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Babur De los Santos (“Optimizing Click-Through in Online Rankings with Endogenous Search Refinement”) is an assistant professor of economics at the College of Business, Clemson University; he previously taught at the Kelley School of Business, Indiana University. He received his Ph.D. in economics at the University of Chicago. His research on consumer search lies at the intersection of marketing and industrial organization, with an emphasis on informational frictions faced by consumers in online markets. His work has generated new insights on consumer search on the Internet, product customization in online platforms, and search engine optimization, among others. His work has appeared in the *American Economic Review*, *Journal of Economics & Management Strategy*, and *Information Economics and Policy*.

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leave billions of dollars on the table by not shopping enough for this important purchase.

Song Lin (“Add-on Policies Under Vertical Differentiation: Why Do Luxury Hotels Charge for Internet While Economy Hotels Do Not?”) is an assistant professor of marketing in the Department of Marketing, Hong Kong University of Science and Technology. He studies product and pricing policies, consumer learning and search, new products, and advertising. He has won the 2013 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition, and was a finalist for the 2015 John D. C. Little Award for the best marketing paper.

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