

Timothy Derdenger

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POSITIONS

2010- Assistant Professor
Tepper School of Business, Carnegie Mellon University

2009-2010 Instructor
Tepper School of Business, Carnegie Mellon University

EDUCATION

Ph.D., Economics, University of Southern California, December 2009
“Vertical Integration and Two-Sided Market Pricing: Evidence from the Video Game Industry”
Advisors: Thomas Gilligan, Geert Ridder

M.A., Economics, University of Southern California, 2006

B.B.A., Cum Laude, The George Washington University, 2002

RESEARCH INTERESTS

Industrial Organization, Quantitative Marketing, and Strategy

TEACHING INTERESTS

Industrial Organization, Technology Strategy,

PAPERS

“Technological Tying and the Intensity of Competition: Empirical Analysis of the Video Game Industry” 2011

“Mixed Bundling in Two-Sided Markets: Theory and Evidence” with Yong Chao, 2011

“The Economic Value of Celebrity Endorsements: Tiger Woods' Impact on Sales of Nike Golf Balls”, with Kevin Chung and Kannan Srinivasan, 2011

“Bundling as a Product Strategy: A Dynamic Structural Model,” with Vineet Kumar

Research Paper(s) in Progress:

“Do High Switching Cost Create Brand Loyalty? A Dynamic Structural Model of Consumer Purchase Behavior of Base Products and Add-ons in the Digital Camera and Memory Card Industry” with Xiao Liu and Baohong Sun

“The Informative and Prestige Effects of Celebrity Endorsements,” with Kevin Chung and Kannan Srinivasan

WORKING TOPICS

“The Role Channels Play in the Diffusion of New Durables”

“A Model of Asymmetric Information and Signaling: The Role of Prices in Product Obsolescence” with Vineet Kumar and Kannan Srinivasan

HONORS AND SCHOLARSHIPS

University of Southern California Final Summer Merit Fellowship 2009
University of Southern California Merit Fellowship 2009
Outstanding Teaching Assistant Award 2008
NET Institute Research Grant Recipient 2008
University of Southern California Teaching Assistantship (2004-2008)
Mr. and Mrs. Mitsuyoshi Okano Scholarship Award Recipient 2003-2004- Town and Gown of USC
Member of The George Washington University Golf Team as a scholarship player 1998-2002

CONFERENCE AND SEMINAR

“Vertical Integration and Two-Sided Market Pricing: Evidence from the Video Game Industry”
(Currently Titled *“Technological Tying and the Intensity of Competition: Empirical Analysis of the Video Game Industry”*)

University of California-Irvine, Merage School of Business-2010
University of California-Irvine, Department of Economics-2010
University of Texas, Austin McCombs School of Business-2010
International Industrial Organization Conference: Vancouver, Canada-2010
20th Annual Workshop on Information Systems and Economics-2009
IDEI Fifth Bi-Annual Conference on the Economics of the Software and Internet Industries,
University of Toulouse- 2009
Carnegie Mellon University Tepper School of Business-2009
Federal Communications Commission-2009
University of Louisville College of Business-2009
The George Washington University-2008
University of Southern California-2008

“Mixed Bundling in Two-Sided Markets: Theory and Evidence”

International Industrial Organization Conference: Vancouver, Canada-2010
Summer Institute in Competitive Strategy: Berkeley, CA-2010
Econometric Society World Congress: Shanghai, China-2010

“The Economic Value of Celebrity Endorsements: Tiger Woods' Impact on Sales of Nike Golf Balls”

Summer Institute in Competitive Strategy: Berkeley, CA-2011
Informs Marketing Science Conference: Houston, TX-2011

“Bundling as a Product Strategy: A Dynamic Structural Model”

Informs Marketing Science Conference: Houston, TX-2011

Upcoming in 2011-2012: UCLA, UCSD, University of Zurich, Catholic University of Leuven

REFEREEING

Marketing Science, Rand

EXPERIENCE

TEACHING EXPERIENCE

Undergrads:

Technology Strategy—Spring 2011
Auctions and Markets—Spring 2010

MBA:

Technology Strategy—Mini 4 2010, 2011

Media Appearances:

Commentary of AT&T acquisition of T-Mobile

Business Week: "For Wireless Giants AT&T and Verizon, Reception May Get Spotty"

TV: KDKA (CBS-Pittsburgh) 6pm news

"The Economic Value of Celebrity Endorsements: Tiger Woods' Impact on Sales of Nike Golf Balls"

TV: KVAL (ABC affiliate in Portland OR)

Web: Tepper homepage; CMU homepage; Forbes.com; Businessweek.com; The Street.com; golfdigest.com; AdvertisingAge.com; businessreviewusa.com;bnet.com; fox12idaho.com; cbs8.com (to name a few—over 80 websites in total)

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