

SYLVIA HRISTAKEVA

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EDUCATION

Ph.D., Economics, Boston College (Boston, MA), *expected* 2016

- Thesis: Retail Product Assortment Decisions: An Empirical Study of the Grocery Industry
- Committee: Julie Holland Mortimer (Chair), Michael D. Grubb, Arthur Lewbel

B.S., Economics, Trinity College (Hartford, CT), *Summa Cum Laude*, May 2009

General Course, London School of Economics and Political Science (London, UK), 2007 – 2008

RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization, Applied Microeconomics

WORK IN PROGRESS

“How Do Vertical Contracts Affect Product Availability? An Empirical Study of the Grocery Industry”
(*job market paper*)

“Analyzing Retailer Assortment Tailoring to Local Consumer Preferences and Competition”

“Retargeting and Content Personalization of Online Advertising: Analysis of Consumer Shopping Behavior” with Alexander Bleier and Maik Eisenbeiss

“Advertisers’ Strategic Decisions to Purchase Commercial Spots in Television Networks” with Nicholas Diebel and Julie Holland Mortimer

“Reduction in Emergency Department Visits for Children’s Respiratory Infections After the Introduction of Smoke-free Legislation” with Summer Hawkins, Mark Gottlieb, and Christopher Baum

CONFERENCES AND SEMINARS

Green Line IO Meetings (December 2015)

EGSC, Washington University in St. Louis (October 2015)

Applied Microeconomics Seminar at Boston College (September 2015, May 2015)

European Association for Research in Industrial Economics Conference (EARIE) (August 2015)

International Industrial Organization Conference (IIOC) (April 2015)

HONORS AND AWARDS

Dissertation Fellowship, Boston College Department of Economics (2014)

Felter Family Fund Dissertation Fellowship, Boston College Department of Economics (2013)

Donald J. White Award for Excellence in Teaching, Boston College (2013)

TEACHING EXPERIENCE

Boston College, Chestnut Hill, MA

Microeconomic Theory (Instructor), Department of Economics (Spring 2015, Fall 2015)

Principles of Microeconomics (Instructor), Department of Economics (Spring 2014, Summer 2014)

STATA Econometrics Lab (Instructor, Lab Coordinator), (Fall 2012, Spring 2013)

Industrial Organization, Creation, and Strategy (TA), Tracy Regan (Spring 2015)

Health Economics (TA), Tracy Regan (Spring 2015)

Graduate Microeconomic Theory I/II (TA), (Fall 2011-Spring 2012)

Econometric Methods (TA), Christopher Baum (Fall 2010, Spring 2011)

WORK EXPERIENCE

Marketing Research Analyst, Trend Micro Inc, Cupertino, CA 95014 (2009 – 2010)

REFEREE ACTIVITY

International Journal of Industrial Organization

SKILLS

Computer Skills: MATLAB, STATA, MySQL, C++

Languages: English (fluent), Bulgarian (native)

REFERENCES

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Last updated: November, 2015