

H. TAI LAM

UCLA Anderson School of Management
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1 ACADEMIC POSITIONS

UCLA Anderson School of Management Assistant Professor of Marketing	2022–present
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2 EDUCATION

Northwestern University Ph.D. in Economics <i>Committee: Robert Porter (Chair), Mar Reguant, Gaston Illanes, Vivek Bhattacharya</i>	2022 Evanston, IL
University of New South Wales B.A. in Economics (Honours), Finance and Accounting	2011 Sydney, Australia

3 RESEARCH INTERESTS

Quantitative Marketing and Industrial Organization.
Topics: Digital platforms; Generative AI; Antitrust; Consumer search; Demand estimation.

4 PUBLICATIONS

Generative AI & Creative Goods: Market Expansion, Crowd-out, and Copyright [ssrn] with Sam Goldberg <i>Accepted, The Quarterly Journal of Economics</i>	2026
The Impact of Early LLM Adoption on Online User Behavior [ssrn] with Nicolas Padilla, Anja Lambrecht, and Brett Hollenbeck <i>Accepted, Management Science</i>	2026

5 WORKING PAPERS

Stated and Revealed Preferences for AI-Generated Content [ssrn] with Jessica Fong and Olivia R. Natan <i>Revise and resubmit, Marketing Science</i>	2026
Platform Search Design and Market Power (Job Market Paper) [pdf] <i>Revise and resubmit, Marketing Science</i>	2025
Ad-funded Attention Markets and Antitrust: YouTube Content Economy [pdf] <i>Working paper</i>	2025

6 WORK IN PROGRESS

Competition and Awareness of Online College Degrees [\[pdf\]](#)

with Matteo Magnaricotte

Separating Equilibrium in Platforms Competing Over Search Design

7 PRESENTATIONS

- 2026** USC Next Generation of Antitrust, Data Privacy and Data Protection Scholars Conference; ASSA Annual Meeting; University of California, Riverside; FTC Conference on Marketing and Public Policy; Workshop on Platform Analytics, UC San Diego; Conference on AI and Human Decisions, Carnegie Mellon University; Marketing Science Conference; International Conference on Regulatory and Managerial Challenges in Digital Platforms, São Paulo
- 2025** ASSA Annual Meeting (American Economic Association); University of Chicago; Annual Bass FORMS Conference, UT Dallas; Southern California Conference in Applied Microeconomics (SoCCAM); International Industrial Organization Conference (IIOC); Wharton Human-AI Conference; Quantitative Marketing and Economics (QME) Conference; Marketing Science Conference; Department of Justice, Economic Analysis Group; Asia-Pacific Industrial Organization Conference (APIOC)
- 2024** UC Berkeley; University of California, Irvine; Yale University Insights Conference; International Industrial Organization Conference (IIOC); Marketing Science Conference; University of Rochester; USC AI in Management Conference
- 2023** ASSA Annual Meeting; Toulouse School of Economics (TSE) Digital Economics Conference; Bass FORMS Conference, UT Dallas; Workshop on Platform Analytics, UC San Diego; Department of Justice, Economic Analysis Group; International Industrial Organization Conference (IIOC); Boston University Marketing Research Camp; Federal Trade Commission; Marketing Science Conference; NBER Summer Institute, Digitization
- 2022** NYU Consumer Search and Switching Cost Workshop; Asia-Pacific Industrial Organization Conference (APIOC); Lear Competition Festival; Stanford GSB; UCLA Anderson; Lancaster University; University of Sydney; Purdue University; International Industrial Organization Conference (IIOC); Workshop on Consumer Search and Switching Costs

8 TEACHING

UCLA Anderson School of Management

2022–present

Instructor: MGMT 402 Data and Decisions (MBA)

Northwestern University

2017–2020

Teaching Assistant: Industrial Economics (UG); Behavioral Economics (UG); Health Care Economics (UG); Intermediate Microeconomics (UG)

University of New South Wales

2011

Teaching Assistant: Intermediate Microeconomics (UG); Behavioral Economics (UG)

9 GRANTS, FELLOWSHIPS, AND AWARDS

Council on Research (COR) Research Grant, UCLA (\$5,000)	2025
Research Support, Consequences of Pandemic Program, UCLA (\$3,500)	2025
Morrison Family Center Grant, UCLA Anderson (\$5,000)	2024
UCLA Society of Hellman Fellows, UCLA (\$19,400)	2024
Morrison Family Center Grant, UCLA Anderson (\$5,000)	2023
Graduate Dissertation Year Fellowship, Northwestern University	2021
Study Grant, Reserve Bank of Australia	2017
Cadetship Award, Reserve Bank of Australia	2011
Honours Scholarship, NSW Treasury	2011
Experimental Small Projects Grant, UNSW	2011

10 PROFESSIONAL SERVICE

Editorial Review Board, Marketing Science	2026–present
Ad hoc referee: American Economic Review, Management Science, Marketing Science, Journal of Marketing Research, RAND Journal of Economics, International Journal of Industrial Organization	

11 ADVISING

Eunsun Kim (Committee member, UCLA Anderson)	2026
Rui A (Committee member, UCLA Anderson)	
Charlotte Zhu (Committee member, UCLA Anderson)	

12 OTHER EMPLOYMENT

Research Assistant to Prof. Robert Porter, Northwestern University	2021
Research Assistant to Prof. Vivek Bhattacharya, Northwestern University	2018–2019
Senior Analyst, Reserve Bank of Australia	2012–2016
Intern, Australian Government Department of the Treasury	2011

13 OTHER INFORMATION

Citizenship: Australia
Full name: Honn Tai Lam