

Fiona M. Scott Morton

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Employment:

2006 - present Senior Associate Dean for Faculty Development, [Yale School of Management](#)
2002 - present Professor of Economics, Yale School of Management
2005 - 2006 Adam Smith Visiting Fellow in [Department of Economics, University of Edinburgh](#),
Scotland
2000 - 2002 James L. Frank '32 Associate Professor of Private Enterprise and Management, Yale
School of Management
1999 - 2000 Associate Professor of Economics and Strategy, Yale School of Management
1997 - 1999 Assistant Professor of Economics and Strategy
[Graduate School of Business, University of Chicago](#)
1994 - 1997 Assistant Professor of Strategic Management
[Graduate School of Business, Stanford University](#)
1991 - 1992 Instructor for Economics 10, Prof. Martin Feldstein, Harvard University

Education:

1994 Massachusetts Institute of Technology, Ph.D. Economics
1989 Yale University, B.A. Economics, *magna cum laude*

Peer-reviewed Articles:

Duggan, Mark and Fiona Scott Morton (2009) "[The Effect of the Medicare Drug Benefit on Pharmaceutical Prices and Utilization](#)", forthcoming, *American Economic Review*.

Duggan, Mark, Patrick Healey, and Fiona Scott Morton (2008) "[Providing Prescription Drug Coverage to the Elderly: America's Experiment with Medicare Part D](#)" *Journal of Economic Perspectives* 22(4) 69-92.

Chevalier, Judith A. and Fiona M. Scott Morton (2008) "[State Casket Sales Restrictions: a Pointless Undertaking?](#)" *The Journal of Law and Economics* 51(1) 1-23.

Zettelmeyer, Florian, Fiona Scott Morton, and Jorge Silva-Risso (2006) "[How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data](#)" *Journal of Marketing Research* 43(2) 168-181.

Duggan, Mark and Fiona Scott Morton (2006) "[The Distortionary Effects of Government Procurement: Evidence from Medicaid Prescription Drug Purchasing](#)" *The Quarterly Journal of Economics* 121(1) 1-30.

Fiona M. Scott Morton

- Oster, Sharon M. and Fiona M. Scott Morton (2005) "[Behavioral Biases Meet the Market: The Case of Magazine Subscription Prices](#)" *The Berkeley Electronic Press: Advances in Economic Analysis & Policy* 5(1) (2005).
- Scott Morton, Fiona, and Florian Zettelmeyer (2004) "[The Strategic Positioning of Store Brands in Retailer-Manufacturer Negotiations](#)" *Review of Industrial Organization* 24(2) 161-194.
- Scott Morton, Fiona, Florian Zettelmeyer, and Jorge Silva-Risso (2003) "[Consumer Information and Discrimination: Does the Internet Affect the Pricing of New Cars to Woman and Minorities?](#)" *Quantitative Marketing and Economics* 1(1) 65-92.
- Scott Morton, Fiona M. and Joel M. Podolny (2002) "[Love or Money? The Effects of Owner Motivation in the California Wine Industry](#)" *The Journal of Industrial Economics* 50(4) 431-456.
- Scott Morton, Fiona M. (2002) "[Horizontal Integration Between Brand and Generic Firms in the Pharmaceutical Industry](#)" *Journal of Economics & Management Strategy* 11(1) 135-168.
- Scott Morton, Fiona, Florian Zettelmeyer, and Jorge Silva-Risso (2001) "[Internet Car Retailing](#)" *The Journal of Industrial Economics* 49(4) 501-519.
- Scott Morton, Fiona M. (2000) "[Barriers to entry, brand advertising, and generic entry in the US pharmaceutical industry](#)" *International Journal of Industrial Organization* 18(7) 1085-1104.
- Podolny, Joel and Fiona M. Scott Morton (1999) "[Social Status, Entry, and Predation: The Case of British Shipping Cartels 1879-1929](#)" *The Journal of Industrial Economics* 47 (1) 41-67.
- Scott Morton, Fiona M. (1999) "[Entry decisions in the generic pharmaceutical industry](#)" *The RAND Journal of Economics* 30(3) 421-440.
- Hausman, J.A., Jason Abrevaya and F.M. Scott Morton (1998) "[Misclassification of the dependent variable in a discrete-response setting](#)" *Journal of Econometrics* 87(2) 239-269.
- Scott Morton, Fiona (1997) [Entry and Predation: British Shipping Cartels 1879-1929](#) *Journal of Economics & Management Strategy* 6(4): 679-724.
- Scott Morton, Fiona (1997) [The Strategic response by pharmaceutical firms to the Medicaid most-favored-customer rules](#) *The RAND Journal of Economics* 28(2): 269-290.
- Scott Morton, Fiona M. (1997) [The Interaction Between a Most-Favored-Customer Clause and Price Dispersion: An Empirical Examination of the Medicaid Rebate Rules of 1990](#) *Journal of Economics & Management Strategy* 6(1): 151-174.

Working Papers:

Scott Morton, Fiona, Judith Chevalier, and David Harrington "Differentiated to Death"

Zettelmeyer, Florian, Fiona Scott Morton, and Jorge Silva-Risso (2006) "[Scarcity Rents in Car Retailing: Evidence From Inventory Fluctuations At Dealerships](#)" NBER Working Paper No. 12177.

Fiona M. Scott Morton

Scott Morton, Fiona, Florian Zettelmeyer, and Jorge Silva-Risso (2004) "[A Test of Bargaining Theory in the Auto Retailing Industry](#)".

Zettelmeyer, Florian, Fiona Scott Morton, and Jorge Silva-Risso (2001) "[Cowboys or Cowards: Why are Internet Car Prices Lower?](#)" NBER Working Paper No. 8667.

Research in Progress:

Scott Morton, Fiona, Florian Zettelmeyer, and Jorge Silva-Risso "Technology Adoption and Organizational Change in the Retail Auto Industry"

Scott Morton, Fiona, Pierre Dubois, and Paul Seabright "How do the returns to intellectual property affect pharmaceutical innovation"

Other Publications:

Scott Morton, Fiona (2005) "[Consumer Benefit from Use of the Internet](#)" *NBER Innovation Policy and the Economy* 6, 67-90.

Scott Morton, Fiona (2001) "[The Problems of Price Controls](#)" *Regulation*: 24(1) 50-54.

Scott Morton, Fiona (1999) "[Why economics has been fruitful for strategy](#)" *Financial Times*, Mastering Strategy Series, 26-31.

Scott Morton, Fiona (1999) "[Strategic complements and substitutes](#)" *Financial Times*, Mastering Strategy Series, 57-64.

Awards:

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|-------------|---|
| 2007 | Yale School of Management Alumni Association Teaching Award: the only teaching prize awarded at Yale SOM for the academic year 2006-07 |
| 2007 | Green Award, <i>Journal of Marketing Research</i> , for the paper "How the Internet Lowers Prices: Evidence from Matched Survey and Automobile Transaction Data" |
| 2005 - 2008 | National Science Foundation Research Grant 0518858
"The Effect of Government Procurement of Pharmaceuticals"
Joint with Mark Duggan, University of Maryland |
| 2001 - 2003 | National Science Foundation Research Grant 0111885
"The Effect of Internet Car Shopping on Prices and Discrimination"
Joint with Florian Zettelmeyer, UC Berkeley |
| 1998 - 2002 | National Science Foundation Research Grant 9810178
"Studies of Competition" |
| 1995 | Distinguished Teaching Commendation: One of three "second prizes" given by Stanford MBA students for excellence in teaching during the academic year 1994-95 |
| 1993 - 1994 | Program on the Pharmaceutical Industry, MIT, grant for full tuition and stipend |

Fiona M. Scott Morton

Teaching:

The Competitor Perspective: One element of the core curriculum for first-year MBAs. The class provides introductory analysis of competition using tools from economics, marketing, accounting, and politics.

Competitive Strategy: Elective MBA course covering topics in I.O. such as price and quantity competition, entry, and antitrust, as well as strategy concepts such as industry analysis, competitive advantage, and sustainability

E-commerce Strategy: Elective MBA course applying microeconomic principles to understand the sources of profit in information technology-based businesses

Ph.D. Students Supervised (Ph.D. institution, year; first placement):

Andrea Coscelli (Stanford GSB, 1998; University College London)
Brian Viard (University of Chicago GSB, 2000; Stanford GSB)
Paris Cleanthous (Yale, 2003; NYU Stern)
Juan Esteban Carranza (Yale, 2004; Wisconsin Madison)
Henry Schneider (Yale, 2006; Cornell Johnson School)

Memberships and Professional Service:

[American Economics Association](#)
[NBER](#) Research Associate, Industrial Organization
First Western Bancorp Inc. (now Sky Bank, Bowling Green, Ohio) Board of Directors (1998-1999)
StreamSage.com Advisory Board (2000-2004)
Economic Policy Panel (2002-2004)
[Review of Industrial Organization](#) Editorial Board (2002-2004)
[The Journal of Industrial Economics](#) Associate Editor (2003-2006)
[International Journal of Industrial Organization](#) Co-Editor (2005-present)
[BE Journal of Economics Analysis and Policy](#), Editor (2006-present)
[Journal of Economic Perspectives](#), Associate Editor (2007-)

Invited Research Presentations Given at:

Dartmouth Econ, MIT Econ, Harvard Econ, Harvard Business School, Yale Econ, Yale Law, SUNY Stony Brook Econ, Columbia Econ, Columbia Business School, NYU Stern, U. Penn Wharton School, Univ. of Maryland Econ, Federal Trade Commission, Univ. of Delaware Econ, Duke Econ, Univ. of Virginia Econ, Carnegie Mellon Heinz School, Northwestern Econ, Northwestern Kellogg GSM, Chicago Econ, Chicago GSB, Purdue Econ, Univ. of Michigan Business School, Washington Univ. St. Louis Olin School, Iowa State Econ, Univ. of Rochester Business School, Cornell Econ, Univ. of Texas at Austin, Univ. of Arizona, Stanford GSB, UC Berkeley Econ, UC Berkeley Haas School, UCLA Econ, Univ. of Toronto Econ (Canada), Univ. of British Columbia (Canada), Queens University (Canada), Univ. of Munich (Germany), Univ. of Linz (Austria), London School of Economics (England), Office of Fair Trading (England), Oxford University (England), Cambridge University (England), University of Warwick (England), Edinburgh University (Scotland), Stirling University (Scotland), European University Institute (Italy), IDEI Toulouse (France)

Fiona M. Scott Morton

Conferences (Presenter or Discussant):

Boston University healthcare I.O. conference: 1995, 1999, 2004
Stanford Strategy Conference: 1996, 1997 (organizer), 1999, 2000
Harvard Business School Strategy Conference: 1999, 2004
Economic Policy Conference: 2002 spring and fall, 2003 fall, 2004 fall
American Economics Assn. Meetings: 2001, 2002, 2004, 2005, 2007, 2008
IO NBER Summer Institute: 1998, 2001 (organizer and presenter), 2003, 2007 (organizer), 2008
IO NBER Winter Meetings: 1995, 1996, 2000, 2004
NBER e-commerce group conferences: 2000, 2001
NBER conference on non-profits: 2002
NBER conference on IO of healthcare: 1998
NBER conference on innovation policy: 2005
IDEI (Toulouse) e-commerce conference: 2001, 2003 (co-author presented), 2005
IDEI (Toulouse) pharmaceutical and healthcare conference: 2008
Univ. of British Columbia IO conference: 2004
WZB Institute Behavioral IO conference, Berlin, Germany: 2005
CEPR Applied IO conference: 2006
UCL Behavioral IO conference, England: 2006
NBER conference on intellectual property: 2006
ASHE conference 2008
NBER Public Economics: spring meeting 2009

Referee for:

Review of Economic Studies, Quarterly Journal of Economics, The RAND Journal of Economics, The Journal of Industrial Economics, Journal of Economics & Management Strategy, Journal of Health Economics, Review of Industrial Organization, International Journal of Industrial Organization, American Economic Review, [National Science Foundation](#), Journal of Law and Economics, Journal of Political Economy, Journal of Law, Economics, and Organization, Marketing Science, Management Science, Strategic Management Journal, Review of Economics and Statistics, Journal of Econometrics, European Economic Review, Berkeley Electronic Journals, The American Journal of Managed Care, Contemporary Economic Policy

Government Testimony:

House Oversight and Government Reform Committee Hearing, “[The Medicare Drug Benefit: Are Private Insurers Getting Good Discounts for the Taxpayer?](#)” July 2008

Senate Finance Committee Hearing, “[Prescription Drug Pricing and Negotiation: An Overview and Economic Perspectives for the Medicare Prescription Drug Benefit](#)” January 2007

FTC hearings, “[Possible Anticompetitive Efforts to Restrict Competition on the Internet](#),” Auto Panel, October 2002

Media (major only):

[New York Times, April 24, 2003: G:8: col 3](#)
[BusinessWeek, May 13, 2002: 3782: p. 32](#)

Fiona M. Scott Morton

[CNN TV News, January 2002](#)

New York Times, [December 6, 2001: C:2: col 1](#)

[Wall Street Journal, January 6, 1999: B1](#)

Personal:

Date of Birth: 20 Feb 1967 Sex: Female Citizenship: USA

Marital status: Married to Stephen R. Latham; three children

Updated: 1-Apr-2009