

Jonathan Falk

Affiliated Consultant



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In NERA's Global Energy, Environment, Communications & Infrastructure Practice, Mr. Falk has worked on a variety of issues involving the modeling of investment and industry structure. He has advised on the structure of market rules in both capacity and energy markets for various entities and has testified on those issues before numerous regulatory bodies. He has testified on the measurement, pricing, and environmental effects of demand response. He has been involved in the creation of novel insurance products to transfer price risk in electric markets. He has studied market power questions in emerging electricity markets and has estimated the social benefits of real-time pricing options for electricity, as well as questions of valuation and the financial risks associated with restructured electric markets. He has also advised on the structure of market rules and has created a number of models to value flexibility in utility planning.

In NERA's Communications Practice, Mr. Falk has participated in studies on residential access demand to the telephone system, choice of service among telephone company offerings, optimal pricing structures, and estimation of the marginal costs of telephone service.

In environmental economics, Mr. Falk has estimated benefits in recreational activity and increased property values resulting from tighter discharge standards for paper mills and for nuclear power plants.

Mr. Falk has also worked on several cases involving credit discrimination in automobile and housing markets. He has performed statistical analyses to predict credit decisions.

Finally, in labor economics, Mr. Falk has testified both on statistical estimations of liability in termination and promotion processes and in calculations of lost earnings in both wrongful termination and wrongful death cases. He has also testified in several cases on contract damages and has extensive experience in the estimation of damages arising from contract disputes.

Education

PhD examination requirements completed, Yale University

MA and BA in economics, Yale University

Publications

- *NERA Electricity Insights | Q1 2018*
- *NERA Electricity Insights | Q3 2017*
- *The Net Neutrality Order: It's Worse Than We Thought*
- *NERA Reports on Ofcom's Consultation on Annual Licence Fees for 900 MHz and 1800 MHz Spectrum*
- *Economic Repercussions of Applying Title II to Internet Services*
- *Effective Use of Demand Side Resources: The Continued Need for Availability Payments*

- *An Economic Debate Over Electric Demand-Side Response*
- *Capacity Markets: Prices vs. Quantities*
- *Capacity Markets: Prices vs. Quantities*
- *Paying for Demand-Side Response at the Wholesale Level*
- *NRG Power Marketing: An Economist's Assessment*
- *Statistical Lessons of Ricci v. De Stefano*
- *The Line in the Sand: The Shifting Boundary Between Markets and Regulation in Network Industries*
- *TXU Activities Regarding Actual and Potential US Air Emissions and Climate Change Policies*
- *The Social Benefit of the Limited Exercise of Local Market Power*
- *Why Policy (Good and Bad) Follows Headlines*
- *Credit Ratings for Structured Products: A Review of Analytical Methodologies, Credit Assessment Accuracy, and Issuer Selectivity*
- *Retroactive Retrograde Retreat: Keeping FERC in the Generation Pricing Business Forever*
- *Market Power and Demand Responsiveness: Letting Customers Protect Themselves*
- *Remedying Undue Discrimination through Open Access Transmission Service and Standard Electricity Market Design: Comments of Michael Rosenzweig, Hamish Fraser, Jonathan Falk and Sarah Voll on SMD*
- *Electricity Markets and Capacity Obligations: A Report for the Department of Trade and Industry*
- *Substituting Outrage for Thought: The Enron Smoking Gun Memos*
- *The California Mess: How California Should Respond to High Prices*
- *Market Power Not the Culprit in California Market's Abysmal Performance*
- *Complying with New Rules for Controlling Nitrogen Oxides Emissions*
- *Optimal Pricing of Electric Power*

Practice Areas

Energy

Environmental Economics

Financial Risk Management

Labor and Employment

Regulatory Economics

Survey Research, Design, and Analysis

Valuation

About NERA

NERA Economic Consulting (www.nera.com) is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With its main office in New York City, NERA serves clients from more than 25 offices across North America, Europe, and Asia Pacific.