

# AVINASH COLLIS

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## ACADEMIC POSITIONS

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- 2020 – Assistant Professor  
Mcombs School of Business, The University of Texas at Austin
- 2020 – Digital Fellow  
MIT Initiative on the Digital Economy
- 2020 – Digital Fellow  
Stanford Digital Economy Lab, Stanford University

## EDUCATION

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- 2014 – 2020 Massachusetts Institute of Technology, Ph.D.  
Sloan School of Management
- 2011 - 2014 University of Mannheim & ESSEC Business School, M.S.  
Double degree, graduated with highest distinction  
Major: Management Science, Economics
- 2007 - 2011 Indian Institute of Technology Delhi, B.Tech.  
Major: Computer Science and Engineering  
2009-10: Semester abroad at École des mines de Saint-Étienne

## RESEARCH

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[Google Scholar](https://scholar.google.com/citations?user=...) (Citations = 370, h-index = 8)

### *JOURNAL ARTICLES*

\* = First author or authors in alphabetical order (joint first author)

1. \* Boosting Business Value by Reducing Transmission Risk During the COVID-19 Pandemic (with Seth Benzell and Christos Nicolaides). *MIT Sloan Management Review*, September 2020.
2. Interdependence and the Cost of Uncoordinated Responses to COVID-19 (with David Holtz and 14 other co-authors). *Proceedings of the National Academy of Sciences*, July 2020.
3. \*Rationing Social Contact During the COVID-19 Pandemic: Transmission Risk and Social Benefits of US Locations (with Seth Benzell and Christos Nicolaides). Forthcoming at the *Proceedings of the National Academy of Sciences* 117 (26) 14642-14644, June 2020.

4. \*Measuring the Impact of Free Goods on Real Household Consumption (with Erik Brynjolfsson, Erwin Diewert, Felix Eggers and Kevin Fox). *American Economic Association - Papers and Proceedings* 110, May 2020.
5. \*Using Massive Online Choice Experiments to Measure Changes in Well-being (with Erik Brynjolfsson and Felix Eggers). *Proceedings of the National Academy of Sciences* 116 (15) 7250-7255, April 9, 2019.
6. \*How should we measure the digital economy? (with Erik Brynjolfsson). *Forthcoming in Harvard Business Review* (Print Issue), Nov/Dec 2019.
7. \*Measuring Welfare with Massive Online Choice Experiments: A Brief Introduction (with Erik Brynjolfsson, Felix Eggers). *American Economic Association - Papers and Proceedings* 108: 473-76, May 2018.
8. The Impact of Openness on the Market Potential of Multi-sided Platforms: A Case Study of Mobile Payment Platforms (with Jan Ondrus & Kalle Lyytinen), *Journal of Information Technology* 30 (3) 260–275, September 2015.

#### ***OTHER PUBLICATIONS***

9. \*Global survey on COVID-19 beliefs, behaviors, and norms (with Dean Eckles, Sinan Aral, Alex Moehring, Kiran Garimella and M. Amin Rahimian). Technical Report, 2020.
10. \*Consumer welfare in the digital economy. *Forthcoming* chapter in *Global Antitrust Institute Report on the Digital Economy*, 2020.
11. \*GDP and well-being in the digital economy (with Erik Brynjolfsson). *OECD Science, Technology and Innovation Outlook*, 2018.
12. \*A Post-Failure Analysis of Mobile Payment Platforms (with Jan Ondrus & Kalle Lyytinen), *Proceedings of the 48th Annual Hawaii International Conference on System Sciences (HICSS)*, 2015.

#### ***WORKING PAPERS***

13. \*GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy (with Erik Brynjolfsson, W Erwin Diewert, Felix Eggers and Kevin Fox), 2019. NBER Working Paper No. 25695.
14. \*How to Govern Facebook: A Structural Model for Taxing and Regulating Big Tech (with Seth Benzell), 2020.
15. \*Effects of restricting social media usage (with Felix Eggers), 2020.
16. \*Effective responses to COVID-19 require data about the public's beliefs (with Sinan Aral, Dean Eckles, Kiran Garimella, Alex Moehring and Amin Rahimian), 2020.

## HONORS AND GRANTS

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2020	Global Antitrust Institute honorarium (\$6,000)
2020	Facebook research grant: Measuring economic impact in the digital economy (\$100,000), with Erik Brynjolfsson and JJ Lee
2020	NET institute summer grant (\$3,000), with Ananya Sen and Alex Moehring
2020	Best thesis award, MIT Sloan School of Management
2019	Best student paper award (nominee) at the Conference on Information Systems and Technology
2019	The Brookings Institution, Productivity Measurement Initiative honorarium (\$10,000)
2018	Invited keynote presentation at OECD, Paris
2016	Best student paper award at the Workshop on Information Systems and Economics
2015	Best paper award (nominee) at the Hawaii International Conference on System Sciences
2014-19	DuWayne J. Peterson, Jr. doctoral fellowship at MIT Sloan
2011-13	Eiffel Scholarship from the French Ministry of External Affairs to pursue graduate studies in France
2007	Ranked 66 nationwide in the Joint Entrance Examination (IIT-JEE) for admission to the Indian Institutes of Technologies
2007	Gold medal, Indian National Physics Olympiad
2005-11	National Talent Search Examination (NTSE) scholarship, Kishore Vaigyanik Protsahan Yojana (KVPY) fellowship and Central Board of Secondary Education (CBSE) merit scholarship

## INVITED PRESENTATIONS AND CONFERENCES

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2020-21 (*includes forthcoming talks*)

- Facebook (*Invited presentation*), Online  
Paper presented: *Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*
- NBER Summer Institute, Online

Paper presented: *Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*

- University of Oxford (*Invited presentation*), Oxford, UK  
Paper presented: *How should we measure the digital economy?*

2019-20

- The Brookings Institution, Washington DC (*Invited presentation*)  
Paper presented: *How should we measure the digital economy?*
- Marketing Science Conference, Rome, Italy  
Paper presented: *The Impact of Social Media Usage on Productivity, Performance and Well-being: Evidence from a Randomized Controlled Trial*
- The Canadian Digital Service, Government of Canada, Ottawa, Canada (*Invited presentation*)  
Paper presented: *How should we measure the digital economy?*
- Platform Strategy Research Symposium, Boston University, Boston MA  
Paper presented: *Optimal Platform Price Discrimination and the Measurement of Network Effects*
- Nordea Bank (*Invited presentation*)  
Paper presented: *How should we measure the digital economy?*
- Conference on Information Systems and Technology (CIST), Seattle WA  
Papers presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy; The Impact of Social Media Usage on Productivity, Performance and Well-being: Evidence from a Randomized Controlled Trial; Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*
- INFORMS Annual meeting, Seattle WA  
Papers presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy, Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*
- NABE Tech Economics Conference, Seattle WA  
Paper presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*
- Bruegel Institution, Brussels, Belgium (*Invited presentation*)  
Paper presented: *How should we measure the digital economy?*
- International Conference on Information Systems (ICIS) doctoral consortium, Munich, Germany  
Paper presented: *How should we measure the digital economy?*

- Workshop on Information Systems and Economics (WISE), Munich, Germany  
Papers presented: *The Impact of Social Media Usage on Productivity, Performance and Well-being: Evidence from a Randomized Controlled Trial*; *Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*
- AEA Annual Meeting, San Diego CA  
Papers presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy (selected for P&P)*, *The Impact of Social Media Usage on Productivity, Performance and Well-being: Evidence from a Randomized Controlled Trial*
- NBER Productivity Lunch, Online  
Paper presented: *Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*
- Yale Big Tech & Antitrust conference, New Haven CT (*cancelled due to Covid-19*)  
Paper presented: *Multi-Sided Platform Strategy, Taxation, and Regulation: A Quantitative Model and Application to Facebook*
- London School of Economics (*Invited presentation*), Online  
Paper presented: *How should we measure the digital economy?*

2018-19

- Munich Summer Institute, Munich, Germany  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- EPFL, Lausanne, Switzerland (*Invited presentation*)  
Paper presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*
- IMF Statistical Forum, Washington DC  
Paper presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*
- OECD, Paris, France (*Invited keynote speaker*)  
Paper presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*

2017-18

- Marketing Group, University of Groningen, Netherlands (*Invited presentation*)  
Paper presented: *Hypothetical Bias in Choice Experiments*
- ZEW Conference on The Economics of Information and Communication Technologies, Mannheim, Germany  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*

- IMF Statistical Forum, Washington DC  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- American Economic Association (AEA) Annual Meeting, Philadelphia, PA  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- Bureau of Economic Analysis, Washington DC (*Invited presentation*)  
Paper presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*
- Bank of England, London, UK (*Invited presentation*)  
Paper presented: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*

2016-17

- NBER Summer Institute, Cambridge MA  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- Conference on Digital Experimentation (CODE), MIT  
Paper presented: *Algorithmic Bias in Online Advertising: The Case of For-Profit College Ads*
- Workshop on Information Systems and Economics, Dublin, Ireland  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- NBER Winter Digitization Meeting, Stanford University, Palo Alto CA  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- NBER Productivity Lunch, Cambridge MA  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- MIT Economics Department IO Lunch, Cambridge MA  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- Digital Initiative Discussion & Symposium, HBS, Cambridge MA  
Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*
- MIT Initiative on the Digital Economy Annual Conference, Cambridge MA

Paper presented: *Using Massive Online Choice Experiments to Measure Changes in Well-being*

## SELECTED MEDIA COVERAGE AND POLICY IMPACT

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- Paper: *Using Massive Online Choice Experiments to Measure Changes in Well-being*

[The Economist](#) (1, 2), [Financial Times](#) (1 (*Interview*), 2, 3, 4), [The Wall Street Journal](#) (1, 2), [Washington Post](#) (1, 2), [Bloomberg](#) (1, 2), [NPR](#), [The Guardian](#), [CBC](#) (*Interview*), [Buzzfeed](#) (*Interview*), [Quartz](#) (1, 2, 3), [CNN](#), [CNBC](#), [Forbes](#), [The Boston Globe](#), [Yahoo Finance](#), [The Sydney Morning Herald](#), [Die Welt](#) (1, 2), [Boing Boing](#), [Marginal Revolution](#), [MIT News](#) (*Interview*), [MIT Sloan News](#) (*Interview*), [MIT Sloan Management Review](#), [Harvard Law Review](#), [LSE Business Review](#), [Brookings](#), [AEI](#) (1, 2, 3), [Project Syndicate](#), [World Economic Forum](#), [Sina](#), [De Standaard](#) (1, 2), [Neue Zürcher Zeitung](#), [Le Temps](#), [La Presse](#) (*Interview*), [Brink](#) (*Interview*), [Spektrum](#), [SG.hu](#), [Revista Mercado](#), [Il Sole 24 Ore](#) (1, 2), [Diário de Notícias](#), [Diario Gestión](#), [Periódico elDinero](#), [Money](#), [The Star](#), [The National](#), [Forbes India](#), [Euro2day](#), [Il Foglio](#), [Báo Người Lao Động](#), [The Economic Observer](#) ([经济观察网](#)), [Südkurier](#), [Avenir Suisse](#), [Chip](#), [Techno Business Indonesia](#), [Namibia Economist](#), [Phys.org](#), [WBOC 16](#), [KUAM News](#), [CBS 8](#), [21 WFM](#), [TAP](#)

Discussed in: [US White House CEA Economic report of the President 2019](#), [UK Treasury Report of the Digital Competition Expert Panel 2019](#), [US Senate Judiciary Committee hearing on competition policy 2019](#), [Australian Competition and Consumer Commission report on Digital Platforms](#), [Speech by the chair of the Federal Reserve \(Jerome Powell\) on Data-Dependent Monetary Policy in an Evolving Economy](#)

- Paper: *GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy*

[The Wall Street Journal](#), [Financial Times](#), [Bloomberg](#) (1, 2), [CBC](#) (*Interview*), [BBC](#), [Forbes](#), [Quartz](#), [Axios](#) (*Interview*), [World Economic Forum](#), [MarketWatch](#), [The Times](#), [The Australian](#), [Frankfurter Allgemeine Zeitung](#), [Independent](#), [Livemint](#), [Australian Finance Review](#), [AEI](#)

- Paper: *Rationing Social Contact During the COVID-19 Pandemic*

[CNN](#), [The New York Times](#) (1, 2), [The Wall Street Journal](#), [Financial Times](#), [Business Insider](#), [Fox 4](#) (*Interview 1*, *Interview 2*), [Fox 7](#), [Austin American-Statesman](#), [Forbes](#), [Bloomberg](#), [NPR](#), [Marketplace](#), [Yahoo](#), [Fast Company](#), [The Times of India](#), [MIT Technology Review](#), [MSN](#), [Phys.org](#), [Marker](#) (*Interview*), [Marginal Revolution](#), [KVIA](#), [LAist](#), [Brookings](#), [Spektrum.de](#), [Patch](#), [The Tyee](#), [Lega Nerd](#), [Best Life](#), [San Diego Metro](#), [Security Magazine](#), [Newsmax](#), [MIT News](#), [MIT Sloan](#), [MIT IDE Blog](#), [UT McCombs](#)

- Paper: *Interdependence and the Cost of Uncoordinated Responses to COVID-19*

[MSNBC](#), [Washington Post](#), [The Boston Globe](#), [Yahoo Finance](#), [The Hill](#), [TechRepublic](#), [WGBH](#)

- Paper: How to Govern Facebook: A Structural Model for Taxing and Regulating Big Tech

[Marginal Revolution](#)

## **PROFESSIONAL SERVICE**

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Reviewer: *Management Science, MIS Quarterly, NBER Summer Institute, International Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Strategic Management Society (SMS), European Conference on Information Systems (ECIS)*

## **SKILLS AND INTERESTS**

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- Languages: English (Fluent), Telugu (Native), Hindi (Fluent), French (Advanced), German (Beginner)
- Computer Skills: Stata, R, SQL, MATLAB, Python
- Interests: Technology, Current Affairs, Cinema, Hiking, Running