark and Lei Xu), *Journal of Political Economy* Vol 132(3), pp.723-771, 2024. (lead article)

“Variety-Based Congestion in Online Markets: Evidence from Mobile Apps”, *American Economic Journal:Microeconomics* Vol 16(2), pp.180-203, 2024.

“Autonomous Algorithmic Collusion: Economic Research and Policy Implications” (with S. Assad, E. Calvano, G. Calzolari, R. Clark, V. Denicolo, J. Johnson, S. Pastorello, A. Rhodes, L. Xu and M. Wildenbeest), *Oxford Review of Economic Policy*, Vol. 37(3), pp. 459-478, 2021.

“Market Incentives for Business Innovation: Results from Canada” (with C. Bérubé and M. Duhamel), *Journal of Industry, Competition and Trade*, Vol. 12(1), pp.47-65, 2012.

#### WORKING PAPERS

“Learned Complementarity”, with Max Pachali and Adam N. Smith

“Expansion of Influencer Advertising: Evidence from the NCAA NIL Policy”, with Marit Hinnosaar and Jiewei Li

“Outsourcing Algorithm Development: Evidence from Contractors and LLMs”, with Elizabeth Lyons

“What happens when dating goes online?”, with Jessica Fong and Pinar Yildirim

RESTING PAPERS “Competing with Superstars in the Mobile App Market” (2022), NET Institute Working Paper 18-02

“Estimating the Effects of Deregulation in the Ontario Wine Retail Market” (2016), with Victor Aguirregabiria and Junichi Suzuki

#### SCHOLARSHIPS, AWARDS, AND INVITED WORKSHOPS

<b>Best Paper Award</b> , Association of Competition Economists	2025
<b>CESifo Distinguished Affiliate Award</b> , CESifo	2019
<b>NET Institute Summer Grant</b> , NYU Stern	2018
<b>Hartle Award</b> , University of Toronto	2018
<b>Summer Institute for Field Experiments</b> , University of Chicago	2017
<b>NBER Digitization PhD Workshop</b> , Stanford University	2015-2017
<b>Ontario Graduate Scholarship</b> , University of Toronto	2015-2017
<b>CRESSE Fellowship in Competition Policy</b>	2015
<b>Joseph-Armand Bombardier</b>	2012-2015
<b>CGS Doctoral Scholarship</b> , SSHRC	
<b>Highest degree GPA in Economics</b> , University of Ottawa	2008

**Undergraduate Merit Scholarship**, University of Ottawa 2004-2008

EXPERIENCE

**Instructor** UCL School of Management (London, UK)  
Managerial Applications of AI (Undergraduate), ML and AI for Marketing Science (MSc), International Strategy (Undergraduate), Extended Project / Undergraduate Dissertation (Undergraduate)

**Instructor** Imperial College Business School (London, UK)  
PhD Course on Algorithms and Econometrics, Industrial Organization (Undergraduate)

**Instructor**, Toulouse School of Economics (Toulouse, France)  
Empirical Industrial Organization (PhD), Topics in Applied Industrial Organization (M2), Economics of the Internet/Digital Economics (M2), Applied Econometrics (M1), Executive Education

**Instructor**, University of Toronto (Toronto, Canada)  
Empirical Industrial Organization (Undergraduate)

**Economist**, Government of Canada (Ottawa, Canada) 2009-2012

SEMINARS AND  
CONFERENCES

**2026**  
University of Liverpool, Markets & Waves

**2025**  
UCLA-Anderson (postponed), London Quantitative Marketing Workshop, NABE TEC Europe, University of London Workshop on Competition and Regulation in Digital Markets, Koç University, Association of Competition Economists Conference

**2024**  
CMA, Yelp, Frontier, University of London Workshop on Competition and Regulation in Digital Markets, Oxford, Copenhagen

**2023**  
LSE, Keystone, Amazon, City, University of London Workshop on Competition and Regulation in Digital Markets, Quantitative Marketing and Economics (discussant), CEPR Workshop on Digital Mergers, Israeli IO Day (cancelled)

**2022**  
Indian School of Business, Norwich DigEcon Workshop, ENSAI Economic Days Workshop, FCC,

**2021**  
CEPR Virtual IO Seminar, Bocconi, Virtual Quantitative Marketing Seminar, Padova, UCLA Anderson Marketing, Chicago Booth Marketing, Stanford, Stockholm School of Economics, Imperial College Marketing, EARIE, QME, Bank of Colombia, Cambridge-Judge, UCL School of Management, Queen's Smith Business School, eQMS, APIOC

**2020**  
University of East Anglia, LSE (cancelled), University of Bologna, IO<sup>2</sup>, Oxford Consumer Search and Digital Platforms Workshop (cancelled), ACM-EC, NBER Economics of AI, TSE Digital Workshop, Telecom Paris, Tel Aviv - Coller, CESifo Economics of Digitization, University of Amsterdam Conference on Algorithmic Collusion,

FTC

**2019**

TSE Digital Economics Conference, Imperial College, TSE Food Economics Conference, MaCCI Summer Institute, CESifo Economics of Digitization, Israeli IO Day

**2018**

CEMFI, TSE Digital Workshop, CSIO-IDEI Workshop, Canadian Economics Association, Université de Montréal, BECCLE Competition Policy Conference, TSE Food Economics Workshop, Barcelona GSE Summer Forum Digital Economics Workshop, UCL School of Management, CREST/ECODEC Workshop, Telecom Paris, NET Institute Conference

**2017**

Toulouse, Sciences Po, Tilburg, Ryerson, Bank of Canada, IIOC, 8th Annual Consumer Search and Switching Costs Workshop, 8th Annual Searle Internet Commerce Conference, University of Toronto, CRESSE, EARIE, Jornadas de Economia Industrial, Trento, Mannheim

**2016**

University of Toronto, KU Leuven, Canadian Economics Association, Jornadas de Economia Industrial, EARIE

REFEREEING

*Econometrica, Review of Economic Studies, American Economic Review, Journal of Political Economy, Marketing Science, Management Science, Quantitative Marketing & Economics, RAND, MISQ, Journal of the European Economic Association, American Economic Journal: Microeconomics, The Economic Journal, JPE: Micro, Journal of Industrial Economics, Review of Industrial Organization, International Journal of Industrial Organization, European Economic Review, Economic Inquiry, International Economic Review, Information Economics and Policy*

PHD STUDENTS  
(PLACEMENT)

TSE - Jacopo Bregolin (University of Liverpool)  
TSE - Vatsala Shreeti (Bank of International Settlements)  
TSE - Sarah Lemaire (European Commission - Joint Research Center)  
TSE - Luise Eisfeld (HEC Lausanne)  
TSE - Nicolas Martinez (Cornerstone)  
TSE - Luca Bennati (Bank of Mexico)  
TSE - Max Sandiumenge i Boy (CRES)

PROFESSIONAL  
ACTIVITIES

Seminar Organizer, UCL School of Management Marketing & Analytics - 2025-2026  
PhD Recruitment Head, UCL School of Management Marketing & Analytics - 2024-2025  
EU Commission Expert group on Data access for research under the DSA Article 40 - 2023  
Co-organizer of CEPR Virtual IO Seminar Series, 2020  
Co-organizer of Virtual Digital Economy Seminar, 2020/21, 2021/22  
Co-organizer of TSE Digital Workshop, 2018/19, 2019/20, 2020/21  
Co-organizer of TSE Digital Economics Conference, 2019-2022  
TSE Placement Committee 2019/2020, 2020/2021