Application for the Economics of Digitization Meeting

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1 Contact Information

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2 Course of Study Pursued

I am a fifth year PhD student in Marketing at Rotman School of Management, University of Toronto. I got my master degree in statistics from University of Chicago. I have been taking courses in Econometrics, Microeconomics, Industry Organization, Dynamic Programming Models, Marketing Strategy, Machine Learning, etc.

3 Research Interests

My research interests lie in Structural Models and Digital Marketing. I am currently working on a project investigating how a firm updates its beliefs about the in an adaptive learning way. By leveraging this model, I study the misreporting behavior in P2P lending market.

Another project I am working on studies the network effects in the movie industry. By analyzing over 180,000 professionals (actors, directors, and producers) in the motion picture industry spanning 20 years, this research documents the heterogeneous effects of leading actors connections with other actors (i.e., peer connections) and with directors and producers (i.e., hierarchical connections) on a movies box office performance and on an actors career development.

4 Committee

I have formed my thesis committee. The chair of my committee is Andrew Ching. The other two committee members are Victor Aguirregabiria and Matthew Osborne.