

Vikram Pathania

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🔗 Google Scholar — [🌐 LinkedIn](#)

Profile

Economist with a 20+ year track record spanning big tech, academia, global policy, and consulting. I specialize in using data and economic reasoning to inform strategy, evaluate impact, and shape marketplaces. I'm now focused on roles that offer autonomy, intellectual depth, and the chance to work with thoughtful teams—whether as a fractional leader, advisor, mentor, or collaborator. Especially interested in work at the intersection of economics, technology particularly AI, and policy. If you're solving complex problems and need an experienced economist to help guide strategy, I'd love to connect.

Professional Experience

Principal Economist, Amazon

December 2021 - Present

Seattle

- Leading cross-functional high-impact projects, driving strategic decisions through deep data analysis and causal inference modeling.
- Spearheaded a randomized control trial reducing stress injuries among new hires by double digits.
- Conducted a study on Amazon's local economic impact, with findings under academic review.
- Identified and measured positive brand spillovers across adjacent ad products leading to an ongoing project on joint optimization with a lift of several hundred millions.
- Leading the economic analyses to inform the pricing and positioning of a major new search ad product.

Associate Professor in Economics, University of Sussex

August 2013 - July 2022

Brighton, UK

- Modernized economics curricula by designing and introducing 'Financial Economics' and 'Big Data in Economics' electives; supervised PhD students; hired and mentored junior faculty; published influential research, and contributed to academic discourse and policy making.

Lecturer, London School of Economics

September 2010 - July 2013

London, UK

- Taught Microeconomics, Game Theory, and Strategy courses, supervised postgraduate theses, and published and presented research extensively.

Associate, Cornerstone Research

August 2008 - August 2010

San Francisco

- Analyzed market behaviors for litigation cases, leading econometric modeling, and report preparation, significantly contributing to case success through expert collaboration.

Consultant, The World Bank

August 2007 - August 2008

Washington DC

- Led the development of a pivotal new report on financial access for households and firms across the world, managing surveys, data analysis, and drafting, impacting global financial policy discussions.

Interest Rate FX Trader, UBS

August 2001 - August 2002

London, UK

- Priced, traded, and hedged OTC options on the Euro yield curve; managed book PL; and analyzed Euro treasury market movements.

Technical Officer, World Health Organization (WHO)

1996-2000

Geneva, Switzerland

- Investigated private sector's impact on TB in developing countries, devised innovative new public-private collaboration models, and contributed to global TB care improvements through research and consultation.

Education

Ph.D. in Economics, University of California, Berkeley 2007

Masters in International Finance, University of Amsterdam, The Netherlands 2001

MBA, Indian Institute of Management, Ahmedabad, India 1996

B.Tech (Mechanical Engineering), Indian Institute of Technology - Varanasi, India 1993

Consulting Experience

Academic Research Consultant, **Core AI, Amazon**, Brighton, UK (Sep 2020 - Dec 2021)

Consultant, **NHS England**, London (Dec 2013-March 2014)

Consultant, **Stop TB**, World Health Organization, Geneva, (June-July 2007)

Consultant, **Global DOTS Expansion Working Group**, World Health Organization, Geneva, (2002-2006)

Consultant, **World Bank**, Washington DC, (April-Aug 1998)

Media Mentions

Local Economic Impact of Amazon. with Serguei Netessine, The Economist, Yahoo Finance.

Second-Cheapest Wine. with David de Meza, The Daily Telegraph, Daily Mail, BBC Radio 4, CBC, MSN, The Mirror, Food & Wine, Quartz.

Papal Visits and Abortions: Evidence from Italy. with Egidio Farina, The Times, Guardian, Daily Mail.

For Whom the Phone Does (Not) Ring? Discrimination in the Rental Housing Market in Delhi, India. with Saugato Datta, Wall Street Journal, Indian Express, Huffington Post India.

Can Increased Primary Care Access Reduce Demand for Emergency Care? Evidence from England's 7-Day GP Opening. with Peter Dolton, Daily Mail.

Driving Under the Cellular Influence. (with Saurabh Bhargava): ABC Radio (Melbourne), BBC Online and Radio, Bloomberg (Print), CBS Radio (San Francisco), Fox Television (San Francisco), NPR.

Fast Food and Obesity. (with Janet Currie, Stefano Dellavigna, Enrico Moretti): ABC Television (San Francisco), Los Angeles Times, New York Times, Reuters.

Women and Smoking: The Economist.

Peer Reviewed Publications

(7200+ Google scholar citations as of Oct 2025)

Vikram Pathania, and Serguei Netessine. (2025), “The Impact of Amazon Facilities on Local Economies”, *Journal of Policy Analysis & Management*, 45: e70065. <https://doi.org/10.1002/pam.70065>.

Liberman, Andres, Daniel Paravisini, Will Dobbie and Vikram Pathania. (2021) “Measuring Bias in Consumer Lending.” *Review of Economic Studies*, 88(6): 2799-2832.

Liberman, Andres, Daniel Paravisini, and Vikram Pathania. (2021) “High Cost Debt and Perceived Creditworthiness: Evidence from the UK.” *Journal of Financial Economics*, 142(2):719-736.

de Meza, David, and Vikram Pathania. (2021) “Is the Second Cheapest Wine a Rip-Off?”, *Economics Letters*, 205.

Egidio Farnia and Vikram Pathania. (2020) “Papal Visits and Abortions: Evidence from Italy.” *Journal of Population Economics* 33: 795-837.

Krishnamurthy, Prasad, Vikram Pathania, and Sharad Tandon. (2017) “Food Price Subsidies and Nutrition: Evidence from State Reforms to India’s Public Distribution System.” *Economic Development and Cultural Change* 66(1):55-90.

Dolton, Peter, and Vikram Pathania. (2016) “Can Increased Primary Care Access Reduce Demand for Emergency Care? Evidence from England’s 7-Day GP Opening.” *Journal of Health Economics* 49:193-208.

Krishnamurthy, Prasad, Vikram Pathania, and Sharad Tandon. (2014) “Public Distribution System Reforms and Consumption in Chhattisgarh.” *Economic & Political Weekly* 49(8):75-94.

Pathania, Vikram. (2014) “The Impact of Malaria Control on Infant Mortality in Kenya.” *Economic Development and Cultural Change* 62(3): 459-487.

Bhargava, Saurabh, and Vikram Pathania. (2013) “Driving under the (Cellular) Influence.” *American Economic Journal: Economic Policy* 5(3): 92-125.

Currie, Janet, Stefano DellaVigna, Enrico Moretti, and Vikram Pathania. (2010) “The Effect of Fast Food Restaurants on Obesity and Weight Gain.” *American Economic Journal: Economic Policy* 2(3): 32-63.

Kaplan, David S., and Vikram Pathania. (2010) “What influences firms’ perceptions?” *Journal of Comparative Economics* 38(4): 419-431.

Scheffer, R. M., and Vikram Pathania. (2005) “Medicines and Vaccines for the World’s Poorest: Is There Any Prospect for Public-Private Cooperation?” *Globalization and Health* 1(1):1- 8.

Lonroth, Knut, Mukund Uplekar, Vijay K. Arora, Sanjay Juvekar, Nguyen TN Lan, David Mwaniki, and Vikram Pathania. (2004) “Public-private mix for DOTS implementation: what makes it work?” *Bulletin of the World Health Organization* 82(8): 580-586.

Uplekar, Mukund, Vikram Pathania, and Mario Raviglione. (2001) “Private practitioners and public health: weak links in tuberculosis control.” *The Lancet* 358(9285): 912-916.

Dye, Christopher, Suzanne Scheele, Paul Dolin, Vikram Pathania, and Mario C. Raviglione. (1999) “Global burden of tuberculosis: estimated incidence, prevalence, and mortality by country.” *JAMA* 282(7): 677-686.

Pathania, Vikram S., Ludek Trnka, Frank Krejbich, and Christopher Dye. (1999). “A cost-benefit analysis of BCG revaccination in the Czech Republic.” *Vaccine* 17(15): 1926-1935.

Work in Progress

de Meza, David, and Vikram Pathania. (2021) "Is the Second-Cheapest Wine a Rip-Off? Economics vs. Psychology in Product-Line Pricing" , American Association of Wine Economists Working Paper No. 264.

Datta, Saugato, and Vikram Pathania. (2017) "No House for Mr. Khan? Explaining the Hindu-Muslim Gap in Access to Rental Housing in India." UNU Wider Working Paper

Book Chapters, Reports, and Articles by Invitation

Datta, Saugato, and Vikram Pathania. (2016) "For Whom the Phone Does (Not) Ring? Discrimination in the Rental Housing Market in Delhi, India." *Working Paper 2016/55*, Helsinki: UNU-WIDER.

Dolton, Peter, and Vikram Pathania. (2016) "Weekend Opening of GP Practices: The Impact on A&E Attendance." *CentrePiece*, The Center for Economic Performance, 21(2): 20-21.

Datta, Saugato, and Vikram Pathania. "When the Landlord Does Not Call Back." *The Indian Express*, June 4, 2016.

Vikram Pathania. (2012) "Using Randomized Experiments to Improve public Policy," *Jindal Journal of Public Policy*, 1(1): 52-63.

Vikram Pathania. (2011) "Women and the smoking epidemic; turning the tide," *Bulletin of the World Health Organization*, 89:162.

Durkin, Maureen S., Helen Schneider, V. Pathania, Karin B. Nelson, Geoffrey C. Solarsh, Nicole Bellows, Richard M. Scheffler, and Karen J. Hofman. (2006) "Learning and Developmental Disabilities." In: *Jamison DT et al., eds. Disease Control Priorities in Low- and Middle-Income Countries*,.

Alli, B. O., D. Maher, F. Boldini, V. Pathania, P. Gabriel, S. Kisting, and P Norval. (2003) "Guidelines for Workplace TB Control Activities: The Contribution of Workplace TB Control Activities to TB Control in the Community." World Health Organization, Geneva.

Uplekar, M., V. Pathania, and M.C. Raviglione. (2001) "Involving Private providers and communicable diseases control: Issues, interventions and emerging policy framework for tuberculosis." *WHO/CDS/TB/2001.285*. World Health Organization, Geneva.

Vikram Pathania. (1998) "The Role of the Private Health Sector in Tuberculosis Control and Feasible Intervention Options." *Report*, Heath, Nutrition and Population Unit; and East Asia and Pacific Region, World Bank, Washington, D.C.

Almeida, Joel, V. Pathania, and Arata Kochi. (1997) "TB patients and for-profit health care providers in India." *WHO/TB/97.22*. World Health Organization, Geneva.

Teaching Experience - Postgraduate

Competitive Strategy and Game Theory, LSE, 2012-2019

Advanced Research Methods (PhD), Uni of Sussex, 2015-2019

Microeconomics - Uni. of Sussex, 2013-2014

Game Theory & Strategy, LSE, 2012-2013

Teaching Experience - Undergraduate

Big Data & Economics, Uni. of Sussex, 2019-2020

Financial Economics, Uni. of Sussex, 2016-2020

Microeconomics, Uni of Sussex, 2017

Microeconomics, LSE, 2010-2013

Econometrics, Health Economics Financial Economics, Microeconomics - Uni. of California-Berkeley, 2002-2007

Professional Activities

Referee for *American Economic Review*, *American Economic Journal - Economic Policy*, *Journal of Health Economics*, *Journal of Public Economics*, *Journal of Development Economics*, *Journal of the European Economic Association*, *Journal of Human Resources*, *Management Science*, *Journal of Empirical Legal Studies*, *Berkeley Electronic Journal of Theoretical Economics*, *Journal of Scandinavian Economics*, *American Journal of Public Health*, *Economics and Human Biology*, *Bulletin of the World Health Organization*; External examiner for UCL Economics (2019-2020)

Grants

UNU-WIDER Grant for Research on Housing Discrimination in India, \$ 5,000

BA/Leverhulme Small Research Grant 2014-2015, PI, £10,000

Sussex BMEC Research Development Fund 2014-2015, PI, £18,000 P30 Roybal Center NIH Pilot Grant, 2014-2015, Co-PI. \$34,450

CHIBE Roybal Pilot Grant: 2014-2015, Co-PI, \$4,500.)

Academic Presentations

Southern Economic Association Annual Meeting, Washington DC; ASREC European Conference, Copenhagen; UNU-WIDER, Helsinki; American Association of Wine Economists, Bordeaux; Royal Economic Society - Manchester; Indian Institute of Management - Ahmedabad; Indian Statistical Institute - Delhi; London School of Economics; Imperial College - London; Royal Economic Society - London; Research School of Economics (Australian National University); AEA Annual Meeting (San Francisco); Harvard School of Public Health; Mailman School of Public Health (Columbia University); University of California - Berkeley.