Application to NBER Digitization Tutorial 2018

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I am a fourth-year doctoral student at the Harvard Business School in Strategy. My core fields are labor and organizational economics, with a minor focus on behavioral economics. My first-year classes included two semesters of microeconomic theory, three semesters of econometrics (two econometric theory and one applied econometrics), one class on the economics of strategy, and one class on conducting empirical research on managerial questions. My second-year classes included two semesters of labor economics (Harvard Econ; Larry Katz and Mandy Pallais), two semesters of organizational economics (MIT Econ; Mike Whinston and Bob Gibbons), one behavioral experiments class (Harvard Econ; Gautam Rao), and one class on the economics of international business (Harvard Business School; Juan Alcacer).

My research interests are broadly in the economics of digitization and firm strategy. I have been working on a couple of projects exploring the strategic decisions of multi-sided platforms. One project empirically explores the short- and long-term trade-offs of an incumbent platform's strategy to enter a complementary market through tying. Using a field experiment on a user interface testing platform, we explore the tradeoffs faced by Google as it enters the reviews market by tying reviews with its search engine, finding that tying reviews imposes higher search costs for search engine users, suggesting that Google is trading off short-term user costs from quality degradation against potential long-term benefits of tying. Another project explores the effect of making a platform's mission salient on increasing user contribution and mitigating multi-tasking problems. Through a field experiment across millions of users on a reviews platform, we examine the extent to which varying the salience of particular aspects of the platform's mission affects the number and quality of reviews contributed.

For my dissertation, I am exploring how increased digitization affects firm productivity and strategic decision-making. In my main chapter, I run a field experiment with an organization rolling out a new digital monitoring technology across its workforce along with differential messaging, and examine the effects on worker productivity. In another chapter, I explore whether and how the availability of data on competitor strategies enables firms to experiment more with practices and strategies that can lead to higher performance, and whether

young entrepreneurial firms benefit more from such performance data compared to older firms. My expected graduation date is May 2020, and my committee members include Dennis Yao, Michael Luca, and Rebecca Henderson.

Participating in the NBER digitization tutorial would enhance my knowledge of emerging areas of research in digitization and introduce me to researchers exploring questions at the frontier, giving me an extraordinary opportunity to further develop my ideas.