

## *Curriculum Vitae*

JOHN M. YUN

Antonin Scalia Law School · George Mason University  
3301 Fairfax Drive · Arlington, VA 22201  
(703) 993-8537 · [jyun9@gmu.edu](mailto:jyun9@gmu.edu)  
<https://ssrn.com/author=366191>

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### EDUCATION

**Emory University**, Ph.D., Economics, 1999

*Dean's Teaching Fellow*, 1997-98; *University Fellowship*, 1993-97

**University of California, Los Angeles**, B.A., Economics / International Areas  
Studies, *magna cum laude*, *Phi Beta Kappa*, 1993

### PROFESSIONAL EXPERIENCE

**Antonin Scalia Law School, George Mason University**

*Professor of Law*, 2025 – present

*Associate Professor of Law (tenure-track)*, 2023 – present

*Associate Professor of Law*, 2018 – 2023

**Global Antitrust Institute, Antonin Scalia Law School, GMU**

*Executive Director*, 2023

*Deputy Executive Director*, 2021 – 2023

*Director of Economic Education*, 2017 – 2021

**U.S. Federal Trade Commission, Bureau of Economics, Antitrust Division**

*Acting Deputy Assistant Director*, 2017

*Staff Economist*, 1999 – 2017

**Georgetown University, Department of Economics**

*Adjunct Assistant Professor*, 2000 – 2008

**Managerial and Decision Economics Journal**

*Managing Editor*, 1997 – 1999

**Emory University, Department of Economics**

*Instructor*, 1995 – 1999

**Georgia Institute of Technology, School of Economics**

*Instructor*, 1998

**United Parcel Service, Strategic Cost & Planning Group**

*Analyst*, 1998

**Federal Reserve Bank of Atlanta, Research Department**

*Analyst*, 1997

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### RESEARCH & TEACHING INTERESTS

Law & Economics, Antitrust, Law & Technology, Privacy, Economics for Lawyers, Intellectual Property Rights, Regulatory Policy, Industrial Organization

### PUBLICATIONS

#### *Law Review Articles*

1. *How Epic v. Apple Operationalizes Ohio v. Amex*, 42 YALE J. ON REG. BULL. 1 (2024).
2. *A Report Card on the Impact of Europe's Privacy Regulation (GDPR) on Digital Markets*, 31 GEO. MASON L. REV. F. 104 (2024).
3. *A Reputational View of Antitrust's Consumer Welfare Standard*, 61 HOUS. L. REV. 569 (2024) (with Murat Mungan).
4. *Breaking Barriers or Breaking Bad? The FTC's Proposed Ban on Noncompete Agreements in Employment Contracts*, 35 HARV. J.L. & PUB. POL'Y PER CURIAM 1 (2023) (with Alexander Raskovich, Bruce H. Kobayashi, Abbott B. Lipsky, & Joshua D. Wright).
5. *Antitrust Has Forgotten Its Coase*, 23 NEV. L.J. 367 (2023).
6. *Reevaluating Out-of-Market Efficiencies in Antitrust*, 54 ARIZ. ST. L.J. 1261 (2022).
7. *Antitrust & Privacy: It's Complicated*, 2022 U. ILL. J.L. TECH. & POL'Y 343 (2022) (with James C. Cooper).
8. *App Stores, Aftermarkets, & Antitrust*, 53 ARIZ. ST. L.J. 1283 (2021).
9. *The Legality of Legacy Business Practices in Antitrust*, 24 U. PA. J. BUS. L. 244 (2021).
10. *Are We Dropping the Crystal Ball? Understanding Nascent & Potential Competition in Antitrust*, 104 MARQ. L. REV. 613 (2021).
11. *Does Antitrust Have Digital Blind Spots?*, 72 S.C. L. REV. 305 (2020).
12. *Use and Abuse of Bargaining Models in Antitrust*, 68 U. KAN. L. REV. 1055 (2020) (with Joshua D. Wright).
  - o *Cited in* LOUIS ALTMAN & MALLA POLLACK, CALLMAN ON UNFAIR COMPETITION, TRADEMARKS, AND MONOPOLIES 4D. (2021).
13. *Twelve Fallacies of the "Neo-Antitrust" Movement*, 26 GEO. MASON L. REV. 1491 (2019) (with Seth B. Sacher).
14. *Stop Chug-a-lug-a-lugin 5 Miles an Hour on Your International Harvester: How Modern Economics Brings the FTC's Unfairness Analysis Up to Speed with Digital Platforms*, 83 GEO. WASH. L. REV. 2130 (2015) (with Joshua D. Wright).

#### *Economics Journals*

1. *Tailoring Critical Loss to the Competitive Process*, 65 INT'L REV. L. & ECON. (2021) (with Malcolm B. Coate & Shawn W. Ulrick) (peer reviewed).

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2. *Defining Geographic Markets with Willingness to Travel Circles*, 28 SUP. CT. ECON. REV. 241 (2020) (with Shawn W. Ulrick, Seth B. Sacher, & Paul R. Zimmerman) (peer reviewed).
3. *Burdens and Balancing in Multisided Markets: The First Principles Approach of Ohio v. American Express*, 54 REV. INDUS. ORG. 717 (2019) (with Joshua D. Wright).
4. *Understanding Google’s Search Platform and the Implications for Antitrust Analyses*, 14 J. COMP. L. & ECON. 311 (2018) (peer reviewed).
5. *Edgeworth Price Cycles in Gasoline: Evidence from the U.S.*, 42 REV. INDUS. ORG. 297 (2013) (with Paul R. Zimmerman & Christopher T. Taylor) (peer reviewed).
6. *The Success of Divestitures in Merger Enforcement: A Case Study of the J&J—Pfizer Transaction*, 29 INT’L J. INDUS. ORG. 273 (2011) (with Steven Tenn) (peer reviewed).
7. *Biases in Demand Analysis Due to Variation in Retail Distribution*, 26 INT’L J. INDUS. ORG. 984 (2008) (with Steven Tenn) (peer reviewed).
8. *Economics at the FTC: Data Intensive Mergers and Policy R&D*, 29 REV. INDUS. ORG. 327 (2006) (with Michael A. Salinger, Keith B. Anderson, Christopher J. Garmon, & David R. Schmidt).
9. *When Adding a Fuel Efficient Car Increases an Automaker’s CAFE Penalty*, 26 MANAGERIAL & DECISION ECON. 51 (2005) (with Steven Tenn) (peer reviewed).
10. *Publicity and the Optimal Punitive Damage Multiplier*, 24 INT’L REV. L. & ECON. 15 (2004) (peer reviewed).
  - o Cited in JOHN J. KIRCHER & CHRISTINE M. WISEMAN, PUNITIVE DAMAGES: LAW AND PRAC. 2D. (2021 ed.), as well as the ENCYCLOPEDIA OF LAW AND ECONOMICS 2D. (2010).
11. *Offsetting Behavior Effects of the Corporate Average Fuel Economy Standards*, 40 ECON. INQUIRY 260 (2002) (peer reviewed).

### *Antitrust Law & Economics Journals*

1. *Organizational Form and Enforcement Innovation*, 85 ANTITRUST L.J. 297 (2023) (with Luke M. Froeb & Bruce H. Kobayashi).
2. *Critical Loss in Market Definition: Methods and Court Decisions*, 10 J. ANTITRUST ENFORCEMENT 419 (2022) (with Malcolm Coate & Shawn Ulrick) (peer reviewed).
3. *Some Reactions to “Reactionary Antitrust,”* CONCURRENCES COMP. L. REV. 1 (Nov. 2020) (with Seth B. Sacher).
4. *Antitrust After Big Data*, 18 BALTIC Y.B. INT’L L. 87 (2019).
  - o With permission from the publisher, also published in 4 CRITERION J. ON INNOVATION 407 (2019).
  - o Translated into Chinese for 4 COMP. POL’Y RES. 21 (Nov. 2019).

5. *Potential Competition and Nascent Competitors*, 4 CRITERION J. ON INNOVATION 625 (2019).

**Book Chapters**

1. *The Folly of AI Regulation*, in ARTIFICIAL INTELLIGENCE AND COMPETITION POLICY (Alden Abbott & Thibault Schrepel, eds., 2024).
2. *The Coming of Age of Open Data*, in ECONOMIC ANALYSIS OF LAW IN EUROPEAN LEGAL SCHOLARSHIP (Klaus Mathis, ed., 2022).
3. *Vertical Mergers and Integration in Digital Markets*, in THE GAI REPORT ON THE DIGITAL ECONOMY (Joshua D. Wright & Douglas H. Ginsburg, eds., 2020).
4. *Potential Competition, Nascent Competitors, and Killer Acquisitions*, in THE GAI REPORT ON THE DIGITAL ECONOMY (Joshua D. Wright & Douglas H. Ginsburg, eds., 2020).
5. *The Role of Big Data in Antitrust*, in THE GAI REPORT ON THE DIGITAL ECONOMY (Joshua D. Wright & Douglas H. Ginsburg, eds., 2020).
6. *Overview of Network Effects & Platforms*, in THE GAI REPORT ON THE DIGITAL ECONOMY (Joshua D. Wright & Douglas H. Ginsburg, eds., 2020).
7. *Ohio v. American Express: Implications for Non-Transaction Multi-Sided Platforms*, in MEDIA MARKETS AND COMPETITION LAW: MULTINATIONAL PERSPECTIVES (Antonio Bavasso, David S. Evans, & Douglas H. Ginsburg, eds.) (2019) (with Joshua D. Wright).

**Shorter Articles/Columns**

1. *Should We Fear Personalized Pricing?*, CPI ANTITRUST CHRON. (July 2025).
2. *The Silly Season in Antitrust: The Hermès Case*, TRUTH ON THE MARKET (Apr. 2024).
3. *Marginal Costs*, CONCURRENCES GLOBAL DICTIONARY OF COMPETITION LAW (Mar. 2024).
4. *Evolving the Rule of Reason for Legacy Business Conduct*, CPI ANTITRUST CHRON. (Jan. 2024).
5. *Distribution Essentials: App Distribution and Related Antitrust Considerations*, ABA Antitrust Law Section, Distribution Essentials Series (May 2023) (with Samuel Weglein).
6. *Competing For or Against Privacy? On Using Competition Law to Address Privacy Issues*, CONSTITUTIONAL DISCOURSE (Jan. 19, 2023) (with James C. Cooper).
7. *Zero-Price Platform Services: There is No Free Lunch in Applying the “No Free Lunch” Principle*, CPI ANTITRUST CHRON. (July 2022) (with Alexander Raskovich).
8. *The High Cost of Antitrust Populism*, THE WELL NEWS (Apr. 2022).
9. *Going Backwards: The FTC’s New Prior Approval Policy*, COMP. POL’Y INT’L. (CPI) N. AM. COLUMN (Mar. 2022).

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10. *Discriminatory Antitrust in the Realm of Potential & Nascent Competition*, CPI ANTITRUST CHRON. 41 (Feb. 2022).
11. *The False Promise of Pharmaceutical Price Controls*, REALCLEARHEALTH (Jan. 24, 2022).
12. *Online Gatekeepers of Commerce and Culture*, CPI ANTITRUST CHRON. 36 (Feb. 2021).
13. *Characteristics of “Zero Price” Markets*, THE PRICE POINT, ABA Antitrust Section Pricing Conduct Committee’s Newsletter, Vol. 21(1) (Aug. 2020).
14. *The Impulse to Condemn the Strange: Assessing Big Data in Antitrust*, CPI ANTITRUST CHRON. 16 (Feb. 2020) (with Alexander Krzepicki & Joshua D. Wright).
15. *Static v. Dynamic Antitrust: A Reply*, COMP. POL’Y INT’L. (CPI) N. AM. COLUMN (Jun. 2019).
16. *News Media Cartels are Bad News for Consumers*, COMP. POL’Y INT’L. (CPI) N. AM. COLUMN (Apr. 2019).
17. *Platforms in the Spotlight at the FTC Hearings*, COMP. POL’Y INT’L. (CPI) N. AM. COLUMN (Nov. 2018) (with Joshua D. Wright).
18. *Fake News is Not an Antitrust Problem*, CPI ANTITRUST CHRON. (Dec. 2017) (with Seth B. Sacher).

### ***Congressional Testimony***

1. Written Testimony to the United States House Judiciary Committee on the *Investigation into the State of Competition on the Digital Marketplace*, (with James C. Cooper & Joshua D. Wright), Washington, DC, Apr. 17, 2020.
2. Written & Oral Testimony before the United States Senate Judiciary, Subcommittee on Antitrust, Competition Policy, and Consumer Rights on *Competition in Digital Technology Markets: Examining Acquisitions of Nascent or Potential Competitors by Digital Platforms*, Washington, DC, Sep. 24, 2019.

### **COURSES TAUGHT**

#### **Antonin Scalia Law School, George Mason University**

- *Economics for Lawyers*
- *Intellectual Property & Antitrust Seminar*
- *Law & Economics Colloquium*
- *Antitrust Economics*
- *Law & Economics*
- *Legal and Economic Theory of Intellectual Property*
- *Global Antitrust Institute Legal Practicum*
- *Statistics for Lawyers (online course)*

#### **Georgetown University, Department of Economics**

- *Principles of Microeconomics, Intermediate Microeconomics, Principles of Macroeconomics*

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### Emory University, Department of Economics

- *Law & Economics, Industrial Organization, Public Finance, Principles of Microeconomics, Intermediate Microeconomics, Principles of Macroeconomics*

### Georgia Institute of Technology, School of Economics

- *Principles of Microeconomics, Intermediate Microeconomics*

### SELECT SHORT COURSES

- *WIPO-U.S. Summer School on Intellectual Property*, virtual, Jun. 13, 2025
- *WIPO-U.S. Summer School on Intellectual Property*, virtual, Jun. 11, 2024
- *Montana Judges' Association Conference*, Pray, MT, May 8-9, 2024
- *WIPO-U.S. Summer School on Intellectual Property*, virtual, Jun. 16, 2023
- *Technology Policy Forum*, Nebraska Governance and Technology Center, Lincoln, NE, Jan. 9-10, 2023
- *Alabama Judicial Education Conference*, Montgomery, AL, Nov. 18-19, 2022
- *Ohio Attorney General Office*, Columbus, OH, Oct. 13, 2022
- *WIPO-U.S. Summer School on Intellectual Property*, virtual, Jun. 17, 2022
- *WIPO-U.S. Summer School on Intellectual Property*, virtual, Jun. 11, 2021
- *Economic Theories in Competition Law, Ph.D. Course*, U. of Copenhagen, Faculty of Law, Copenhagen, Denmark, Jul. 2019

### PUBLIC COMMENTS (LEAD AUTHOR)

1. *The DOJ/FTC's Problematic Approach to Potential Competition, Comment on the Proposed Merger Guidelines*, Sep. 14, 2023.
2. *Comment on the Australian Competition & Consumer Commission's Digital Platforms Services Inquiry, Interim Report No. 5: Regulatory Reform, to the Australian Treasury*, Jan. 20, 2023.
3. *Comment on the Department of Justice & Federal Trade Commission's Request for Information on Merger Enforcement: Potential and Nascent Competition*, Apr. 20, 2022.
4. *Comment on the Department of Justice & Federal Trade Commission's Draft 2020 Vertical Merger Guidelines*, Feb. 7, 2020.
5. *Comment on the Swedish Competition Authority's Proposed Market Study of Digital Platforms*, Nov. 30, 2019.
6. *Comment on the Australian Competition & Consumer Commission's Digital Platforms Inquiry, Preliminary Report*, Jan. 22, 2019.
7. *Comment on the Federal Trade Commission's Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century, Privacy, Big Data, and Competition*, Nov. 5, 2018.
8. *Comment on the Federal Trade Commission's Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century, Platforms*, Oct. 15, 2018.
9. *Comment on the Federal Trade Commission's Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century, Vertical Mergers*, Sep. 6, 2018.

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10. *Comment on the Japan Patent Office's "Guide to Licensing Negotiations Involving Standard Essential Patents,"* Apr. 9, 2018.
11. *Comment on the Canadian Competition Bureau's White Paper, "Big Data and Innovation: Implications for Competition Policy in Canada,"* Nov. 17, 2017.

### **PRESENTATIONS & CONFERENCES**

- Moderator, *Digital Platform Antitrust Litigation: Lessons Learned in 2025*, New York City Bar Association, webinar, Dec. 5, 2025
- Commentator, *Monopoly Maintenance Law: Underdeveloped and Misdirected* – Nicholas Petit, Competition Law Working Group, European University Institute, hybrid, Nov. 27, 2025
- Panelist, *AI & Antitrust Webinar Series Part 3 - AI-Assisted Price Discrimination*, George Washington University, Competition & Innovation Lab, webinar, Nov. 21, 2025
- Speaker, *Google 15 Years On – Key Learnings, Antitrust Challenges, and the Road Ahead*, Copenhagen Business School, Copenhagen, Denmark, Oct. 27, 2025
- Speaker, *Trump 1.0 v. 2.0*, Washington University School of Law, Federalist Society, St. Louis, MO, Oct. 22, 2025
- Panelist, *U.S. Trade Policy & Antitrust Nexus*, BYU Law, Washington, DC, Sep. 26, 2025
- Moderator, *13<sup>th</sup> Bill Kovacic Antitrust Salon, Big Tech Regulation: Consistency or Disruption?*, GW Law & Concurrences, Washington, DC, Sep. 15, 2025
- Panelist, *The DOJ v. Google Ad Tech Decision: Did the Court Get It Right?*, Information Technology & Innovation Foundation (ITIF), webinar, May 19, 2025
- Panelist, *Transitioning to New Antitrust Leadership: A Look Ahead*, George Washington University Competition Law Center and Crowell & Moring's Sixth Annual Antitrust and Tech Conference, Washington, DC, May 13, 2025
- Participant, *M&A, AI, and Partnership Agreements*, SCOPE Global Exchange, Edinburgh, Scotland, May 6, 2025
- Panelist, *The Google Ad Tech Case: Legal and Business Implications for Virginia Technology Companies*, Virginia State Bar Antitrust and Business Law Sections, McLean, VA, Apr. 29, 2025
- Panelist, *Roll-Ups: From Snack to Main Course?*, 73<sup>rd</sup> Antitrust Law Spring Meeting, American Bar Association, Washington, DC, Apr. 2, 2025
- Speaker, *Antitrust in the Second Trump Administration*, University of Virginia School of Law, Federalist Society, Charlottesville, VA, Feb. 6, 2025
- Panelist, *The Legacy of Paul Rubin: Intellectual Pioneer*, Southern Economic Association 94<sup>th</sup> Annual Meeting, Washington, DC, Nov. 24, 2024
- Panelist, *The Equally Efficient Competitor Test and Substantive Competition in the Practice of the European Commission*, Polish Competition Law Association, Warsaw, Poland, Oct. 10, 2024
- Panelist, *The Google Monopoly Ruling and the Future of Tech Competition*, IPWatchdog, Arlington, VA, Sep. 30, 2024

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- Panelist, *Small Business and Big Tech*, Attorney Generals Alliance, Colorado Spring, CO, June 14, 2024
- Moderator, *The Intersection of Antitrust & Privacy: A Deep Dive into the U.S. v. Apple Antitrust Case*, Program on Economics & Privacy (PEP), webinar, June 4, 2024
- Non-Governmental Advisor (NGA), Brazil's Administrative Council for Economic Defense (CADE), *23rd International Competition Network (ICN) Annual Conference*, Sаuipe, Brazil, May 14-17, 2024
- Moderator, George Mason Law Review 27<sup>th</sup> Annual Antitrust Symposium, *U.S. Tech Litigation Download*, Arlington, VA, Feb. 23, 2024
- Panelist, ITIF, *US v. Google: Implications of a Landmark Trial*, webinar, Dec. 13, 2023
- Moderator & Panelist, Bird & Bird, *Antitrust in the Digital Age*, Warsaw, Poland, Nov. 24, 2023
- Panelist, *Workshop on Digital Markets*, Academy of Justice, Warsaw, Poland, Nov. 23, 2023
- Speaker, Sogang University ICT Law & Economics Institute, *Platform-Specific Abusive Conducts and New Digital Theories of Harm?*, Seoul, Korea, June 26, 2023
- Speaker, Korean Competition Law Association, *Digital Competition Law from Comparative Perspectives*, Seoul, Korea, June 23, 2023
- Panelist, ABA Antitrust Law Section, *App Distribution and Related Antitrust Considerations*, webinar, May 11, 2023
- Lecturer, Hampton University, *Law & Economics: The Economic Way of Thinking*, webinar, Apr. 20, 2023
- Moderator, George Mason Law Review 26<sup>th</sup> Annual Antitrust Symposium, *Antitrust and Big Tech: What's Next?*, Arlington, VA, Feb. 24, 2023
- Panelist, TechFreedom, *Should Revised Merger Guidelines Address Potential & Nascent Competition?*, webinar, Jan. 24, 2023
- Panelist, Clayton Utz, *Competition in Digital Markets – Part II*, webinar, Dec. 12, 2022
- Commentator, Program on Economics & Privacy (PEP), *Research Roundtable on Regulating Privacy*, Arlington, VA, Dec. 9, 2022
- Panelist, *Efficiencies Analysis in Horizontal Merger Cases*, American Bar Association (ABA), webinar, Dec. 7, 2022
- Speaker, *How Does Law and Economics Influence Privacy Protections in the Age of Platforms – Some Perspectives from America*, MCC (Mathias Corvinus Collegium), Szeged, Hungary, Nov. 11, 2022
- Speaker, MCC (Mathias Corvinus Collegium), *Essential State Functions in Platform Regulation*, Budapest, Hungary, Nov. 11, 2022
- Commentator, *Tech Platforms in a New Age of Competition Law*, BYU Law, Washington, DC, Oct. 21, 2022

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- Commentator, International Center for Law & Economics (ICLE), *Market Structure Roundtable*, Portland, OR, Sep. 15-16, 2022
- Presenter, Antonin Scalia Law School, Manne Faculty Forum, *Restructuring Out-of Market Efficiencies in Antitrust*, Arlington, VA, Aug. 26, 2022
- Panelist, Clayton Utz, *Competition in Digital Markets*, webinar, Aug. 5, 2022
- Panelist, Australian Competition & Consumer Commission (ACCC) Regulatory Conference, *Do We Need Ex Ante Regulation of Digital Platforms?*, Brisbane, Australia, Aug. 4-5, 2022
- Panelist, Competition Policy International (CPI), *Big Data: Understanding and Analyzing Its Competitive Effects*, Melbourne, Australia, Aug. 2, 2022
- Commentator, Law & Economics Center (LEC), *Research Roundtable on Industry Self-Regulation*, Arlington, VA, Jun. 6-7, 2022
- Moderator, Global Competition Review, *GCR Live: Antitrust in the Digital Economy*, San Francisco, CA, May 17, 2022
- Panelist, ABA Section of Science & Technology Law, *Are Privacy and Security Valuable Results of Competition or an Impediment to Competition in Online Platforms?*, webinar, Apr. 13, 2022
- Panelist, Computer & Communications Industry Association (CCIA), *Competition Enforcement & Start-up Acquisitions: What is the Right Balance?*, Washington, DC, Apr. 5, 2022
- Commentator, Program on Economics & Privacy (PEP), *Research Roundtable for Privacy Fellows*, Arlington, VA, Mar. 31, 2022
- Panelist, International Competition Network (ICN) Merger Workshop, *Analysis of Conglomerate Effects*, Salvador, Brazil (participation virtually), Mar. 31, 2022
- Presenter, Antonin Scalia Law School, Levy Faculty Workshop, *Antitrust Has Forgotten Its Coase*, Arlington, VA, Mar. 29, 2022
- Moderator, The Federalist Society, *The Decline and Fall of Civics Education*, Arlington, VA, Mar. 23, 2022
- Moderator, George Mason Law Review 25<sup>th</sup> Annual Antitrust Symposium, *Big Tech Antitrust Litigation*, webinar, Feb. 25, 2022
- Moderator, George Mason Law Review 25<sup>th</sup> Annual Antitrust Symposium, *Potential Competition and Nascent Competitors*, webinar, Feb. 24, 2022
- Panelist, Competition Policy International (CPI), *Mergers & Acquisition in the Digital Economy: Striking the Right Balance*, webinar, Dec. 15, 2021
- Moderator, Center for Intellectual Property × Innovation Policy (C-IP<sup>2</sup>), *Intellectual Property and Innovation Policy for 5G and the Internet of Things*, Arlington, VA, Dec. 3, 2021
- Commentator, Law & Economics Center (LEC), *Research Roundtable on Capitalism & Rule of Law*, Chicago, IL, Sep. 19-23, 2021

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- Presenter, Antonin Scalia Law School, Manne Faculty Forum, *Is the App Store an Antitrust Problem?*, Arlington, VA, Aug. 27, 2021
- Panelist, The Federalist Society, *Tech Giants, Antitrust, and Public Discourse*, webinar, Jul. 1, 2021
- Panelist, Program on Economics & Privacy (PEP), *Ninth Annual Symposium on the Law & Economics of Privacy & Data Security*, Arlington, VA, Jun. 10, 2021
- Panelist, Information Technology & Innovation Foundation (ITIF), *Dynamic Antitrust Discussion Series: "Dynamic Competition,"* webinar, Jun. 4, 2021
- Panelist, Mercatus Center, George Mason University, *Digital Platforms: Antitrust or Regulation?*, webinar, Apr. 29, 2021
- Panelist, NetChoice, *Defining the Digital Market*, webinar, Apr. 27, 2021
- Presenter, Antonin Scalia Law School, Levy Faculty Workshop, *Legality of Legacy Conduct in Antitrust*, webinar, Mar. 2021
- Lecturer, Axinn, Veltrop & Harkrider LLP, *Economic Training on Two-Sided Markets*, webinar, Feb. 26, 2021
- Panelist, Mason Federalist Society, *Big Tech, Free Speech, and Competition*, webinar, Feb. 18, 2021
- Presenter, Program on Economics & Privacy (PEP), *Research Roundtable for Privacy Fellows*, webinar, Jan. 29, 2021
- Panelist, Competition Policy International (CPI), *Online Advertising, Market Competition, Data and Transparency: Opportunities & Challenges for the Ads Ecosystem in Australia*, webinar, Dec. 2020
- Panelist, Center for the Protection of Intellectual Property (CPIP), Eighth Annual Fall Conference, *5G at the Nexus of IP, Antitrust, and Technology Leadership*, webinar, Oct. 2020
- Presenter, Antonin Scalia Law School, Manne Faculty Forum, *Understanding Nascent and Potential Competition*, Arlington, VA, Aug. 2020
- Moderator, Program on Economics & Privacy (PEP), *Webinar on Privacy, Antitrust, and Big Tech*, webinar, Jul. 2020
- Presenter, Mexico's Federal Economic Competition Commission (CEFECE), *Does Antitrust Have Digital Blind Spots?*, webinar, Jul. 2020
- Presenter, University of Copenhagen, Faculty of Law, *Market Definitions in Two-Sided Markets*, webinar, Jul. 2020
- Presenter, Copenhagen Business School, *Competition Policy for the Digital Economy*, webinar, Jun. 2020
- Panelist, ABA Section of Antitrust Law, Pricing Conduct and Economics Committee, *Free Lunch?!? Antitrust Economics in Zero-Price Markets*, webinar, Jun. 2020

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- Panelist, ABA Section of Antitrust Law, Pricing Conduct and Economics Committee, *Hot-Tubbing on the Frontiers of Merger Analysis*, webinar, Jun. 2020
- Moderator, George Mason Law Review 23<sup>nd</sup> Annual Antitrust Symposium, *EU vs. US – Evaluating Competing Approaches to Antitrust and Innovation*, Arlington, VA, Feb. 2020
- Presenter, Program on Economics & Privacy (PEP), *Research Roundtable for Privacy Fellows*, Tucson, AZ, Jan. 2020
- Lecturer, ABA Antitrust Law Section, Economics Committee, Young Lawyers Division, *Fundamentals of Antitrust Economics: Economics of Platforms*, Washington, DC, Dec. 2019
- Panelist, Law & Economics Center (LEC), *How Big is Too Big? Big Tech, Antitrust, and Privacy*, Washington, DC, Dec. 2019
- Presenter, University of Kansas School of Law, *Antitrust Law & Policy for the 21<sup>st</sup> Century, 2019 Kansas Law Review Symposium*, Lawrence, KS, Nov. 2019
- Panelist, The Federalist Society, *Antitrust Discussion*, Washington, DC, Nov. 2019
- Panelist, ABA Section of Antitrust Law, Pricing Conduct and Economics Committee, *Zero-Price: The Antitrust Economics of Free*, Washington, DC, Apr. 2019
- Moderator, Law & Economics Center (LEC), *Symposium on the Legal, Economic, and Regulatory Environment of the Pharmaceutical Industry*, Arlington, VA, Apr. 2019
- Panelist, 67<sup>th</sup> ABA Section of Antitrust Law Spring Meeting, *Advocating Before the Agencies: White Papers & Meetings*, Washington, DC, Mar. 2019
- Panelist, The App Association, *2019 Patents in Telecoms and the Internet of Things*, George Washington Law School, Washington, DC, Mar. 2019
- Speaker, Competition Policy International, Competition Law & Economics Roundtable, *Digital Economy, Innovation, and Competition Law*, Sydney, Australia, Mar. 2019
- Speaker/Panelist, American Bar Association, *AT&T/Time Warner: Analyzing the Latest Decision*, Washington, DC, Mar. 2019
- Panelist, George Mason Law Review 22<sup>nd</sup> Annual Antitrust Symposium, *Antitrust at the Crossroads*, Arlington, VA, Feb. 2019
- Speaker, Erasmus+ Jean Monnet Conference on Competition, Big Data and Fundamental Rights, *Is Big Data a Barrier to Entry: How to consider big data in the context of competition policy*, Riga, Latvia, Dec. 2018
- Moderator, GAI & CKI, *Feeling the Heat: Antitrust in the Era of Platforms and Big Tech*, Washington, DC, Nov. 2018
- Presenter, Review of Industrial Organization Conference, *Burdens and Balancing in Multisided Markets: Ohio et al. v. American Express Adopts a First Principles Approach*, Washington, DC, Nov. 2018

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- Panelist, Global BMG IAM, *Patent Law & Policy 2018*, Washington, DC, Nov. 2018
- Panelist, FTC Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century, *Nascent Competition: Are Current Levels of Enforcement Appropriate?*, Arlington, VA, Oct. 2018
- Moderator, FTC Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century, *The Current Understanding of Multi-Sided Platforms*, Arlington, VA, Oct. 2018
- Panelist, The Federalist Society, *Competition and Consumer Protection*, Washington, DC, Sept. 2018
- Speaker/Panelist, ABA Antitrust Section's Media and Technology Committee, *European Commission's Android and Google Search Decision*, Washington, DC, Jul. 2018
- Speaker/Panelist, ABA Antitrust Section's Media and Technology Committee, *First Impressions of the Court's Decision on DOJ's Challenge of the AT&T/Time Warner Merger*, Washington, DC, Jun. 2018
- Moderator, *Taking Legal Education Online: A Conference for Deans and Associate Deans*, Washington, DC, and Arlington, VA, June. 2018
- Moderator, Program on Economics & Privacy (PEP), *Third Annual Digital Information Policy Scholars Conference*, Arlington, VA, Apr. 2018
- Discussant, Supreme Court Economic Review, *Research Roundtable on the Economics of Legal Error*, Antonin Scalia Law School, Feb. 2018
- Moderator, Law & Economics Center (LEC), *14<sup>th</sup> Annual Symposium of the Journal of Law, Economics & Policy: Regulatory Reform, Transparency, and the American Economy*, Arlington, VA, Feb. 2018
- Speaker, Law & Economics Center (LEC), *Workshop on the Law & Economics of the Sharing Economy, Economic Basics and the Sharing Economy: Platform Economics and Two-Sided Markets*, Arlington, VA, Feb. 2018
- Moderator, Law & Economics Center (LEC), *Antitrust Law in a Digital World: The AT&T and Time Warner Merger*, Rayburn House Office Bldg., Washington, DC, Jan. 2018
- Discussant, Program on Economics & Privacy (PEP), *Research Roundtable for Privacy Fellows*, Arlington, VA, Dec. 2017
- Speaker, Information Technology & Innovation Foundation (ITIF), *Antitrust and Innovation: What the Alarmist Got Wrong*, Washington, DC, Oct. 2017
- Speaker, Brazil's Administrative Council for Economic Defense (CADE), *Economics of Multi-Sided Platforms*, Brasilia, Brazil, Sept. 2017
- Moderator, Program on Economics & Privacy (PEP), *Second Annual Digital Information Policy Scholars Conference*, Arlington, VA, Apr. 2017
- Discussant, Program on Economics & Privacy (PEP), *Scholar's Conference on Privacy*, Arlington, VA, Apr. 2016

## JOHN M. YUN

- Panelist, ABA Section of Antitrust Law, *Big Data as a Barrier to Entry in Online Competition*, Washington, DC, Jun. 2014
- Panelist, FTC's Sixth Annual Microeconomics Conference, *Antitrust in the Age of the Internet: What Changes and Why?*, Washington, DC, Nov. 2013
- Discussant, Sixth Annual International Industrial Organization Conference, *Competitive Dynamics: Innovation and Technological Change*, Arlington, VA, May 2008
- Presenter, European Union/U.S. Economic Workshop, *An Analysis of Procter & Gamble's Acquisition of Gillette*, Brussels, Belgium, Oct. 2005
- Presenter, Third Annual International Industrial Organization Conference, *Retail Distribution is Ignored: Should It Be?*, Atlanta, GA, Apr. 2005
- Discussant, Association for Public Policy Analysis and Management (APPAM) Conference, *Creating and Using Evidence in Public Policy Analysis and Management*, Atlanta, GA, Oct. 2004
- Presenter, European Union/U.S. Economic Workshop, *Properties of Retail Product and Promotional Distribution and the Implications for Antitrust Analysis*, Brussels, Belgium, Oct. 2004
- Presenter, Internal Revenue Service Retail Industry Conference, *FTC Slotting Allowance Report*, Chicago, IL, Apr. 2004

## MEDIA

- Quoted in Steve Lohr, *The Judge's Data Dilemma in the Google Search Case*, N.Y. TIMES, May 30, 2025
- Quoted in Irene Galea, *Experts Say Musk's Antitrust Lawsuit Against Advertisers Holds Water*, THE GLOBE AND MAIL, Aug. 7, 2024
- Quoted in Justin Wise, *Google Monopoly Ruling to Carry Influence in Emerging AI Field*, BLOOMBERG LAW, Aug. 7, 2024
- Quoted in Sulaiman Abdur-Rahman, *No Respite for Big Tech: Law Experts Discuss Post-Biden Antitrust Enforcement Under New Administration*, NATIONAL LAW JOURNAL, July 22, 2024
- Quoted in Sulaiman Abdur-Rahman, *As US Antitrust Enforcers Target AI Firms, Legal Experts Predict Lawsuits Will Follow*, NATIONAL LAW JOURNAL, June 6, 2024
- Guest on The Point, *U.S. Antitrust Regulations on Big Tech Companies*, ARIRANG, Aug. 5, 2022
- Guest on Yahoo Finance Live, *EU Targets Big Tech Giants*, Mar. 25, 2022
- Guest on American Institute for Economic Research, Podcast, Sep. 8, 2021
- Interviewed for Tina Trinh, *Facebook's Antitrust Fight in US Could Mean More Consumer Choice Worldwide*, VOICE OF AMERICA, Dec. 15, 2020

## JOHN M. YUN

- Quoted in Jeff Horwitz, *Zuckerberg's Deal Making for Facebook Is Central to Antitrust Cases*, WALL STREET JOURNAL, Dec. 10, 2020
- Guest on Yahoo Finance, The First Trade Show, *Senate Hearing on Big Tech Censorship*, Nov. 17, 2020
- Guest on Yahoo Finance, The First Trade Show, *House Lawmakers' Big Tech Antitrust Report*, Oct. 7, 2020
- Guest on Yahoo Finance, The First Trade Show, *Tech Leaders Face Capitol Hill Grilling*, Jul. 29, 2020
- Featured Guest, American Bar Association, A Curious Amalgam Podcast, *Is it Really Free? The Economics of Digital Platforms*, Arlington, VA, Feb. 28, 2020
- Quoted in Scott Saloway, *Why a Widening Facebook Probe Could Be "Good News" for Zuckerberg*, YAHOO FINANCE, Oct. 23, 2019
- Guest on Yahoo Finance, The First Trade Show, *Mark Zuckerberg's Testimony on Facebook's Cryptocurrency*, Oct. 23, 2019
- Quoted in Jessica Smith, *State Attorneys General Join Forces to Take on Google*, YAHOO FINANCE, Sept. 9, 2019
- Quoted in Scott Saloway, *Justice Department's Big Tech Investigation "Unusual" in Scope and Facebook's \$5B Fine May Have Been 'The Best' the FTC Could Get*, YAHOO FINANCE, Jul. 24, 2019
- Guest on Yahoo Finance, The First Trade Show, *FTC's \$5 billion settlement with Facebook*, Jul. 24, 2019
- Guest on Knowledge@Wharton, SiriusXM Business Radio Powered by The Wharton School, Opening 30-minute segment, *FTC's \$5 billion settlement with Facebook on its privacy practices*, Jul. 17, 2019
- Quoted in Khushita Vasant, *EC Android decision to offer consumers Chinese options, questionable benefits—analysis*, PARR, Aug. 22, 2018
- Quoted in Charles McDonnell, *Antitrust Observers React to Judge's Approval of AT&T/Time Warner*, GLOBAL COMPETITION REVIEW (GCR), Jun. 13, 2018
- Featured in Pallavi Guniganti, *FTC Economist: Big Data Only One Factor for Online Success*, GLOBAL COMPETITION REVIEW (GCR), Jun. 11, 2014

## PROFESSIONAL SERVICE & ACTIVITIES

**Referee:** International Review of Law & Economics; Journal of Competition Law & Economics; Supreme Court Economic Review; Journal of Industry, Competition and Trade; Journal of Policy Analysis & Management; Journal of Regulatory Economics;

## JOHN M. YUN

Managerial and Decision Economics; Marketing Science; SCRIPTed (based in the University of Edinburgh, School of Law)

**Co-Faculty Advisor**, Scalia Law's Asian Pacific American Law Students Association (APALSA)

**Member**, American Law and Economics Association (ALEA)

**Lead Recruiting Coordinator**, Bureau of Economics, U.S. Federal Trade Commission, 2004/05

**Co-Recruiting Coordinator**, Bureau of Economics, U.S. Federal Trade Commission, 2003/04

### AWARDS & HONORS

- Nominated for the *George Mason University Teaching Excellence Award*, 2023
- *Francis Walker Award*, given to a U.S. Federal Trade Commission economist demonstrating sustained excellent performance, 2016
- *Janet Steiger Award* for the Intel-AMD Team, U.S. Federal Trade Commission, 2010
- *Janet Steiger Award* for the Oil and Gas Projects Team, U.S. Federal Trade Commission, 2005
- *Outstanding Team Award* for MSC Software, U.S. Federal Trade Commission, 2002

### DISSERTATION

MEASURING THE UNINTENDED COSTS & BENEFITS OF FUEL ECONOMY REGULATIONS

- *Committee*: Paul H. Rubin (Chair), Robert S. Chirinko, Daniel Levy, and Joel L. Schrag

### PERSONAL INFORMATION

Citizenship: United States of America

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