

Paul Ellickson

Professor of Economics and Marketing at the Simon Business School at University of Rochester

Rochester, NY, US

Paul Ellickson researches quantitative marketing and industrial organization and has expertise in supermarkets, supercenters, and strategy

Biography

Professor Ellickson's research interests lie at the intersection between quantitative marketing and industrial organization, with a focus on using structural modeling to understand the forces that drive strategic interaction and optimal decision making. He is particularly interested in modeling the importance of dynamic and spatial competition in retail trade. Ellickson's research has been published in various academic journals including the Review of Economic Studies, the RAND Journal of Economics, Marketing Science, the Journal of Marketing Research, Quantitative Marketing and Economics, and the Journal of Economic Perspectives.

Areas of Expertise

Supermarket Strategy, Pricing , Supermarkets, Big Box Retailers, Walmart and Big Box Retailers, Data Analysis, Quantitative Marketing, Empirical industrial organization, Competitive Strategy, Retail Supercenters, Amazon, Retail Marketing, Grocery Retail, Grocery Stores

Education

Massachusetts Institute of Technology
PhD Economics

University of California, Berkeley
BA Mathematics and Economics

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