MARIT HINNOSAAR

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Web: `https://marit.hinnosaar.net`

RESEARCH FIELDS

Empirical Industrial Organization, Economics of Digitization, Health Economics, Machine Learning

ACADEMIC POSITIONS AND AFFILIATIONS

Associate Professor, University of Nottingham, Department of Economics, March 2025–present
Assistant Professor, University of Nottingham, Department of Economics, 2020–2025
Assistant Professor, Collegio Carlo Alberto, 2013–2021 (on leave 2020–2021)
Research Fellow in Industrial Organization, CEPR, 2026–present (Research Affiliate 2016-2025)

EDITORIAL ACTIVITY

Associate Editor, Journal of Industrial Economics, 2021–present
Associate Editor, Southern Economic Journal, 2025–present

EDUCATION

PhD Economics, Northwestern University, 2013
Committee: Aviv Nevo (chair), Matthias Doepke, Rob Porter, Shane Greenstein
MA Economics, Northwestern University, 2009
MA Economics, University of Tartu, 2002, cum laude
BA Economics, University of Tartu, 2001

PUBLISHED AND ACCEPTED PAPERS

1. "Opening Hours and Consumer Behavior: Evidence from GPS Data and Deregulation", with Javier Donna, Toomas Hinnosaar, and Andre Trindade,
   Accepted at ***Journal of Industrial Economics***

2. "Influencer cartels", with Toomas Hinnosaar,
   Accepted at ***Journal of the European Economic Association***

3. "The persistence of healthy behaviors in food purchasing",
   Marketing Science, 2023, 42(3): 521–537.

4. "Wikipedia matters", with Toomas Hinnosaar, Michael Kummer, Olga Slivko,
   Journal of Economics & Management Strategy, 2023, 32–3: 657–669.

5. "Malleability of alcohol consumption: Evidence from migrants", with Elaine M. Liu,
   Journal of Health Economics, 2022, 85: 102648.

6. "Externalities in knowledge production: Evidence from a randomized field experiment", with Toomas Hinnosaar, Michael Kummer, Olga Slivko,
   Experimental Economics, 2022, 25: 706–733.

7. "Gender inequality in new media: Evidence from Wikipedia",
   Journal of Economic Behavior & Organization, 2019, 163: 262–276.

8. "Time inconsistency and alcohol sales restrictions",
   European Economic Review, 2016, 87: 108–131.

WORKING PAPERS AND PAPERS UNDER REVIEW

1. "Externalities of marijuana legalization: marijuana use in non-legalizing states", with Elaine M. Liu and Eva Loaeza Albino
2. "The impact of retirement on the healthiness of food purchases"

WORK IN PROGRESS

1. "How does the expansion of local influencer advertising affect markets?", with Daniel Ershov and Jiewei Li
2. "The costs of non-tariff trade barriers", with Maria Garcia-Vega, Richard Kneller, Glory Okutue

GRANTS & AWARDS

1. Portuguese National Science Agency (FCT) grant, with André Trindade, Toomas Hinnosaar, Javier Donna, 2025–2027, 60,000 EUR
2. UKRI CITP Innovation Fund, PI with Maria Garcia-Vega, Richard Kneller, 2025–2026, 15,245 GBP
3. British Academy/Leverhulme Small Research Grant, Co-PI with Toomas Hinnosaar, 2024–2026, 10,000 GBP
4. University of Nottingham, Faculty of Social Sciences Commendations for high student satisfaction in Machine Learning for Economics, 2023/24
5. NBER Productivity, Innovation, and Entrepreneurship (PIE) Program, Economics of Digitization Research Grant, Co-PI with Ryan McDevitt, David Ridley: 2021–2022, 15,000 USD
6. ZEW SEEK Grant, PI with Olga Slivko (PI ZEW), Peter Gloor, Toomas Hinnosaar, Michael Kummer, Michael Zhang: 2014–2015, 199,000 EUR
7. 11th International Industrial Organization Conference, Best Paper in Regulatory Economics, Public Utility Research Center Prize, 2013
8. European Association for Research in Industrial Economics (EARIE), Young Economists' Essay Award (YEEA), Best Paper (Job Market Paper), 2013

ACADEMIC AND PROFESSIONAL ACTIVITIES

Scientific Program Committee

European Association for Research in Industrial Economics (EARIE), Annual Conference Scientific Committee, 2023–2025
Co-organizer of CEPR Virtual IO Seminar Series, 2021
International Industrial Organization Conference, Awards Selection Committee, 2018–2019

Conference Co-Organizer

The 15th Workshop on the Economics of Advertising and Marketing, Tallinn, Estonia, July 2025
Workshop on Text-as-Data in Economics, Lancaster, May 2025
Digital Economy Workshop, Collegio Carlo Alberto, June 2015
Pricing Workshop, Collegio Carlo Alberto, May 2014

PhD Thesis Examiner

External Examiner for PhD dissertation, University of Houston: Eva Loaeza Albino, 2024
Internal Examiner for PhD dissertation, University of Nottingham: Sarah Bowen, 2022

Refereeing

Journals: *American Economic Journal: Applied Economics, B.E. Journal of Economic Analysis and Policy, Economic Journal, Economics Letters, Education Economics, Health Economics, International Journal of Industrial Organization, Journal of Comparative Economics, Journal of Economic Behavior & Organization, Journal of the European Economic Association, Journal of Health Economics, Journal of Industrial Economics, Journal of Marketing Research, Management Science, Review of Economic Studies*
Grants: *European Research Council ERC-Advanced Grant*

Seminars and Conference Presentations

2026 Royal Economic Society Annual Conference
2025 Network of Industrial Economists Annual Conference, 15th Workshop on the Economics of Advertising and Marketing, CEPR VIOS, 4th Workshop on UK Digital Economics, CEPR Paris Symposium
2024 UK Competition and Markets Authority (CMA), Liverpool Text-as-Data Workshop, City/CMA Workshop on Economics of Competition and Regulation, Tinbergen Workshop on Collusion in Markets
2023 Bristol-Warwick Empirical IO Workshop, Berlin IO Day, 6th Monash-Warwick-Zurich Text-as-Data Workshop, 2nd UK Digital Economics Workshop, CESifo Economics of Digitization Conference
2022 13th Workshop on the Economics of Advertising and Marketing (London)
2021 12th Paris Conference on Digital Economics, IIOC, Mannheim Virtual IO seminar, Munich Summer Institute, Baltic Economics Conference, North American Summer Meeting of the Econometric Society, Australasian Meeting of the Econometric Society, SED, NBER SI IT and Digitization, NBER SI Health Economics, Econometric Society European Meeting, EARIE, University of Leicester, Electronic Health Economics Colloquium
2020 Baltic Economic Association
2019 University of Pittsburgh, University of Tennessee, University of Houston, Duke University, George Mason University, University of Nottingham, Royal Holloway, University of Essex, University of Bristol, University of Edinburgh, LSE, IFS, ZEW Conference on the Economics of ICT, Advances with Field Experiments 2019 Conference at the University of Chicago, 4th Dondena Workshop on Public Policy (Bocconi)
2018 Digital Economics Conference in Toulouse, 3rd Economics of Media Bias Workshop in Cologne, Health Behaviours and Health Information Workshop in London, IIOC (Indianapolis), EARIE (Athens), JEI (Barcelona), University of East Anglia, SEA (Washington, DC), European Winter Meeting of the Econometric Society (Naples)
2017 ZEW Conference on the Economics of ICT, EARIE (Maastricht), Advances with Field Experiments 2017 Conference at the University of Chicago, 15th Annual Media Economics Workshop (Barcelona), HCHE Risky Health Behaviors Workshop
2016 Arizona State University
2015 Humboldt University of Berlin, ZEW Conference on the Economics of ICT, Digital Economy Workshop, iHEA World Congress (Milan), 8th ICT Paris Conference, University of Naples,

European University Institute, Pennsylvania State University
2014 Pricing Workshop (Turin), University of Mannheim
2013 University of Copenhagen, CERGE-EI, New Economic School, Collegio Carlo Alberto, EIEF, University of Queensland, University of Oslo, IIOC (Boston), Barcelona GSE Summer Forum, EEA (Gothenburg), EARIE (Evora), Wikipedia Workshop (Mannheim), Aalto University
2012 ESEM (Malaga), EARIE (Rome), Internet, Politics, and Policy (Oxford), MOOD (Rome), Northwestern University

PHD ADVISING

1. Miquel Oliver i Vert (2025, Universidad Autonoma de Madrid, Assistant Professor)
2. Lucas Braga de Melo (2025, University of Turku, Postdoctoral Researcher)
3. Jesus Rodriguez (expected graduation 2026, CUNEF, Lecturer)

UNIVERSITY SERVICE

University of Nottingham

Open Days Working Group, School of Economics, University of Nottingham, 2025-present
PhD Placement Officer, School of Economics, University of Nottingham, 2024-present
School Workshop Organizer, School of Economics, University of Nottingham, 2024-present
Research Ethics Committee, School of Economics, University of Nottingham, 2021-present
Junior Hiring Committee, School of Economics, University of Nottingham, 2020-present
Academic Misconduct Officer, School of Economics, University of Nottingham, 2022-2024

Collegio Carlo Alberto

Co-organizer of economics seminar series, Collegio Carlo Alberto, 2013–2020
Junior hiring committee, Collegio Carlo Alberto, 2013–2020
Master program admissions committee, Collegio Carlo Alberto, 2014–2020
Undergraduate defense committees, Collegio Carlo Alberto, 2014–2020
Co-organizer of Monday lunch seminar series, Collegio Carlo Alberto, 2013–2015

TEACHING

University of Nottingham

Machine Learning for Economics (MSc), Fall 2023–2025
Economic Data Analysis (MSc), Fall 2020–2025
Pre-sessional Econometrics (MSc), Fall 2020–2025
Big Data Economics (MSc), Spring 2022–2023
Expert Workshop on Big Data from Social Media Platforms (PhD), 2022
Current Economic Issues (undergraduate), Spring 2021–2023

Collegio Carlo Alberto

Empirical Industrial Organization, Fall 2013–2015, Spring 2020
Econometric Theory I, Fall 2016–2018

Northwestern University, 2008--2012

Introduction to Microeconomics (Teaching Assistant), Economics of Medical Care (Teaching Assistant), Law and Economics (Teaching Assistant), Economics of the Family (Teaching Assistant), Differential Calculus of One Variable Functions (Teaching Assistant)

University of Tartu, 2005--2006

Introduction to Economics (Teaching Assistant), Advanced Microeconomics, Advanced Macroeconomics, Mathematical Methods in Economics

GENERAL PRESS PUBLICATIONS

"How influencer cartels manipulate social media: Fraudulent behaviour hidden in plain sight", VoxEU Column, with Toomas Hinnosaar

"Malleability of alcohol consumption", VoxEU Column, with Elaine M. Liu

WORK DISCUSSED IN POPULAR PRESS

BBC Radio, Guardian, Quartz, Telegraph, Independent, MSN, News Medical, IndianExpress, BusinessMagazine (Albanian), Dosja (Albanian), Seznam Zprávy (Chezh), Sina Technology (Chinese), Zimo (Croatian), Eesti Ekspress (Estonian), Postimees (Estonian), Tivi (Finnish), Business Insider France (French), France Soir (French), Business AM (French), Clubic (French), FR24news (French), Siècle Digital (French), Travelestate (Greek), PiaceProfit (Hungarian), mfor.hu (Hungarian), Privátbankár (Hungarian), Morgunblaðið (Icelandic), Daily-planet (Indonesian), FocusTech (Italian), Gazeta.pl (Polish), 1pezeshk (Persian), Pagina Jornal (Portuguese), Inc. Russia (Russian), Roskom Svoboda (Russian), Nuevo Periodico (Spanish), La Información (Spanish), Turkish BBC (Turkish), Bursa Hakimiyet (Turkish)

PROFESSIONAL QUALIFICATIONS

UK Professional Standards Framework for teaching: Fellow (FHEA) certificate, 2022

ACADEMIC VISITS

London School of Economics, November–December 2019

Duke University, September–October 2019

Kellogg School of Management, Northwestern University, Spring 2016

OTHER EMPLOYMENT

Bank of Estonia, Research Department, Economist, 2002–2004