

IAN MEEKER

270 Bay State Road
Department of Economics
Boston MA 02215 USA
Cell: (978) 621-4721
Email: imeeker@bu.edu
Web site: <http://www.imeeker.com>

EDUCATION

Ph.D., Economics, Boston University, Boston MA, May 2022 (expected)
Dissertation Title: *Three Essays in Industrial Organization*
Dissertation Committee: Marc Rysman, Andrey Fradkin and Jihye Jeon

M.A., Political Economy, Boston University, Boston, MA 2018

B.S., Economics and Mathematical Sciences, Carnegie Mellon University,
Pittsburgh, PA, 2015

FIELDS OF INTEREST

Industrial Organization, Quantitative Marketing

WORKING PAPERS

“Does Peter Piper Pick a Package of Pepper Inattentively? The Consumer Response to Product Size Changes,” September 2021. Job Market paper.

WORK IN PROGRESS

“The Structure of Retail Pricing Zones” (joint with Joseph Simmons)

“Estimating the Market Power of Payment Card Networks”

PRESENTATIONS

INFORMS Marketing Science Conference, Virtual, 2020

FELLOWSHIPS AND AWARDS

Gitner Prize for Outstanding Economics Teaching Fellow, Boston University, 2021

Dean’s Fellowship, Boston University, 2015

WORK EXPERIENCE

Research Assistant for Andrey Fradkin, Boston University, February 2019 – August 2020

Department Research Assistant, Boston University, Fall 2018 and Spring 2019

Research Assistant for Christina Fong, Carnegie Mellon University, January 2014 – May 2015

REFeree EXPERIENCE

The Rand Journal of Economics

TEACHING EXPERIENCE

Instructor, Market Structure and Economic Performance, Department of Economics,
Boston University, Summer 2018 – Fall 2021

Instructor, Introductory Microeconomic Analysis, Metropolitan College,
Boston University, Fall 2020 – Fall 2021

Teaching Assistant, Market Structure and Industrial Organization, Department of Economics,
Boston University, Spring 2018

Teaching Assistant, Introduction to Health Economics, Department of Economics,
Boston University, Spring 2018

Teaching Assistant, Economics of Sports, Department of Economics,
Boston University, Spring 2018

Teaching Fellow, Introductory Microeconomic Analysis, Department of Economics,
Boston University, Spring 2016 – Fall 2017

COMPUTER SKILLS: R, SQL, LaTeX

CITIZENSHIP: USA

REFERENCES

Professor Marc Rysman
Department of Economics
Boston University
Phone: (617) 353-3086
Email: mrysman@bu.edu

Professor Andrey Fradkin
Questrom School of Business
Boston University
Phone: (617) 358-2744
Email: fradkin@bu.edu

Professor Jihye Jeon
Department of Economics
Boston University
Phone: (617) 353-3184
Email: jjeon@bu.edu

IAN MEEKER

Does Peter Piper Pick a Package of Pepper Inattentively? The Consumer Response to Product Size Changes (Job Market Paper)

In the consumer-packaged goods industry, firms can increase unit prices by decreasing package content, a practice known as product downsizing. Since consumers tend to underuse information on product size, they may fail to notice size changes. Downsizing in the black pepper industry provides an opportunity to test whether consumers are inattentive to changes in package content. I build a structural model of consumer preferences that incorporates inattention to size changes and apply it to grocery store scanner data. I find that consumers are insensitive to size decreases, despite their preference for larger package sizes. This differential sensitivity to size suggests that downsizing exploits consumer inattention. With full information, consumers would switch to larger packages that provide greater welfare.