Stanford



Erik Brynjolfsson

Jerry Yang and Akiko Yamazaki Professor, Senior Fellow at Stanford Institute for Human-Centered AI, at SIEPR & Professor, by courtesy, of Economics & of Operations, Information & Technology & of Economics at the GSB

Institute for Human-Centered Artificial Intelligence (HAI)

Curriculum Vitae available Online

CONTACT INFORMATION

- **Administrative Contact**

  Matt Smith - Executive Office Manager

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Bio

BIO

Erik Brynjolfsson is the Jerry Yang and Akiko Yamazaki Professor and Director of the Stanford Digital Economy Lab at HAI. He is also the Ralph Landau Senior Fellow at SIEPR, and a Professor, by courtesy, at the Stanford Graduate School of Business and at the Department of Economics. Prof. Brynjolfsson is a Research Associate at the National Bureau of Economic Research and co-author of six books, including The Second Machine Age. His research, teaching and speaking focus on the effects of digital technologies, including AI, on the economy and business.

ACADEMIC APPOINTMENTS

- Senior Fellow, Institute for Human-Centered Artificial Intelligence (HAI)
- Senior Fellow, Stanford Institute for Economic Policy Research (SIEPR)
- Professor (By courtesy), Economics
- Professor (By courtesy), Operations, Information & Technology
- Professor (By courtesy), Economics

ADMINISTRATIVE APPOINTMENTS

- Jerry Yang and Akiko Yamazaki Professor, HAI, (2020- present)
- Director, Stanford Digital Economy Lab, (2020- present)
- Senior Fellow, Stanford Institute for Human-centered AI, (2020- present)
- Ralph Landau Senior Fellow, SIEPR, (2020- present)
- Professor, by Courtesy, Stanford Graduate School of Business, (2020- present)
- Professor, by Courtesy, Stanford Department of Economics, (2020- present)
- Research Associate, National Bureau of Economic Research, (1995- present)

LINKS

- Home Page: http://brynjolfsson.com
- Digital Economy Lab: https://digitaleconomy.stanford.edu/

Teaching

COURSES

2026-27

- The AI Awakening: Implications for the Economy and Society: CS 323 (Spr)
- The AI Awakening: Implications for the Economy and Society: ECON 295 (Spr)

2025-26

- The AI Awakening: Implications for the Economy and Society: CS 323 (Spr)
- The AI Awakening: Implications for the Economy and Society: ECON 295 (Spr)

2024-25

- The AI Awakening: Implications for the Economy and Society: CS 323 (Spr)
- The AI Awakening: Implications for the Economy and Society: ECON 295 (Spr)

2023-24

- The AI Awakening: Implications for the Economy and Society: CS 323 (Spr)
- The AI Awakening: Implications for the Economy and Society: ECON 295 (Spr)

STANFORD ADVISEES

Postdoctoral Faculty Sponsor

Adam Gill, Lapo Santarlasci, Kehang Zhu

Doctoral Dissertation Co-Advisor (AC)

Jennifer Wang

Publications

PUBLICATIONS

- **GDP-B: Accounting for the Value of New and Free Goods** *AMERICAN ECONOMIC JOURNAL-MACROECONOMICS*
  Brynjolfsson, E., Collis, A., Diewert, W., Eggers, F., Fox, K. J.
  2025; 17 (4): 312-344
- **Generative AI at Work*** *QUARTERLY JOURNAL OF ECONOMICS*
  Brynjolfsson, E., Li, D., Raymond, L.
  2025
- **Companies inadvertently fund online misinformation despite consumer backlash.** *Nature*
  Ahmad, W., Sen, A., Eesley, C., Brynjolfsson, E.
  2024; 630 (8015): 123-131
- **Will Generative Artificial Intelligence Deliver on Its Promise in Health Care?** *JAMA*
  Wachter, R. M., Brynjolfsson, E.
  2023
- **How to Capitalize on Generative AI A guice to realizing its benefits while limiting its risks** *HARVARD BUSINESS REVIEW*
  McAfee, A., Rock, D., Brynjolfsson, E.
  2023; 101 (11-12): 42-+
- **The Turing Trap: The Promise & Peril of Human-Like Artificial Intelligence** *DAEDALUS*
  Brynjolfsson, E.
  2022; 151 (2): 272-287

- **The Productivity J-Curve: How Intangibles Complement General Purpose Technologies** *AMERICAN ECONOMIC JOURNAL-MACROECONOMICS*
  Brynjolfsson, E., Rock, D., Syverson, C.
  2021; 13 (1): 333–72
- **Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform** *MANAGEMENT SCIENCE*
  Brynjolfsson, E., Hui, X., Liu, M.
  2019; 65 (12): 5449–60
- **Using massive online choice experiments to measure changes in well-being** *PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES OF THE UNITED STATES OF AMERICA*
  Brynjolfsson, E., Collis, A., Eggers, F.
  2019; 116 (15): 7250–55
- **The Consumer Welfare Effects of Online Ads: Evidence from a Nine-Year ExperimentIndian Rupee** *AMERICAN ECONOMIC REVIEW-INSIGHTS*
  Brynjolfsson, E., Collis, A., Deisenroth, D., Garro, H., Kutzman, D., Liaqat, A., Wernerfelt, N.
  2025; 7 (4): 447-462
- **How Many Americans Work Remotely? A Survey of Surveys and Their Measurement Issues** *REVIEW OF INCOME AND WEALTH*
  Brynjolfsson, E., Horton, J., Makridis, C., Mas, A., Ozimek, A., Rock, D., Tuye, H.
  2025; 71 (4)
- **Robot Hubs and the Use of Robotics in US Manufacturing Establishments**
  Brynjolfsson, E., Buffington, C., Goldschlag, N., Li, J., Miranda, J., Seamans, R.
  AMER ECONOMIC ASSOC.2025: 24-28
- **Gains from Product Variety: Evidence from a Large Digital Platform** *INFORMATION SYSTEMS RESEARCH*
  Brynjolfsson, E., Chen, L., Gao, X.
  2025
- **Consumer Protection in an Online World: An Analysis of Occupational Licensing t** *AMERICAN ECONOMIC JOURNAL-APPLIED ECONOMICS*
  Farronato, C., Fradkin, A., Larsen, B. J., Brynjolfsson, E.
  2024; 16 (3): 549-579
- **UNDERSTANDING THE RETURNS FROM INTEGRATED ENTERPRISE SYSTEMS: THE IMPACTS OF AGILE AND PHASED IMPLEMENTATION STRATEGIES** *MIS QUARTERLY*
  Aral, S., Brynjolfsson, E., Gu, C., Wang, H., Wu, D. J.
  2024; 48 (2): 749-774
- **AI adoption in America: Who, what, and where** *JOURNAL OF ECONOMICS & MANAGEMENT STRATEGY*
  Mcelheran, K., Li, J., Brynjolfsson, E., Kroff, Z., Dinlersoz, E., Foster, L., Zolas, N.
  2024
- **Helping Small Businesses Become More Data-Driven: A Field Experiment on eBay** *MANAGEMENT SCIENCE*
  Bar-Gill, S., Brynjolfsson, E., Hak, N.
  2024
- **The Attention Economy: Measuring the Value of Free Goods on the Internet** *INFORMATION SYSTEMS RESEARCH*
  Brynjolfsson, E., Kim, S., Oh, J.
  2023
- **A causal test of the strength of weak ties.** *Science (New York, N.Y.)*
  Rajkumar, K., Saint-Jacques, G., Bojinov, I., Brynjolfsson, E., Aral, S.
  2022; 377 (6612): 1304-1310
- **Do Computers Reduce the Value of Worker Persistence?** *JOURNAL OF MANAGEMENT INFORMATION SYSTEMS*
  Brynjolfsson, E., Liu, M., Westerman, G.
  2022; 39 (1): 41-67

- **Working With Robots in a Post-Pandemic World** *MIT SLOAN MANAGEMENT REVIEW*
  Beane, M., Brynjolfsson, E.
  2021; 62 (2)
- **Do Digital Platforms Reduce Moral Hazard? The Case of Uber and Taxis** *MANAGEMENT SCIENCE*
  Liu, M., Brynjolfsson, E., Dowlatabadi, J.
  2021; 67 (8): 4665-4685
- **THE ECONOMICS OF IT AND DIGITIZATION: EIGHT QUESTIONS FOR RESEARCH** *MIS QUARTERLY*
  Brynjolfsson, E., Wang, C., Zhang, X.
  2021; 45 (1): 473–77
- **Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment** *MARKETING SCIENCE*
  Huang, S., Aral, S., Hu, Y., Brynjolfsson, E.
  2020; 39 (6): 1142–65
- **Measuring the Impact of Free Goods on Real Household Consumption**
  Brynjolfsson, E., Collis, A., Diewert, W., Eggers, F., Fox, K. J.
  AMER ECONOMIC ASSOC.2020: 25–30
- **How Should We Measure the Digital Economy?** *HARVARD BUSINESS REVIEW*
  Brynjolfsson, E., Collis, A.
  2019; 97 (6): 140-+
- **What Drives Differences in Management Practices?** *AMERICAN ECONOMIC REVIEW*
  Bloom, N., Brynjolfsson, E., Foster, L., Jarmin, R., Patnaik, M., Saporta-Eksten, I., Van Reenen, J.
  2019; 109 (5): 1648–83
- **Toward understanding the impact of artificial intelligence on labor** *PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES OF THE UNITED STATES OF AMERICA*
  Frank, M. R., Autor, D., Bessen, J. E., Brynjolfsson, E., Cebrian, M., Deming, D. J., Feldman, M., Groh, M., Lobo, J., Moro, E., Wang, D., Youn, H., Rahwan, et al
  2019; 116 (14): 6531–39
- **Measuring Welfare with Massive Online Choice Experiments: A Brief Introduction**
  Brynjolfsson, E., Eggers, F., Gannamaneni, A.
  AMER ECONOMIC ASSOC.2018: 473–76
- **What Can Machines Learn and What Does It Mean for Occupations and the Economy?**
  Brynjolfsson, E., Mitchell, T., Rock, D.
  AMER ECONOMIC ASSOC.2018: 43–47
- **Information Technology, Repeated Contracts, and the Number of Suppliers** *MANAGEMENT SCIENCE*
  Aral, S., Bakos, Y., Brynjolfsson, E.
  2018; 64 (2): 592–612
- **Profound change is coming, but roles for humans remain** *SCIENCE*
  Brynjolfsson, E., Mitchell, T.
  2017; 358 (6370): 1530–34
- **Track how technology is transforming work** *NATURE*
  Mitchell, T., Brynjolfsson, E.
  2017; 544 (7650): 290–92
- **CROWD-SQUARED: AMPLIFYING THE PREDICTIVE POWER OF SEARCH TREND DATA** *MIS QUARTERLY*
  Brynjolfsson, E., Geva, T., Reichman, S.
  2016; 40 (4): 941-+
- **Human Work in the Robotic Future Policy for the Age of Automation** *FOREIGN AFFAIRS*
  McAfee, A., Brynjolfsson, E.

2016; 95 (4): 139–50

- **The Rapid Adoption of Data-Driven Decision-Making**
  Brynjolfsson, E., McElheran, K.
  AMER ECONOMIC ASSOC.2016: 133–39
- **VALUING INFORMATION TECHNOLOGY RELATED INTANGIBLE ASSETS** *MIS QUARTERLY*
  Saunders, A., Brynjolfsson, E.
  2016; 40 (1): 83–110
- **OR Forum-Tenure Analytics: Models for Predicting Research Impact** *OPERATIONS RESEARCH*
  Bertsimas, D., Brynjolfsson, E., Reichman, S., Silberholz, J.
  2015; 63 (6): 1246–61
- **Will Humans Go the Way of Horses? Labor in the Second Machine Age** *FOREIGN AFFAIRS*
  Brynjolfsson, E., McAfee, A.
  2015; 94 (4): 8–14
- **Open Letter on the Digital Economy** *TECHNOLOGY REVIEW*
  Brynjolfsson, E., McAfee, A., Jurvetson, S., O'Reilly, T., Manyika, J., Tyson, L., Benioff, M., Bass, C., Schoendorf, J., Bresnahan, T., Khosla, V., Howard, J., Spence, et al
  2015; 118 (4): 11–12
- **New World Order Labor, Capital, and Ideas in the Power Law Economy** *FOREIGN AFFAIRS*
  Brynjolfsson, E., McAfee, A., Spence, M.
  2014; 93 (4): 44-+
- **Competing in the Age of Omnichannel Retailing** *MIT SLOAN MANAGEMENT REVIEW*
  Brynjolfsson, E., Hu, Y., Rahman, M. S.
  2013; 54 (4): 23–29
- **STRATEGY & COMPETITION Big Data: The Management Revolution** *HARVARD BUSINESS REVIEW*
  McAfee, A., Brynjolfsson, E.
  2012; 90 (10): 60-+
- **Information, Technology, and Information Worker Productivity** *INFORMATION SYSTEMS RESEARCH*
  Aral, S., Brynjolfsson, E., Van Alstyne, M.
  2012; 23 (3): 849–67
- **Three-Way Complementarities: Performance Pay, Human Resource Analytics, and Information Technology** *MANAGEMENT SCIENCE*
  Aral, S., Brynjolfsson, E., Wu, L.
  2012; 58 (5): 913–31
- **The Extroverted Firm: How External Information Practices Affect Innovation and Productivity** *MANAGEMENT SCIENCE*
  Tambe, P., Hitt, L. M., Brynjolfsson, E.
  2012; 58 (5): 843–59
- **Thriving in the Automated Economy** *FUTURIST*
  Brynjolfsson, E., McAfee, A.
  2012; 46 (2): 27–31
- **Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Costs on the Concentration of Product Sales** *MANAGEMENT SCIENCE*
  Brynjolfsson, E., Hu, Y., Simester, D.
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- **Long Tails vs. Superstars: The Effect of Information Technology on Product Variety and Sales Concentration Patterns** *INFORMATION SYSTEMS RESEARCH*
  Brynjolfsson, E., Hu, Y., Smith, M. D.
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- **Cloud Computing and Electricity: Beyond the Utility Model** *COMMUNICATIONS OF THE ACM*

Brynjolfsson, E., Hofmann, P., Jordan, J.
2010; 53 (5): 32–34

- **A nearly perfect market?** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Brynjolfsson, E., Dick, A. A., Smith, M. D.
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- **Battle of the Retail Channels: How Product Selection and Geography Drive Cross-Channel Competition** *MANAGEMENT SCIENCE*
  Brynjolfsson, E., Hu, Y., Rahman, M. S.
  2009; 55 (11): 1755–65
- **DYNAMICS OF RETAIL ADVERTISING: EVIDENCE FROM A FIELD EXPERIMENT** *ECONOMIC INQUIRY*
  Simester, D., Hu, Y., Brynjolfsson, E., Anderson, E. T.
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- **Investing in the IT that makes a competitive difference** *HARVARD BUSINESS REVIEW*
  McAfee, A., Brynjolfsson, E.
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- **Bundling and competition on the Internet** *INTERNET AND DIGITAL ECONOMICS*
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- **From niches to riches: Anatomy of the long tail** *MIT SLOAN MANAGEMENT REVIEW*
  Brynjolfsson, E., Hu, Y., Smith, M. D.
  2006; 47 (4): 67-+
- **Innovation incentives for information goods**
  Brynjolfsson, E., Zhang, X.
  edited by Jaffe, A. B., Lerner, J., Stern, S.
  MIT PRESS.2006: 99-+
- **Information technology, workplace organization, and the demand for skilled labor: Firm-level evidence** *QUARTERLY JOURNAL OF ECONOMICS*
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