Siddhartha Sharma

3041 Hamburg Hall
4800 Forbes Avenue
Pittsburgh, PA 15213

ssharma3@andrew.cmu.edu
Phone: +1 (412) 499-1837

Education

H. John Heinz III College, Carnegie Mellon University
Ph.D., Information Systems and Management, 2015-20 (Expected)

Indian Statistical Institute, Kolkata
M.Sc., Quantitative Economics, 2011-13.

St. Xavier's College, Kolkata
B.Sc., Economics (Honors), 2008-11.

Relevant Coursework

At Indian Statistical Institute
Microeconomics I and II (PE and GE)
Industrial Organization
Incentives and Organizations
Cooperative Games
Auction Theory

At Carnegie Mellon University
Econometrics I and II (MLE and GMM)
Game Theory and Applications
Machine Learning
Bayesian Statistics
Empirical Models in Marketing (Structural Models)
Analytical Models in Marketing
Unstructured Data and Big Data
Estimating Dynamic Structural Models
Behavioral Economics

Research

Pricing, expansion and advertising strategies of multi-sided technology platforms
Theoretical and empirical Industrial Organization

Working Papers

"Effect of Sponsored Listings on Online Marketplaces: The Role of Information Asymmetry" with Vibhanshu Abhishek. *Under revision for resubmission to* ***Journal of Marketing Research***
In this paper, we empirically study the effect of showing sponsored product listings in the search results on the probability of conversion from a search on online marketplaces. We also provide theory and evidence for the role of information asymmetry that the marketplace faces regarding the true quality of sellers' product listings.

"Vertical Integration with Access Products by Advertising-Based Platforms" with Amit Mehra. *Under revision for second round review at* ***Marketing Science***
Recently, advertising-based platforms like Google have ventured into providing products that provide access to their content, e.g. Google Fiber provides access to YouTube, and Pixel phones to Google Search. In this paper, we analytically examine how this vertical integration strategy of such platforms, whose revenues depend on the quality of the access products, impacts the revenue of the platform, quality of the incumbent access products and social welfare.

Work in Progress

"Creating Vertical Differentiation Horizontally: Evolution of Movie Content in India" with Rahul Telang

"Pricing Targeted Segments in Online Brand Advertising by Leveraging Multiple Large-scale Field Experiments" with Vibhanshu Abhishek

"Product Heterogeneity and Price versus Rating Elasticity" with Vibhanshu Abhishek

Conference Presentations

2017 Workshop on Information Technologies and Systems (WITS), Seoul
Effect of Sponsored Listings on E-commerce Marketplaces

2017 Workshop on Information Systems and Economics (WISE), Seoul
Vertical Integration Strategy of Advertising-financed Platforms

2017 NABE Tech Economics Conference (TEC), Seattle
Effect of Sponsored Listings on E-commerce Marketplaces

2017 Conference on Digital Experimentation at MIT (CODE), Cambridge
Effect of Sponsored Listings on E-commerce Marketplaces

2017 Conference on Information Systems and Technologies (CIST), Houston
Vertical Integration Strategy of Advertising-financed Platforms

2017 Statistical Challenges in E-commerce Research (SCECR), Ho Chi Minh
Effect of Sponsored Listings on E-commerce Marketplaces

2016 Production and Operations Management Society (POMS), Orlando
Vertical Integration Strategy of Advertising-financed Platforms

2014 Workshop on Information Technologies and Systems (WITS), Auckland
Vertical Integration Strategy of Advertising-financed Platforms