

# Gaurav Jakhu

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## 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", 15<sup>th</sup> **European Association for Research in Industrial Economics (EARIE), Vienna**.  
Endogenous Data Collection in Platform Market: Privacy and Welfare", 11<sup>th</sup> **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, 15<sup>th</sup> **Annual Conference on Economic Growth and Development, ISI, Delhi**.  
Data Sharing in Platform Markets, 15<sup>th</sup> **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 Languages    Mathematica, Stata

———— Prior Experience

Jan-May 2020    **Guest Faculty**, *Department of Economics*, Delhi School of Economics.

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.