



The IPSI Lecture Series Presents:



Privacy and Innovation

Professor Avi Goldfarb
University of Toronto

Information and communication technology enable firms to collect detailed and potentially intrusive data about their customers both easily and cheaply. This means that privacy concerns are no longer limited to government surveillance and public figures' private lives. The empirical literature on privacy regulation shows that privacy regulation may affect the extent and direction of data-based innovation. We also show that the impact of privacy regulation can be extremely heterogeneous. Therefore, we argue that digitization means that privacy policy is now a part of innovation policy.

Thursday, March 16, 2017

12:00 PM – 1:15 PM

Rosebrugh Building, RM 211

164 College Street Toronto, ON, M5S 3G9



Avi Goldfarb is the Ellison Professor of Marketing at the Rotman School of Management, University of Toronto. Avi's research focuses on understanding the opportunities and challenges of the digital economy and has been funded by Google, Industry Canada, the Sloan Foundation, the NSF, Bell Canada, AIMIA, SSHRC, and others. He has also used an economics lens to explore the drivers of brand value and the limits of rational models of managerial decision-making. He has published over 60 academic articles in a variety of outlets in marketing, statistics, law, computing, and economics. He is Senior Editor at Marketing Science, Chief Data Scientist of the Creative Destruction Lab, and a Research Associate at the National Bureau of Economic Research. For the past two years, he has co-organized the NBER's Economics of Digitization PhD student tutorial. He also co-organized the Marketing Science-Federal Trade Commission Conference on Marketing and Consumer Protection. His work with Catherine Tucker on privacy has been referenced by the White House, the European Commission, and in US Congressional Testimony. His work with Ajay Agrawal and Christian Catalini on crowdfunding has been identified by the Ontario Security Commission as directly influencing the OSC LaunchPad initiative. Avi received his Ph.D. in economics from Northwestern University.