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- Research interests include Industrial organization, empirical microeconomics, economics of online markets, consumer search, antitrust and competition policy.

Babur De los Santos is an associate professor in the John E. Walker Department of Economics who specializes in the areas of industrial organization who specializes in empirical industrial organization, applied microeconomics, and econometrics. His research lies at the intersection of marketing, industrial organization, and information technology with a particular emphasis on informational frictions faced by consumers in online markets. His work has generated new insights on consumer search on the Internet, product customization in online platforms, and search engine optimization, among others.

Visit Dr. De los Santos' [faculty page](#).



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