

Gaurav Jakhu

NF-107, F Block, First Floor
Indian Institute of Management Bangalore
Bengaluru, Karnataka 560076

Phone: +91-8660169275
E-mail: gaurav.jakhu@iimb.ac.in
Personal Website: www.gauravjakhu.in

Current Position

August 2020 - **Assistant Professor**, Economics Area, Indian Institute of Management Bangalore.
Present

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**, Sri Ram College of Commerce, University of Delhi.

Research Fields

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

MBA/Ph.D. Courses Taught at IIM Bangalore

2020 - 2025 **Microeconomics I (Ph.D. level)**.
2021 - 2025 **Managerial Economics (MBA Core Course)**.
2020 - 2021, **Business Strategy and Competition Policy (MBA Elective Course)**.
2025
2025-2026 **Theatre for Executive Presence (MBA Elective Course)**.
(Term 6)

Executive Education Sessions Conducted at IIM Bangalore

Dec 2024 **General Management Programme for Aerospace and Aviation Executives: Batch 10**.
5 sessions on Airline Economics

June 2025 **Tanmatra – Women in Leadership: Batch 9**.
2 Sessions on Theatre-based Team Building

Sept 2025 **Executive General Management Programme for Reliance Industries Limited**.
3 Sessions on Applied Economics

Oct 2025 **General Management Programme for Aerospace and Aviation Executives: Batch 11**.
5 sessions on Airline Economics

Nov 2025 **Theatre-based Collaboration Workshop for Computacenter**.
2 Sessions on Team Effectiveness

Jan 2026 **Theatre-based Collaboration Workshop for AstraZeneca**.
2 Sessions on Team Effectiveness

Research Papers

Published

Integrating a Free Online Service: Advertisements and Competitive Implications, Journal of Economics and Management Strategy 2025 (IIM B List: B2), available at <https://onlinelibrary.wiley.com/doi/10.1111/jems.70012>.

Endogenous Data Collection in Platform Markets: Privacy and Welfare, (with Prabal Roy Chowdhury), Production and Operations Management 2025 (IIM B List: A1), available at <https://doi.org/10.1177/10591478251325742>.

Economics of Content Aggregation: Pricing and Advertising Competition in a Multi-Channel Structure, (with Tarun Jain), Naval Research Logistics 2025 (IIM B List: A2), available at <https://doi.org/10.1002/nav.22248>.

Pre-Installation, and Investment in Application Functionality: A Strategic and Welfare Analysis, (with Tarun Jain), Journal of the Operational Research Society 2026 (IIM B List: B1), available at <https://doi.org/10.1080/01605682.2025.2605227>.

Data Protection and Empowering Users to Control Data, Marketing Letters 2024 (IIM B List: B2), available at <https://doi.org/10.1007/s11002-024-09719-5>.

Completed Works (Revise and Resubmit)

Sabotage in Digital Markets with Endogenous Homing.

Status: R & R (Third Round), *MIS Quarterly* (IIM B List: A1)

On the Implications of Cost of Anonymity in Advertising Financed Two-Sided Markets.

Status: R & R (Second Round), *Oxford Economic Papers* (IIM B List: B2)

Completed Works (Under Review)

Optimal Payments to News Publishers, Snippet Length and News Aggregation, (with Manaswini Bhalla).

Application Compatibility in the Presence of Presence for Variety, (with Akhil Ilango).

Work-in-Progress

A Ban on Sensitive Data Collection, (with Prabal Roy Chowdhury).

Privacy and Quality Investment, (with Vinay Ramani).

Data Collection and Entry Deterrence, (with Vinay Ramani).

Implications of Quality Screening and Blockchain Adoption under the Marketplace Structure.

Policy Papers

Gaurav Jakhu & Payal Malik, “**Dilemma in antitrust enforcement: how use of economics can guide enforcement rules in multi-sided markets**”, *Journal of Antitrust Enforcement*, 2017, 5, 260-275.

Refereeing

Management Science, Indian Economic Review, Indian Growth and Development Review.

Service

IIM B Economics Area Seminar Coordinator (2022-2024), IIM B Economics Area Academic Associates Coordinator (2023-current), IIM B Ph.D. (Economics) Interview Panel Committee (2023-2025), IMRDC 2026 Review Process, UG Admissions Interview 2026.

Invited Talks

- 2025 **Invited Talk** at **Ashoka University, New Delhi, India** on March 5, 2025.
- 2023 **Invited Talk** at **Centre for Digital Future, New Delhi, India** on July 22, 2023.
- 2023 **Invited Talk** at **Institute of Economic Growth, New Delhi, India** on February 10, 2023.
- 2021 Invited as a **Panelist** at **Centre for Digital Future** Panel Discussion on December 9, 2021, on the topic: **Data as a Source of Competitive Advantage**.

Fellowships and Awards

- 2020-2023 **Young Faculty Research Chair**, IIM Bangalore.
- 2018 **Best Research Paper Award**, *Communication Policy Research South (CPRsouth) Conference*, Maputo, Mozambique.
- 2014-2020 **Research Fellowship**, Indian Statistical Institute, New Delhi.
- 2012 **Junior Research Fellowship**, *University Grants Commission*, India.

Conference Presentations

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

Computer skills

Programming Mathematica, Stata
Languages

Prior Experience

Jan-May **Guest Faculty**, *Department of Economics*, Delhi School of Economics.
2020 Course: Game Theory

2016-19 **Graduate Teaching Assistant**, *Economics and Planning Unit*, Indian Statistical Institute.
Courses: Microeconomics II, International Economics

2012-14 **Economics Expert**, *Competition Commission of India*, New Delhi.