

G R E G T A Y L O R

Oxford Internet Institute, University of Oxford, 1 St Giles, Oxford OX1 3JS, United Kingdom.
greg.taylor@oii.ox.ac.uk • <http://www.greg-taylor.co.uk>

Professional Posts

Oxford Internet Institute, University of Oxford	
<i>Associate Professor</i>	Since 2017
<i>Senior Research Fellow</i>	Since 2017
<i>Research Fellow</i>	2009–2017
Nuffield College, University of Oxford	
<i>Associate Member (Economics Group)</i>	Since 2011

Education

<i>PhD, Economics</i>	2010
University of Southampton	
<i>Master of Science (With Distinction), Economics</i>	2007
University of Southampton	
<i>Bachelor of Science (First Class Honours), Economics</i>	2004
Loughborough University	

Peer-Reviewed Journal Publications

Raising Search Costs To Deter Window Shopping Can Increase Profits and Welfare	2017
<i>RAND Journal of Economics</i> , 48(2), 387–408.	
Integration and Search Engine Bias	2014
<i>RAND Journal of Economics</i> , 43(5), 576–597, with Alexandre de Cornière.	
Search Quality and Revenue Cannibalization by Competing Search Engines	2013
<i>Journal of Economics & Management Strategy</i> , 22(3), 445–467.	
Defensive Sniping and Efficiency in Simultaneous Hard-Close Proxy Auctions	2012
<i>Journal of Mathematical Economics</i> , 48(1), 51–58.	
The Informativeness of On-Line Advertising	2011
<i>International Journal of Industrial Organization</i> , 29(6), 668–677.	

Working Papers

A Model of Biased Intermediation	2016
working paper, with Alexandre de Cornière.	
Application bundling in system markets	2017
working paper, with Alexandre de Cornière.	
Competing Sales Channels	2018
working paper, with David Ronayne.	

Prizes, Grants, and Awards

Carnegie Fellowship (\$8,000, principal investigator).	2017
Rockefeller Foundation grant (\$244 876, co-investigator).	2015–2016
NET Institute Summer Economics Research grant (\$4 500, principal investigator).	2014
RCUK NEMODE Network+ grant (£38 000, principal investigator).	2013–2014
University of Oxford Teaching Excellence Award.	2011
ESRC '+3' PhD Research Scholarship.	2006–2009
Head of Department's Prize, Loughborough University.	2004

Teaching Experience

University of Oxford

Internet Economics for MSc students; a course in applied IO.

Business in the Digital Economy; one day intensive executive education workshop.

University of Southampton

Microeconomic Theory to first-, second-, and third-year undergraduates.

Public Economics to third year undergraduates.

Applied Microeconomic Theory to second year undergraduates.

PhD Thesis Supervision

Oleh Stupak DPhil (Oxford)

2017–

Florian Bersier, DPhil (Oxford)

Completed 2015

MSc Thesis Supervision

Alec Dent, MSc (Oxford); Ayman El Idrissi, MSc (Oxford); Graham Gannon, MSc (Oxford); Paul Hermann, MSc (Oxford); Jing Jing, MSc (Oxford); Amba Kak, MSc (Oxford); Lauren McKarus, MSc (Oxford); Yonatan Moskowitz, MSc (Oxford); Tim Muntinga, MSc (Oxford); Ross Petchler, MSc (Oxford); Xinyue Wu, MSc (Oxford); Ece Yurual, MSc (Oxford).

Industry, Practice, Policy, and Public Engagement

<i>The AI Discussion Forum</i> , Saïd Business School, Oxford (invited talk).	2017
Expert adviser for the UK Competition and Markets Authority's market investigation on online comparison tools.	2016–2017
External expert for the UK's submission to the European Commission's consultation on platform policy.	2015
<i>Admonsters EU Publisher Forum</i> , Oxford, UK (invited keynote lecture).	2011
<i>Google Seminar</i> , Google EU, Brussels, Belgium (invited talk).	2010

Service

Departmental service (Oxford): MSc degree course director (2016–), graduate admissions (2013–), scholarship committee (2010, 2015–), exam board (2014–2016), ‘Bellwether lectures’ organiser (2013–2015), departmental workshop convenor (2011–2016), exam scrutiny committee (2012–2015), academic/research committee (2009–), graduate studies committee (2009–), admissions interviews (2009–).

Peer reviewer for, inter alia, *European Economic Review*, *Information Economics and Policy*, *International Journal of Industrial Organization*, *Journal of Artificial Intelligence Research*, *Journal of Economics*, *Journal of Economics and Management Strategy*, *Journal of Industrial Economics*, *Journal of Institutional and Theoretical Economics*, *Management Science*, *Oxford Economic Papers*, *Policy & Internet*, *RAND Journal of Economics*, *Review of Network Economics*.

Book Contributions and Miscellaneous Publications

Information-seeking strategies in medicine queries: a clinical eye-tracking study with gaze-cued retrospective think-aloud protocol forthcoming

International Journal of Human-Computer Interaction, with Tim Muntinga.

When the Winning Move is Not to Play: Games of Deterrence in Cyber Security 2015

Decision and Game Theory for Security (Lecture Notes in Computer Science vol. 9406), 250–269, with Chad Heitzenrater and Andrew Simpson.

Scarcity of Attention for a Medium of Abundance: An Economic Perspective 2014

in *Society and the Internet: How Information and Social Networks are Changing Our Lives* (William H. Dutton & Mark Graham, eds.), Oxford University Press.

RE: Search (introduction to a special section on Internet search) 2014

New Media & Society, 16(2), 187–194, with Mark Graham and Ralph Schroeder.

What Makes Google Tick? 2010

Economic Review, 28(2), 16–19.

Personal

Nationality: British.

Academic Conference Presentations & Invited Talks

Seminar, 2017

Frankfurt University / The Frankfurt School (by invitation).

Research Meeting on Obfuscation and Search Costs in Oligopoly Markets, 2017

Brunel University, London, UK (by invitation).

10th Economics of Advertising and Marketing Workshop, 2017

Tbilisi State University, Tbilisi, Georgia (by invitation).

15th ZEW Conference on The Economics of Information & Communication Technologies, 2017

Zentrum für Europäische Wirtschaftsforschung, Mannheim, Germany.

Eighth Annual Searle Center Conference on Internet Commerce and Innovation, 2017

Northwestern University, Chicago, USA.

Economics of Platforms Workshop, 2017

ESMT, Berlin, Germany (invited discussion).

<i>Conference on the Economics of Information and Communication Technologies,</i> Télécom ParisTech, Paris, France.	2017
<i>Centre for Productivity and Performance Seminar,</i> Loughborough University, Loughborough, UK (by invitation).	2017
<i>10th Conference on the Economics of Intellectual Property, Software and the Internet,</i> Institut D'Économie Industrielle, Toulouse, France.	2017
<i>9th Conference on The Economics of Intellectual Property, Software and the Internet,</i> Institut D'Économie Industrielle, Toulouse, France (invited discussion).	2016
<i>XXXth Jornadas de Economia Industrial,</i> Alicante, Spain (by invitation).	2015
<i>8th workshop on the Economics of Advertising and Marketing,</i> University of Oxford, Oxford, UK (invited discussant).	2015
<i>11th CCP Annual Summer Conference,</i> Centre for Competition Policy, University of East Anglia, Norwich, UK (by invitation).	2015
<i>NET Institute Conference,</i> Stern School of Business, New York University, New York, USA (by invitation).	2015
<i>Annual Conference of the Royal Economic Society,</i> University of Manchester, Manchester, UK.	2015
<i>8th Conference on The Economics of Intellectual Property, Software and the Internet,</i> Institut D'Économie Industrielle, Toulouse, France (plenary session).	2015
<i>Workshop on Rating, Ranking, and Recommendation Systems,</i> Paris School of Economics, Paris, France.	2014
<i>12th Media Economics Conference,</i> Center for Studies in Economics and Finance, Naples, Italy.	2014
<i>Annual Conference of the British Academy of Management,</i> Belfast, UK (special PDW session).	2014
<i>12th ZEW Conference on The Economics of Information & Communication Technologies,</i> Zentrum für Europäische Wirtschaftsforschung, Mannheim, Germany.	2014
<i>Manchester Economics Department Seminar,</i> University of Manchester, Manchester, UK (by invitation).	2013
<i>CRESSE Conference,</i> Corfu, Greece (invited plenary lecture).	2013
<i>Fourth Annual Conference on Internet Search and Innovation,</i> Northwestern University, Chicago, USA.	2013
<i>Workshop on Online Advertising and the Market for Personal Data,</i> Paris School of Economics, Paris, France (by invitation).	2013
<i>Workshop on Competition Policy and Regulation in Media and Telecommunications,</i> Tilburg University, Tilburg, the Netherlands.	2013
<i>Annual Conference of the Royal Economic Society,</i> Royal Holloway, University of London, Egham, UK.	2013

<i>Conference of the European Association for Research in Industrial Economics (EARIE),</i> LUISS Guido Carli & Università degli Studi di Roma Tor Vergata, Rome, Italy.	2012
<i>Oxford Intellectual Property Invited Speaker Seminar Series,</i> University of Oxford, Oxford, UK (by invitation).	2011
<i>Conference on the Economics of Information and Communication Technologies,</i> École Nationale Supérieure des Télécommunications (Télécom ParisTech), Paris, France.	2011
<i>Warsaw International Economics Meeting (WIEM),</i> University of Warsaw, Warsaw, Poland.	2011
<i>Consumers and Internet Studies: A Workshop,</i> Universitat Oberta de Catalunya, Barcelona, Spain (by invitation).	2011
<i>5th Bi-annual Conference on The Economics of the Software and Internet Industries,</i> Institut D'Économie Industrielle, Toulouse, France.	2009
<i>63rd European Meeting of the Econometric Society,</i> Università Bocconi, Milan, Italy.	2008

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