

OKSANA LOGINOVA

CONTACT INFORMATION

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University of Missouri
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EDUCATION

Ph.D. in Economics, Duke University, USA, 2000 – 2005

M.Sc. in Economics, New Economic School, Russia, 1996 – 1998

B.Sc. in Mathematics (with honors), Moscow State University, Russia, 1990 – 1995

ACADEMIC POSITIONS

Professor, University of Missouri, Department of Economics, 2023 – present

Associate Professor, University of Missouri, Department of Economics, 2011 – 2023

Assistant Professor, University of Missouri, Department of Economics, 2005 – 2011

EDITORIAL POSITIONS

Co-Editor, *Journal of Economics and Management Strategy*, 2022 – present

PUBLICATIONS

1. Oksana Loginova, 2026, “Private Labels and Wholesale Contracts in Online Marketplaces,” *Review of Industrial Organization*, 69(1), pp. 13-39
2. Oksana Loginova and X. Henry Wang, 2023, “Complementarity on Software as a Service Platforms,” *Managerial and Decision Economics*, 44(5), pp. 2798-2813
3. Oksana Loginova, 2022, “Branded Websites and Marketplace Selling: Competing during COVID-19,” *Journal of Economic Behavior and Organization*, 203, pp. 572-592
4. Oksana Loginova, X. Henry Wang, and Qihong Liu, 2022, “The Impact of Multi-Homing in a Ride-Sharing Market,” *Annals of Regional Science*, 69(1), pp. 239–254
5. Oksana Loginova, 2022, “Price Competition Online: Platforms vs. Branded Websites,” *Journal of Economics and Management Strategy*, 31(2), pp. 259-283
6. Oksana Loginova, 2021, “Advance Selling, Competition and Brand Substitutability,” *Managerial and Decision Economics*, 42(7), pp. 1765-1781
7. Oksana Loginova and Niladri Syam, 2020, “Sourcing Co-Created Products: Should your Suppliers Collaborate on Cost Reductions?” *Review of Industrial Organization*, 56(2), pp. 329-355
8. Kissan Joseph and Oksana Loginova, 2019, “Clipping Coupons: Redemption of Offers with Forward-Looking Consumers,” *Economics Bulletin*, 39(3), pp. 1694-1700
9. Oksana Loginova and Andrea Mantovani, 2019, “Price Competition in the Presence of a Web Aggregator,” *Journal of Economics*, 126(1), pp. 43-73

10. Oksana Loginova, X. Henry Wang, and Chenhang Zeng, 2017, "Learning in Advance Selling with Heterogeneous Consumers," *Managerial and Decision Economics*, 38(6), pp. 765-783
11. Oksana Loginova, 2016, "Pricing Strategies in Advance Selling: Should a Retailer Offer a Pre-order Price Guarantee?" *Review of Industrial Organization*, 49(3), pp. 465-489
12. Oksana Loginova and X. Henry Wang, 2013, "Mass Customization in an Endogenous-Timing Game with Vertical Differentiation," *Economic Modelling*, 33, pp. 164-173
13. Oksana Loginova, 2012, "Competitive Effects of Mass Customization," *Review of Marketing Science*, 10(1), Article 3
14. Oksana Loginova and X. Henry Wang, 2011, "Customization with Vertically Differentiated Products," *Journal of Economics and Management Strategy*, 20(2), pp. 475-515
15. Oksana Loginova, 2010, "Brand Familiarity and Product Knowledge in Customization," *International Journal of Economic Theory*, 6(3), pp. 297-309
16. Oksana Loginova, 2009, "Exposure Order Effects and Advertising Competition," *Journal of Economic Behavior and Organization*, 71(2), pp. 528-538
17. Oksana Loginova, 2009, "Real and Virtual Competition," *Journal of Industrial Economics*, 57(2), pp. 319-342
18. Oksana Loginova, Haibin Lu, and X. Henry Wang, 2009, "Incentive Schemes in Peer-to-Peer Networks," *The B. E. Journal of Theoretical Economics*, 9(1), Article 2
19. Oksana Loginova and X. Henry Wang, 2009, "Customization: Ideal Varieties, Product Uniqueness and Price Competition," *Economics Bulletin*, 29(4), pp. 2573-2581
20. Oksana Loginova and Curtis Taylor, 2008, "Price Experimentation with Strategic Buyers," *Review of Economic Design*, 12(3), pp. 165-187

WORKING PAPERS

"Self-Preferencing by Marketplace Platforms: Competition, Welfare, and Regulatory Implications," under review

"Competing for Customers' Attention: Advertising When Consumers Have Imperfect Memory," University of Missouri Department of Economics Working Paper 05-10, 2005

AWARDS, GRANTS AND FELLOWSHIPS

James and Lisa Nouss Faculty Fellow Teaching Award, College of Arts and Science, University of Missouri, December 2022

James and Lisa Nouss Faculty Fellow Teaching Award, College of Arts and Science, University of Missouri, April 2021

Walter L. Johnson Excellence in Teaching Fellowship, College of Arts and Science, University of Missouri, September 2020

Quality Course Review Award/Stipend, Mizzou Online, University of Missouri, March 2020

Quality Matters recognition by MU Course Design and Technology, University of Missouri, January 2020

Walter L. Johnson Excellence in Teaching Fellowship, College of Arts and Science, University of Missouri, June 2013

Purple Chalk Teaching Award, College of Arts and Science, University of Missouri, February 2012

NET Institute Research Grant, Summer 2012

Nominee, Provost's Outstanding Junior Faculty Teaching Award, University of Missouri, May 2010

University of Missouri Economic and Policy Analysis Research Center, Summer 2010

NET Institute Research Grant, Summer 2008

Top TA Award, Department of Economics, Duke University, May 2003

Joseph J. Spengler Fellowship, Department of Economics, Duke University, 2000 – 2001

TEACHING

Graduate Courses, University of Missouri

- Advanced Microeconomic Theory II, 2011 – 2018, 2021 – present
- Advanced Game Theory, 2005 – 2009, 2011, 2014
- Quantitative Economics, 2005 – 2009

Undergraduate Courses, University of Missouri

- Intermediate Microeconomics, 2015, 2017 – 2019, 2021
- Introduction to Game Theory, 2006, 2007, 2009 – present
- Introduction to Game Theory (online), 2018 – present

SERVICE

Department of Economics, University of Missouri

- Director of Undergraduate Studies, 2026 – present
- Omicron Delta Epsilon Economics Honor Society, Faculty Advisor, 2018 – present
- Comprehensive Examination Committee, 2010 – 2018, 2020 – present
- Director of Teaching Effectiveness, 2024 – 2026
- Graduate Women in Economics, Faculty Advisor, 2019 – 2026
- Seminar Series Coordinator, 2018 – 2024
- Director of Diversity, Equity and Inclusion, 2019 – 2023
- Brown Bag Lunch Seminar Series Coordinator, 2012 – 2024
- Faculty Recruiting Committee, AY 2017/2018, 2018/2019, 2019/2020, 2022/2023
- Postdoctoral Search Committee, Preparing Future Faculty – Faculty Diversity Postdoctoral Program, AY 2018/2019, 2019/2020, 2020/2021
- Salary Advisory Committee, 2011, 2013, 2020, 2021, 2027

- Library Liaison, 2016 – 2019
- Graduate Studies Committee, 2013 – 2014
- Junior Faculty Mentoring Committee, 2012 – 2013
- Working Paper Series Coordinator, 2007 – 2011
- Qualifying Examination Committee, 2008 – 2010
- Industrial Organization/Game Theory Field Examination Committee, 2006 – 2010
- Faculty Awards Committee, 2005 – 2008

Campus Committees, University of Missouri

- Curriculum, Instruction, and Advising for the College of Arts and Science, 2026 – present
- Career Services Council, 2026 – present
- MOTR Equivalent Course Review Group, 2026 – present
- Undergraduate Program Committee for the Trulaske College of Business, 2026 – present
- Undergraduate Research Liaison, 2026 – present
- Inclusion, Diversity, and Equity Committee for the College of Arts and Science, 2024 – 2027
- Research Council Committee, 2014 – 2017, 2022 – 2025
- Status of Women Committee for the College of Arts and Science, 2018 – 2023

Service to Professional Associations:

- AEA Committee on the Status of Women in the Economic Profession, Liaison for the University of Missouri, 2018 – present
- WEAI Graduate Student Workshop Mock Interview Panel, June 2018

REFeree WORK

American Economic Journal: Microeconomics, Bulletin of Economic Research, Economic Inquiry, Economics Bulletin, Engineering Optimization, Decision Sciences, Electronic Commerce Research and Applications, Engineering Optimization, European Economic Review, IEEE Transactions on Engineering Management, Journal of Business Research, Journal of Economic Behavior and Organization, Journal of Economics, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Legal Studies, Journal of Marketing Research, Journal of Media Economics, Journal of Political Economy, Journal of Public Economic Theory, Journal of Retailing, Journal of the European Economic Association, International Journal of Industrial Organization, Information Economics and Policy, International Economic Review, International Review of Law and Economics, Managerial and Decision Economics, Management Science, Manchester School, Marketing Science, RAND Journal of Economics, Review of Industrial Organization, Scandinavian Journal of Economics, Southern Economic Journal, The B.E. Journal of Economic Analysis and Policy, The B.E. Journal of Theoretical Economics

INVITED SEMINARS AND CONFERENCE PRESENTATIONS

Midwest Economic Theory Conference, Washington University in St. Louis, November 2019
Western Economic Association International Conference, San Francisco, CA, June 2019
International Atlantic Economic Society Conference, Athens, Greece, March 2019
Southern Economic Association Conference, Washington, DC, November 2018
Western Economic Association International Conference, Vancouver, Canada, June 2018
Western Economic Association International Conference, San Diego, CA, June 2017
International Industrial Organization Conference, Boston, MA, April 2017
University of Memphis, November 2015
Western Economic Association International Conference, Honolulu, HI, June 2015
Association for Public Economic Theory Conference, Seattle, WA, July 2014
Western Economic Association International Conference, Denver, CO, June 2014
Missouri Economics Conference, Columbia, MO, March 2013
Missouri Economics Conference, Columbia, MO, October 2012
Western Economic Association International Conference, San Francisco, CA, June 2012
Wakonse Conference on College Teaching, Shelby, MI, May 2012
International Industrial Organization Conference, Arlington, VA, March 2012
Midwest Economic Theory Conference, Vanderbilt University, November 2011
University of California-Merced, February 2011
Midwest Economic Theory Conference, University of Wisconsin-Madison, September 2010
International Industrial Organization Conference, Boston, MA, April 2009
Southern Illinois University, February 2009
University of Pittsburgh, December 2007
North American Summer Meetings of the Econometric Society, Duke University, June 2007
International Industrial Organization Conference, Savannah, GA, April 2007
Midwest Economic Theory Conference, Purdue University, October 2006
Midwest Economic Theory Conference, Michigan State University, April 2006
University of South Carolina, University of Colorado-Boulder, University of Montreal,
University of Quebec in Montreal, New Economic School-Moscow, and University of Missouri-
Columbia (job market presentations), January – March 2005
Competition Strategies and Customer Relations Workshop, Helsinki, Finland, November 2004
Microeconomic Theory Workshop, Duke University, October 2004

STUDENT ADVISING (CHAIR, PRIMARY ADVISOR OR CO-ADVISOR)

Zhujin Guo, M.A., graduated in 2015

Chenhang Zeng, Ph.D., graduated in 2012

Bryan Voegtli, Undergraduate Honors Thesis, graduated in 2012

Denis Subbotnitskiy, M.A., graduated in 2011

Yang Gu, M.A., graduated in 2010

John Owsley, M.A., graduated in 2008

PERSONAL

Female, married with three children, U.S. citizen

Lions Roar 12-hour trail run (completed 65 miles), Columbia, MO, 1st place men and women overall, April 2026

Lions Roar 24-hour trail run (completed 100 miles), Columbia, MO, 1st place women overall, April 2024

Lions Roar 24-hour trail run (completed 112.5 miles), Columbia, MO, 1st place men and women overall, April 2023

Lions Roar 24-hour trail run (completed 107.5 miles), Columbia, MO, 1st place women overall, April 2022

Heart of America marathon, Columbia, MO, 1st place women overall, September 2021

Heart of America marathon, Columbia, MO, 1st place women overall, September 2019

Lions Roar 12-hour trail run (completed 68 miles), Columbia, MO, 1st place men and women overall, April 2019