

PARIS CLEANTHOUS

Assistant Professor of Marketing
Stern School of Business
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Curriculum Vitae

September 2004

EDUCATION

Ph.D., Economics, Yale University, 2003
M.Phil., Economics, Yale University, 2001
M.A., Economics, Yale University, 2000
B.S., Economics and Mathematics, University of Michigan, Ann Arbor, 1998

ACADEMIC APPOINTMENTS

July 2003 – Present Stern School of Business, New York University
Assistant Professor of Marketing

FELLOWSHIPS, HONORS & AWARDS

NET Institute Grant, Summer 2004
Economics Department Fellowship, Yale University, Summer 2002
John Perry Miller Fund Award, Yale University, September 2001
Yale University Dissertation Fellowship, Fall 2001
Yale University Graduate Student Fellowship, 1998 - 2002
Osterweil Prize in Economics, U. Michigan, 1998
Phi Kappa Phi, admitted 1998
Phi Beta Kappa, admitted 1997
Angell Scholar (*academic achievement award*), U. Michigan, Ann Arbor 1998
Honors Program Thesis Research Award, U. Michigan, Ann Arbor 1997
Class Honors (*academic achievement award*), U. Michigan, Ann Arbor 1996, 1997, 1998
Branstrom Prize, (*academic achievement award*), U. Michigan, Ann Arbor 1996
CASP Scholar, 1995 - 1998

RESEARCH INTERESTS

Advertising
 Competitive Pricing
 Empirical Industrial Organization
 Health Care Marketing
 Telecommunications
 Valuation of Innovation

PAPERS

“Analyzing the Effects of Marketing Efforts by Pharmaceuticals on Patient Willingness-to-Pay,” mimeo New York University, May 2004

“Patient Welfare Implications of Innovation in the U.S. Antidepressant Market,” mimeo New York University, November 2003

“Pharmaceutical Demand and Welfare Implications of Innovation,” *Yale University Ph.D.*, December 2003

“How does changing availability of choices affect purchase decisions?” mimeo Yale University, June 2002

“Does Openness Lead to More or Less Development? The Case of Health Deterioration,” mimeo Yale University, May 2001

“An Empirical Economic Analysis of GATT/WTO Membership for Selected Countries,” IMF and Yale University, November 2000

“In Search of the Effects of Tariffs on Bilateral Trade: Does the Number of Source Countries Matter?” Yale University, December 1999

“European Monetary Union: A Union of Countries or a Union of Regional Optimum Currency Areas,” University of Michigan, Ann Arbor, May 1998

WORK IN PROGRESS

“Informative Advertising in U.S. Pharmaceuticals”

“Rising Drug Costs and the Strategic Use of Exclusivity Rights Post Patent Expiration: Would Industry Regulation be Justified?”

“Substitutability between Landline and Cellular Services” [with Elena Krasnokutskaya]

“Perceived Quality Demand Effects of Luxury Products” [with Elena Krasnokutskaya]

“The Effects of Direct-To-Consumer Advertising on Multi-Agent Decision Making in Pharmaceuticals” [with Jane Gu]

“Does Pharmaceutical Advertising Drive Stock Prices?”

“How Much Does Anonymity Cost? An Analysis of Price Discrimination Practices on the Internet” [with Elena Krasnokutskaya]

“Assessing the Value of Non-unique Intellectual Property,” [with Benjamin Kirkup]

RESEARCH EXPERIENCE

Research Assistant to Professor Steven Berry, (2000-2001), Yale University: Economic research and programming on hedonic pricing models

International Monetary Fund, Summer (2000), Geneva, Switzerland: Research on the costs and benefits of WTO membership for emerging markets and LDC/HIPC countries

Research Assistant to Professor David Weinstein, Summer (1998), University of Michigan Business School: Research on International Trade in the Manufacturing Industry

Visiting Researcher, Summer (1996), Institute for Advanced Study, Princeton: Research on topics of modern probability theory (random walks) and applications

TEACHING EXPERIENCE

Introduction to Marketing (Spring 2004)

Head Teaching Assistant: Introductory Microeconomics (Fall 2002)

Teaching Assistant: Industrial Organization, Mathematics for Economists (Ph.D.), Introductory Microeconomics, Intermediate Microeconomics (2000 - 2002)

College Tutor: Economics, Statistics and Mathematics, Silliman College (2001 - 2002)