

# Stanford

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## Matthew Gentzkow

Landau Professor of Technology and the Economy and Senior Fellow at the Stanford Institute for Economic Policy Research

Economics

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### Bio

#### ACADEMIC APPOINTMENTS

- Professor, Economics
- Senior Fellow, Stanford Institute for Economic Policy Research (SIEPR)
- Faculty Affiliate, Institute for Human-Centered Artificial Intelligence (HAI)

#### LINKS

- Matthew Gentzkow: <https://people.stanford.edu/gentzkow/>

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### Teaching

#### COURSES

##### 2023-24

- Industrial Organization IIA: ECON 258 (Win)
- Industrial Organization Seminar: ECON 355 (Aut, Win, Spr)
- Political Economy I: ECON 220 (Spr)

##### 2022-23

- Economics of Communication: ECON 255 (Spr)
- Industrial Organization Workshop: ECON 355 (Aut, Win, Spr)

##### 2021-22

- Industrial Organization IIA: ECON 258 (Win)
- Industrial Organization Workshop: ECON 355 (Aut, Win, Spr)
- Political Economy I: ECON 220, POLISCI 460A (Aut)

##### 2020-21

- Industrial Organization IIA: ECON 258 (Win)
- Industrial Organization Workshop: ECON 355 (Aut, Win, Spr)
- Media Markets and Social Good: ECON 47 (Aut)
- Political Economy I: ECON 220, POLISCI 460A (Aut)

#### STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Cody Cook, Zach Freitas-Groff, Mariana Guido, Pearl Li, Adam Rosenberg, Frank Yang

**Doctoral Dissertation Advisor (AC)**

Matt Brown, Jacob Conway, Lisa Yi

**Doctoral Dissertation Co-Advisor (AC)**

Adrian Blattner, Chuan Yu

**Doctoral (Program)**

Sebastian Bauer, Matt Brown

**Publications**

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**PUBLICATIONS**

- **DO PHARMACISTS BUY BAYER? INFORMED SHOPPERS AND THE BRAND PREMIUM** *QUARTERLY JOURNAL OF ECONOMICS*  
Bronnenberg, B. J., Dube, J., Gentzkow, M., Shapiro, J. M.  
2015; 130 (4): 1669-1726