

Gaurav Jakhu

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ACADEMIC POSITIONS

- May 2026 – Present **Associate Professor**, Economics Area, Indian Institute of Management Bangalore
- Aug 2020 – May 2026 **Assistant Professor**, Economics Area, Indian Institute of Management Bangalore

RESEARCH INTERESTS

- **Primary Field:** Digital Economics
- **Secondary Fields:** Antitrust Economics, Industrial Organization

EDUCATION

- 2014 – 2020 **Ph.D. Economics**, Indian Statistical Institute, Delhi Centre
- 2008 – 2010 **M.A. Economics**, Delhi School of Economics, University of Delhi
- 2005 – 2008 **B.A. (Hons.) Economics**, Shri Ram College of Commerce, University of Delhi

PUBLISHED PAPERS

- “**Pre-Installation and Investment in Application Functionality: A Strategic and Welfare Analysis**,” with Tarun Jain, *Journal of the Operational Research Society*, 2026
- “**Integrating a Free Online Service: Advertisements and Competitive Implications**,” *Journal of Economics & Management Strategy*, 2025
- “**Endogenous Data Collection in Platform Markets: Privacy and Welfare**,” with Prabal Roy Chowdhury, *Production and Operations Management*, 2025
- “**Economics of Content Aggregation: Pricing and Advertising Competition in a Multi-Channel Structure**,” with Tarun Jain, *Naval Research Logistics*, 2025
- “**Data Protection and Empowering Users to Control Data**,” *Marketing Letters*, 2024

WORKING PAPERS

- “Sabotage in Digital Markets with Endogenous Homing” – R&R at *MIS Quarterly*
- “On the Implications of Cost of Anonymity in Advertising-Financed Two-Sided Markets” – R&R at *Oxford Economic Papers*
- “Optimal Payments to News Publishers, Snippet Length and News Aggregation,” with Manaswini Bhalla – under review
- “Application Compatibility in the Presence of Preference for Variety,” with Akhil Ilango – under review

WORK IN PROGRESS

- “Privacy and Quality Investment,” with Vinay Ramani
- “Data, Market Power and Multi-Homing,” with Vinay Ramani
- “Endogenous Homing and Competition”
- “Implications of Quality Screening and Blockchain Adoption under the Marketplace Structure”

POLICY PUBLICATIONS, TECHNICAL REPORTS, AND MEDIA ARTICLES

- “Economics of Data-Driven Markets Mitigating Market Power: Options and Trade-Offs,” with Payal Malik, Policy Brief, ICRIER Prosus Centre for Internet and Digital Economy, 2026
- “CCI vs WhatsApp Is a Pivotal Battle for India’s Digital Space,” with Payal Malik and Maria Khan, *The Indian Express*, Opinion, February 19, 2026
- “Dilemma in Antitrust Enforcement: How Use of Economics Can Guide Enforcement Rules in Multi-Sided Markets,” with Payal Malik, *Journal of Antitrust Enforcement*, 5, 260–275, 2017

TEACHING

2020 – 2025	Microeconomics I , Ph.D. level, IIM Bangalore
2021 – 2026	Managerial Economics , MBA Core Course, IIM Bangalore
2020–21; 2025–present	Business Strategy and Competition Policy , MBA Elective, IIM Bangalore
2025 – present	Theatre for Executive Presence , MBA Elective, IIM Bangalore

EXECUTIVE EDUCATION

Jan 2026	Theatre-based Collaboration Workshop for AstraZeneca, IIM Bangalore
Dec 2025	Theatre-based Collaboration Workshop for Computacenter, IIM Bangalore
Nov 2025	Theatre-based Collaboration Workshop for Computacenter, IIM Bangalore
Oct 2025	General Management Programme for Aerospace & Aviation Executives, Batch 11, IIM Bangalore
Sep 2025	Executive General Management Programme for Reliance Industries Limited, IIM Bangalore
Jun 2025	Tanmatra – Women in Leadership, Batch 9; theatre-based team building, IIM Bangalore
Dec 2024	General Management Programme for Aerospace & Aviation Executives, Batch 10, IIM Bangalore

SERVICE

2026	External Examiner, Ph.D. proposal defense, Marketing Area, IIM Bangalore
2026	IMRDC Review Process
2026	UG Admissions Interview Committee, IIM Bangalore
2025	Examiner, Senior Research Fellow Evaluation, Department of Economics, Delhi School of Economics
2023 – 2025	Ph.D. Economics Admissions Interview Panel, IIM Bangalore
2023 – Present	Academic Associates Coordinator, Economics Area, IIM Bangalore
2022 – 2024	Economics Area Seminar Coordinator, IIM Bangalore

REFEREEING

- Management Science; Production and Operations Management; Indian Economic Review; Indian Growth and Development Review

INVITED TALKS

2025	Ashoka University, New Delhi
2023	Centre for Digital Future, New Delhi
2023	Institute of Economic Growth, New Delhi
2021	Panelist, Centre for Digital Future Panel Discussion

PRESENTATIONS

- 2023 Annual Conference on Economic Growth and Development, ISI Delhi: "Economics of Content Aggregation: Pricing and Advertising Competition in a Multi-Channel Structure"
- 2022 European Association for Research in Industrial Economics (EARIE), Vienna: "Endogenous Data Collection in Platform Markets: Privacy and Welfare"
11th Bi-annual Postal Economics Conference on E-commerce, Digital Economy and Delivery Services, Toulouse: "Endogenous Data Collection in Platform Markets: Privacy and Welfare"
SERI Conference, ISB Hyderabad: "Bundling a Free Product: Competition and Welfare"
Annual Conference on Economic Growth and Development, ISI Delhi: "Integrating a Free Online Service: Competition and Welfare"
Winter School, Delhi School of Economics: "Integrating a Free Online Service: Competition and Welfare"
- 2021 Annual Conference on Economic Growth and Development, ISI Delhi: "Endogenous Data Collection in Platform Markets: Privacy and Welfare"
Winter School, Delhi School of Economics: "Endogenous Data Collection in Platform Markets: Privacy and Welfare"
- 2019 15th Annual Conference on Economic Growth and Development, ISI Delhi: "Data Sharing in Platform Markets"
15th Winter School, Delhi School of Economics: "Data Sharing in Platform Markets"
IMR Doctoral Conference, IIM Bangalore: "Bundling in Platform Markets in the Presence of Data Advantage"
- 2018 International Industrial Organization Conference, Indianapolis: "Bundling in Platform Markets in the Presence of Data Advantage"
CPRsouth Conference, Maputo, Mozambique: "Bundling in Platform Markets in the Presence of Data Advantage"
14th Annual Conference on Economic Growth and Development, ISI Delhi: "Bundling in Platform Markets in the Presence of Data Advantage"

GRANTS, FELLOWSHIPS, AND AWARDS

- 2020 – 2023 **Young Faculty Research Chair**, IIM Bangalore
- 2018 **Best Research Paper Award**, CPRsouth Conference, Maputo, Mozambique
- 2014 – 2020 **Research Fellowship**, Indian Statistical Institute, Delhi Centre
- 2012 **Junior Research Fellowship**, University Grants Commission, India

PAST APPOINTMENTS

Jan – May 2020	Guest Faculty , Dept. of Economics, Delhi School of Economics, University of Delhi
2016 – 2019	Graduate Teaching Assistant , Economics and Planning Unit, ISI Delhi
2012 – 2014	Economics Expert , Competition Commission of India, New Delhi