Ergin Bayrak

Associate Professor (Teaching) | Director of Undergraduate Development and Mentoring
Department of Economics | University of Southern California

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Employment

University of Southern California — *Los Angeles, CA*
Associate Professor (Teaching), Department of Economics — *2021–Present*

Director of Undergraduate Development and Mentoring — *2024–Present*

Assistant Professor (Teaching), Department of Economics — *2017–2021*

Lecturer, Department of Economics — *2011–2017*

Lecturer, Annenberg School for Communication & Journalism — *2010–2011*

Scholar in Residence, Annenberg School for Communication & Journalism — *2009–2010*

Education

University of Southern California — *Los Angeles, CA*
Ph.D. in Economics — *2009*

University of Southern California — *Los Angeles, CA*
M.A. in Economics — *2005*

Teaching Portfolio

Undergraduate Courses

ECON 203	Principles of Microeconomics
ECON 303	Intermediate Microeconomic Theory
COMM 207	Economic Thinking for Communication and Journalism
COMM 208	Media Economics: Perspectives on Communication Industries
COMM 499	(Special Topics) Economic Principles for Communication and Journalism
COMM 499	(Special Topics) Business of Media in the Information Economy

Graduate Courses

ECON 500	Microeconomic Analysis and Policy
ECON 593	Practicum in Teaching the Liberal Arts (Ph.D.)
ECON 599	(Special Topics) Antitrust Economics and Competition Policy
ECON 599	(Special Topics) Economics of Innovation
CMGT 599	(Special Topics) Innovation and the Information Economy

Textbook and Digital Learning Projects

Essential Mathematics for Economists (with Yilmaz Kocer). A three-volume open-access textbook series addressing uneven mathematical preparation at successive stages of economics education, from entry into the undergraduate major through preparation for graduate study. Volume I, *The Freshman Foundation*, is complete. The linear algebra and real analysis parts of Volume III, *The Graduate School Bridge*, are also complete, with the optimization part in progress. Volume II, *The Undergraduate Toolkit*, is in development.

Intermediate Microeconomic Theory. A textbook for intermediate microeconomics integrating formal modeling and mathematical derivation with economic intuition, graphical analysis, and applied policy examples. Four chapters covering market fundamentals, elasticities, and market interventions have been drafted; chapters on consumer theory, producer theory, and market failures are in progress.

Interactive Microeconomics Tools. A collection of 15 browser-based learning tools spanning consumer theory, producer theory, market structure, strategic interaction, and externalities. Adjustable parameters dynamically update equations and graphs, linking formal models with visual analysis and economic intuition.

Service to the Department, University, and Profession

Director of Undergraduate Development and Mentoring *2024–Present*

- Faculty Advisor for USC Economics Association
- Faculty Advisor for Omicron Delta Epsilon Economics Honor Society
- Faculty Advisor for USC Economics Review
- Coordinator for Easterlin Fellows Program
- Organizer for CURIE: Celebration of Undergraduate Research in Economics
- Recruited, trained, and supervised four Postdoctoral Teaching Fellows

USC Economics Curriculum Committee	*2024–Present*
Mentor, Association for Mentoring and Inclusion in Economics	*2024–Present*
USC Mentoring Award Selection Committee	*2026*
USC Student Recognition Awards Committee	*2025*
USC Economics RTPC Promotion Committee	*2023*
USC Economics Teaching Area Coordinator – Microeconomics	*2020–2021*
USC Economics Master's Admissions Committee	*2017–2023*
USC Economics Faculty Merit Review Committee	*2017–2018*
USC Economics Consultative Committee for Chair Search	*2015–2016*
Referee, *International Journal of Communication*	*2012–2014*
Referee, *Journal of Media Economics*	*2009–2012*
USC Annenberg Media, Economics and Entrepreneurship (M2E) Committee	*2009–2011*

Research & Publications

Valuing Time-Intensive Goods: An Application to Wireless and Wired Internet. (2012) *Internet Econometrics*. Serge Allegrezza and Anne Dubrocard, Eds. Applied Econometrics Association Series, Palgrave Macmillan.

Assessment of the Regional Economic Impacts of Catastrophic Events: CGE Analysis of Resource Loss and Behavioral Effects of a RDD Attack Scenario. (2012) *Risk Analysis* 32(4):583–600 (with J. Giesecke, W. Burns, A. Barrett, A. Rose, P. Slovic, and M. Suher).

The Economics of Cloud Computing. (2011) *Korean Economic Review* 27(2), Winter 2011, 203–230 (with John Conley and Simon Wilkie).

Welfare Effects of Spectrum Management Regimes. (2008) *New Frontiers in Dynamic Spectrum Access Networks 3rd IEEE Symposium*, 1–11.

Liberalization, TFP and Growth: Argentina and Turkey since the 1970s. (2008) *Empirical Models in Social Sciences Proceedings of IEU ISC*, 31–47.

Awards & Fellowships

USC Mentoring Award for Faculty Mentoring Undergraduate Students	*2025*
Dornsife Faculty Development Award	*2023, 2025, 2026*
Google Policy Fellowship	*2009*
Research Associate, Center for Risk and Economic Analysis of Threats and Emergencies	*2008–2011*
Graduate Fellow, Center for Communication Law and Policy	*2006–2009*
National Science Foundation DySPAN Symposium Travel Grant	*2008*
College Merit Fellowship, College of Letters, Arts and Sciences, USC	*2003, 2007*
Institute for Economic Policy Research Grant (with C. Betts and S. Pevnitskaya)	*2007*
USC Center for International Studies Grant (with C. Betts)	*2005*
Best Empirical Paper Award, USC Department of Economics	*2005*
Istanbul Bilgi University Fellowship	*1999–2003*
Republic of Turkey, Ministry of National Education Fellowship	*1999–2003*

Student Mentoring and Research Supervision

Postdoctoral Teaching Fellows Supervised and Subsequent Positions

Siyu Chen	*2025*	Nankai University, Postdoctoral Fellow
Andres Perez	*2025*	UCSD School of Global Policy and Strategy, Postdoctoral Scholar
Xin Jiang	*2024*	UC Berkeley, Lecturer
Diego Rodriguez	*2024*	Université du Québec à Montréal, Assistant Professor

Undergraduate Honors Thesis Supervision

Sydney Hurter	*2026*	Determinants of TikTok Shop Purchasing Behavior: Social Media Engagement and Influence in the Beauty Industry
Shotaro Seto	*2025*	How Primary Income Reinvestment Sustains Japan's Capital Flow Stability (co-advised with Saori Katada)
Jake Roberts	*2013*	China's Demographic Crunch: The One-Child Policy's Thirty-Year Tenure and Diminished Growth Prospects in the Coming Century
Gage Allard	*2012*	The Effects of Financial Media on Irrational Investor Behavior: A Quantitative Study on Short-Term Stock Market Inefficiency Evidenced by *Mad Money*

Undergraduate Directed Research Supervision

Alexander Provda	*2019*	The Olympic Effect
Jonathas Psaltis	*2019*	Sports Gambling in the US Economy
Alexandra Miles	*2019*	Behind the Scenes of Beauty Purchases
Michelle Lee	*2019*	Water Conservation in Los Angeles
Steph Domond	*2018*	How Campaign Contributions Are a Smart Investment for the Wealthy Few
Karl Treziok	*2018*	Strategic Targeting of Free Trade
Nicholas Balas	*2018*	The Effects of the Entrance and Disruption of the Green Automobile
Leslie Robertshaw	*2018*	The Amazon Effect: Amazon's Non-Zero-Sum Game
Marina Strader	*2017*	Economic Impact of Childhood and Adolescent Obesity
Michael Lichtman	*2017*	A (Hard) Fork in the Road: The Beginning and Aftermath of Bitcoin's Civil War
Perry Wong	*2017*	A Survey of Evidence in Favor and Against the Efficient Market Hypothesis
Akshay Sakaria	*2017*	The True Value of College Athletes
Geordy Leimang	*2016*	Environmental Problems in China and Potential Solutions
Sara Henry	*2016*	Let It Rain: The Influence of Rainfall on Future Educational Attainment
Kevin Kim	*2016*	Can Los Angeles Survive a $15 Wage Hike?
Baris Balat	*2015*	Energy Markets in Turkey and Eastern Europe

Graduate Directed Research Supervision

William Ji	*2023*	Sci-Fi Film and Its Effect on the Chinese Stock Market: Through *The Wandering Earth* Series
Soha Taskaongar	*2019*	Determinant of Resale Price Premium: The Supreme Phenomenon
Justin Dang	*2017*	Crime and Politics: The Effects of Party Affiliation on Crime
Mazen Zeineddine	*2017*	Crime and Politics: The Effects of Party Affiliation on Crime
Joshua Scott	*2016*	State of the Art in High-Frequency Dynamic Pricing of Hotel Rooms
Casey Rudnick	*2013*	The Business of Sports
Ola Abu-Zekry	*2013*	The Role of the Social Media in the Egyptian Revolution and Its Effects on the Telecom Industry

Selected Recent Placements of Students Recommended

Gabriel Solis	*2025*	MIT Blueprint Labs
Aries Wang	*2025*	MIT Lincoln Lab
Xintong Chen	*2025*	University of Cincinnati Ph.D.
Beier Chen	*2025*	USC Ph.D.
Xuefan Zhuang	*2024*	Rutgers University Ph.D.
Yehao Gu	*2023*	Ohio State University Ph.D.
Yingshan Qi	*2023*	University of Cambridge MPhil
Siqi Su	*2022*	USC Ph.D.
Yixuan Li	*2022*	Ohio State University Ph.D.
Andrew Sharng	*2021*	University of Chicago Ph.D.
Jirong He	*2021*	USC Ph.D.
Yun Fan	*2021*	University of Georgia Ph.D.
Malek Owain	*2020*	American University Ph.D.
Muneer Alsafi	*2020*	Rutgers University Ph.D.
Talal Alkhanfar	*2020*	GWU Ph.D.
Joshua Scott	*2020*	LSU Ph.D.
Sameer Nair-Desai	*2020*	University of Michigan Ph.D.