

# Hal R. Varian

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## Education

S.B. Economics, Massachusetts Institute of Technology, 1969

M.A. Mathematics, University of California at Berkeley, 1973

Ph.D. Economics, University of California at Berkeley, 1973

## Regular positions

Assistant Professor, M.I.T., 1973–1977

Professor of Economics, University of Michigan, 1977–1984

Professor of Finance, University of Michigan, 1983–1996

Interim Chair, Department of Economics, 1991

Reuben Kempf Chair, University of Michigan, 1984–1996

Class of 1944 Chair, UC Berkeley, 1995–present

Dean, School of Information Management and Systems, UC Berkeley,  
1995–present

Professor, Haas School of Business, UC Berkeley, 1995–present

Professor, Department of Economics, UC Berkeley, 1995–present

## Visiting positions

Visiting Assistant Professor, Berkeley, 1977

Visiting Assistant Professor, Stanford, 1977

Visiting Professor, University of Stockholm, 1980

Visiting Professor, Helsinki School of Business, 1980

Academic Visitor, Nuffield College, Oxford, 1980–81

Visitor, Centre of Policy Studies, Monash University, Melbourne,  
Australia, 1983  
Visiting Professor, Universität des Saarlandes, Saarbrücken, Germany,  
May, 1988  
Visiting Professor, University of Arizona, Winter, 1992

## Honors and Awards

National Science Foundation Fellow, 1970–73  
Guggenheim Fellow, 1979–80  
Econometrics Society Fellow, 1983  
Erskine Fellow, University of Canterbury, Christchurch, New Zealand,  
1984  
Siena Chair in Economics (Fulbright Distinguished Lecturing Award),  
Siena, Italy, 1990  
American Academy of Arts and Sciences Fellow, 1995  
Center for Advanced Studies in the Behavioral Sciences, Stanford, 1995  
(postponed)  
John von Neumann Award, Hungarian School of Economics, 1996  
California Council on Science and Technology Fellow, 2001  
Accenture's list of top 50 business intellectuals  
Honorary Ph.D., University of Oulu, Finland, 2002

## Miscellaneous

Program Committee Chairman, Summer Econometric Society  
Meetings, Ann Arbor, 1989  
Keynote address, Australasian Econometrics Society, Sydney, 1993  
Internet II Advisory Committee, 1997  
Presenter, World Economic Forum, Davos, Switzerland, 1997  
*Time Magazine* Board of Economists, October 4, 1999  
Internet Policy Institute, Board of Directors, 2000-01  
Fellow, California Council on Science and Technology, 2001  
*Business Week's* 25 Most Influential People in Electronic Business, 2001  
Task force on private sector supplemental disclosures, Security and  
Exchange Commission, 2000-01  
Presenter, World Economic Forum, Davos, Switzerland, 1997  
Presenter, World Economic Forum, New York, 2002

## Personal

Born Wooster, Ohio, March 18, 1947. Married, one child.

## Editorial positions

*American Economic Review*, Co-Editor, 1987–1990  
*American Economic Review*, Associate Editor, 1990–1995  
*Computational Economics*, Editorial Board, 1992–present  
*Journal of Philosophy and Economics*, Editorial Board, 1985–1994  
*Journal Economic Perspectives*, Editorial Board, 1986–1996  
*Japan and the World Economy*, Editorial Board, 1987–1997  
*Mathematica Journal*, Editorial Advisory Board, 1990–2000  
*Mathematica in Education*, Editorial Board, 1993–1999  
*Ricerche Economiche*, Editorial Board, 1992–2000

## Papers

Hal R. Varian and Paul Wendt. A note on Hoyt's 'Importance of real estate in basic employment'. *Land Economics*, 44(3):350–54, 1970.

Hal R. Varian. A Bayesian approach to real estate assessment. In S. Fienberg and A. Zellner, editors, *Studies in Bayesian Econometrics and Statistics*, pages 195–208. North Holland Press, 1974.

Hal R. Varian. Equity, envy, and efficiency. *Journal of Economic Theory*, 9(1):63–91, 1974.

Hal R. Varian. A third remark on the number of equilibria of an economy. *Econometrica*, 43(5/6):985–986, 1975.

Hal R. Varian. Distributive justice, welfare economics, and the theory of fairness. *Philosophy and Public Affairs*, 4(3):223–247, 1975. Reprinted in Hahn and Hollis, *Philosophy and Economic Theory*, Oxford University Press, 1979.

Hal R. Varian. On persistent disequilibrium. *Journal of Economic Theory*, 10(2):218–228, 1975.

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- Hal R. Varian. Two problems in the theory of fairness. *Journal of Public Economics*, 5:249–260, 1976.
- Hal R. Varian. Non-Walrasian equilibria. *Econometrica*, 45(3):573–590, 1977.
- Hal R. Varian. A remark on boundary restrictions in the Global Newton Method. *Journal of Mathematical Economics*, 4:127–130, 1977.
- Hal R. Varian. The stability of a disequilibrium IS-LM model. *Scandinavian Journal of Economics*, pages 260–270, 1977.
- Allan Gibbard and Hal R. Varian. Economic models. *Journal of Philosophy*, 75(11):664–678, 1978.
- Hal R. Varian. A note on locally constant income elasticities. *Economic Letters*, 1:9–13, 1978. Erratum, December, 1978, 295.
- Vincent Crawford and Hal R. Varian. Distortion of preferences and the Nash theory of bargaining. *Economic Letters*, 3:203–206, 1979.
- Hal R. Varian. Catastrophe theory and the business cycle. *Economic Inquiry*, 17(1):14–28, 1979.
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- Hal R. Varian. Nonparametric methods in demand analysis. *Economic Letters*, 9:23–29, 1980.
- Hal R. Varian. Dynamical systems with applications to economics. In K. Arrow and M. Intriligator, editors, *Handbook of Mathematical Economics*. North Holland Press, 1982.
- Hal R. Varian. The nonparametric approach to demand analysis. *Econometrica*, 50(4):945–974, 1982.
- Hal R. Varian. Trois evaluations de l’impact ‘social’ d’un changement de prix. *Cahiers du Seminar d’Econométrie*, 24:13–30, 1982.

- Barry Nalebuff and Hal R. Varian. Some remarks on risk bearing in non-classical environments. In *Arne Ryde Symposium on Social Insurance*. North-Holland Press, 1983.
- Hal R. Varian. Non-parametric tests of consumer behaviour. *Review of Economic Studies*, 50(1):99–110, 1983.
- Hal R. Varian. Nonparametric tests of models of investor behavior. *Journal of Financial and Quantitative Analysis*, 18(3):269–278, 1983.
- Philip Howrey and Hal R. Varian. Estimating the distributional impact of time-of-day pricing of electricity. *Journal of Econometrics*, 26:65–82, 1984. Reprinted in *The Econometrics of Panel Data*, ed. G S Maddala, Edward Elgar Publishing Ltd, year=1992.
- Hal R. Varian. Gerard Debreu’s contributions to economics. *Scandinavian Journal of Economics*, 86(1), 1984.
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- Hal R. Varian. Social indifference curves and aggregate demand. *Quarterly Journal of Economics*, 99:403–414, 1984.
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- Hal R. Varian. Divergence of opinion in complete markets. *Journal of Finance*, 40(1):309–318, 1985.
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- Theodore Bergstrom and Hal R. Varian. Two remarks on Cournot equilibria. *Economics Letters*, 19(1):5–8, 1986.
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- Hal R. Varian. Le principe d’arbitrage en économie financière. *Annales d’Économie et de Statistique*, 10:1–22, 1988. French translation.
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Hal R. Varian. Markets for public goods? *Critical Review*, 7(4):539–557, 1994.

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Hal R. Varian. Pricing electronic journals. *D-Lib Magazine*, June 1996.

Hal R. Varian. What use is economic theory? In Steven Medema, editor, *Foundations of Research in Economics: How do Economists Do Economics?* Edward Elgar, 1996.

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Hal R. Varian. Economic aspects of personal privacy. In NTIA, editor, *Privacy and Self-Regulation in the Information Age*. Department of Commerce, 1997.

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Carl Shapiro and Hal R. Varian. Versioning: the smart way to sell information. *Harvard Business Review*, 1998. Reprinted in *Internet Marketing: Readings and Online Resources*, Paul Richardson (ed.), McGraw-Hill Irwin, 2001.

Carl Shapiro and Hal R. Varian. The art of (standards) wars. *Wired Magazine*, 6(10), 1998. Reprinted in *Managing in the Modular Age*, Raghu Garud, Arun Kumarawsamy and Richard Langlois (ed.), Blackwell, 2002.

James Andreoni and Hal R. Varian. Pre-play contracting in the prisoners' dilemma. *Proceedings of National Academy of Sciences*, August/September 1999.

Carl Shapiro and Hal R. Varian. Standards wars. *California Management Review*, 1999.

Hal R. Varian. Commentary on economic preferences or attitude expressions: An analysis of dollar responses to public issues by Kahneman et. al. *Journal of Risk and Uncertainty*, pages 241–242, 1999.

Hal R. Varian. Economics and search. *SIGIR Forum*, 1999. Fall.

Hal R. Varian. Future of electronic journals. In Richard Eckman and Richard E. Quandt, editors, *Technology and Scholarly Communication*. University of California Press, 1999.

Hal R. Varian. Impact of the Internet on users and suppliers of financial services. In Robert E. Litan and Antony M. Santomero, editors,

*Brookings-Wharton Papers on Financial Services*. Brookings Press, 1999.

Peter Lyman and Hal R. Varian. How much information? Technical report, School of Information Management, UC Berkeley, 2000. Reprinted in *Wirtschafts Politische Blätter*, 48, Jahrgang 2001.

Hal R. Varian. Buying, sharing and renting information goods. *Journal of Industrial Economics*, 48(4):473–488, 2000.

Hal R. Varian. Habits of highly effective revolutions. *Forbes ASAP*, pages 73–76, February 23 2000.

Hal R. Varian. Market structure in the network age. In Erik Brynjolfsson and Brian Kahin, editors, *Understanding the Digital Economy*. MIT Press, 2000.

Hal R. Varian. Taxation of electronic commerce. *Harvard Journal of Law & Technology*, 13(3):639–651, 2000.

Hal R. Varian. Taxation of electronic commerce. In IPI, editor, *Briefing the President*. Internet Policy Institute, 2000. Reprinted in *CESifo Forum*, Autumn 2000, 3-9.

Richard Roehl and Hal R. Varian. Circulating libraries and video rental stores. *First Monday*, 6(5), 2001.

Carl Shapiro and Hal R. Varian. Introduction to standards wars. In Richard Langlois, Raghuram Garud, and Arun Kumaraswamy, editors, *Managing in a Modular Age: Architectures, Networks and Organizations*. Blackwell, 2001.

Hal R. Varian. The computer mediated economy. *Communications of the ACM*, 44(5), 2001.

Hal R. Varian. Markets for information goods. In Kunio Okina Tetsuya Inoue, editor, *Monetary Policy in a World of Knowledge-Based Growth, Quality Change and Uncertain Measurement*. Macmillan Press, 2001.

Hal R. Varian. Versioning information goods. In Brian Kahin and Hal R. Varian, editors, *Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property*. MIT Press, 2001.

Hal R. Varian. What I've learned about writing economics. *Journal of Economic Methodology*, 8(1):129–132, 2001.

Pamela Samuelson and Hal R. Varian. The 'New Economy' and information technology policy. In Jeffrey A. Frankel and Peter R. Orszag, editors, *Economic Policy During the 1990s*. MIT Press, Cambridge, MA, 2002.

Hal R. Varian. High technology industries and market structure. In Thomas M. Hoenig, editor, *Economic Policy for the Information Economy*. St. Louis Federal Reserve Bank, 2002. Kansas City Federal Reserve Bank Jackson Hole Symposium.

Hal R. Varian. The demand for bandwidth: Evidence from the INDEX experiment. In James Alleman and Robert Crandall, editors, *Broadband: Should We Regulate High-Speed Internet Access?* Brookings Institution, Washington, DC, 2002. <http://www.sims.berkeley.edu/~hal>.

## Books

Hal R. Varian. *Microeconomic Analysis*. W. W. Norton, New York, 1978. Second edition, 1987. Third edition, 1992. Translated into German, Japanese, Spanish.

Theodore Bergstrom and Hal R. Varian. *Workouts for Intermediate Microeconomics*. W. W. Norton, New York, 1987. Now in 6th edition.

Hal R. Varian. *Intermediate Microeconomics*. W. W. Norton, 1987. Now in 6th edition, translated into Spanish, Italian, German, Hungarian, Portuguese, French, Greek, Russian, Chinese, Georgian, Basque.

Hal R. Varian, editor. *Economic and Financial Modeling with Mathematics*. TELOS/Springer-Verlag, 1992.

Hal R. Varian, editor. *Computational Economics: Economic and Financial Analysis with Mathematics*. TELOS/Springer-Verlag, 1996.

Carl Shapiro and Hal R. Varian. *Information Rules: A Strategic Guide to the Network Economy*. Harvard Business School Press, 1998. Chinese, Dutch, French, German, Greek, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish translations.

Hal R. Varian. *Fostering Research on the Economic and Social Impacts of Information Technology*. National Academy of Sciences Press, 1998. Chair and principal author of report.

Brian Kahin and Hal R. Varian, editors. *Internet Publishing and Beyond*. MIT Press, 2000.

Hal R. Varian. *Variants in Economic Theory: Selected Papers of Hal R. Varian*. Edward Elgar, 2000.

## Articles

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Hal R. Varian. A new economy with no new economics. *New York Times*, January 17, 2002.

Hal R. Varian. For too many, social security is main retirement plan. *New York Times*, December 20, 2001.

Hal R. Varian. A Bangladesh bank relies on peer pressure for collateral. *New York Times*, November 22, 2001.

Hal R. Varian. The case for catastrophe bonds. *New York Times*, October 25, 2001.

Hal R. Varian. Some views on how to steer the economy towards recovery. *New York Times*, October 13, 2001.

Hal R. Varian. Videoconferencing may get much-needed critical mass. *New York Times*, October 4, 2001.

Hal R. Varian. Slowdown in IT equipment sales fuels push into services business. *New York Times*, September 10, 2001.

Hal R. Varian. Good monitors make for better contracts. *New York Times*, August 23, 2001.

Hal R. Varian. Sorting out bundling and antitrust law. *New York Times*, July 26, 2001.

Hal R. Varian. G.E. and honeywell ran afoul of 19th-century thinking. *New York Times*, June 28, 2001.

Hal R. Varian. Market risks could hurt the social security safety net. *New York Times*, May 31, 2001.

Hal R. Varian. The power of luck is important in tax policy. *New York Times*, May 3, 2001.

Hal R. Varian. Special rate schedules may solve energy woes. *New York Times*, April 5, 2001.

Hal R. Varian. Forget net taxes. forget sales taxes altogether. *New York Times*, March 8, 2001.

Hal R. Varian. Comparing nasdaq and tulips unfair to flowers. *New York Times*, February 8, 2001.

Hal R. Varian. California must control demand for power. *New York Times*, January 11, 2001.

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Hal R. Varian. Technology rise and fall is as American as the Model T. *New York Times*, December 14, 2000.

Hal R. Varian. Online users as laboratory rats. *New York Times*, November 16, 2000.

Hal R. Varian. Tax cuts may be fashionable, but now's a good time to raise gas taxes. *New York Times*, October 19, 2000.

Hal R. Varian. Examining differences in drug prices. *New York Times*, September 21, 2000.

Hal R. Varian. Online commerce creates strange competition. *New York Times*, August 24, 2000.

Hal R. Varian. Internet changes the economics of information industries. *New York Times*, July 27, 2000.

Hal R. Varian. Mixing economics and political science at universities. *New York Times*, June 29, 2000.

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Hal R. Varian. Paying complements. *Industry Standard*, May 22, 2000.

Hal R. Varian. Priceline's magic show. *Industry Standard*, April 17, 2000.

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Hal R. Varian. The law of recombinant growth. *Industry Standard*, February 28, 2000.

Hal R. Varian. Drop the sales tax. *Industry Standard*, January 21, 2000.

Hal R. Varian. High tech will rise again. *Newsweek*, January 2002.

Hal R. Varian. The computer mediated economy. *Communications of the Association for Computing Machinery*, 44(3):93, 2001.

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Hal R. Varian. Board of economists. *Time Magazine*, Oct 4, 1999.

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