Application to NBER Digitization Tutorial 2018

Contact Information:

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Course of Study:

My major focus of study is marketing, and minor focus of study is applied statistics. Currently I am in the third year of pursuing PhD. The coursework I have taken includes

(1) Microeconomic theories: Advanced Price Theory I and II, Industrial Organization Theory;
(2) Econometrics: Intro to Math Statistics, Intro to Econometrics I and II, Maximum Likelihood Estimation, Micro-econometric Modeling I, and II
(3) Topics in marketing: Advanced Topics in Marketing I, II, and III
(4) Other courses: Optimization, Empirical Industrial Organization, Causal Inference, Political Economy, Data Mining

Research Interests and Projects Pursued

My research interests include online advertising, digital marketing, and online grocery shopping. I have worked with Garrett Johnson and Scott Shriver on a paper studying consumer privacy choice when they choose to opt out for cookies that track consumer's browsing behaviors: *Consumer Privacy Choice in Online Advertising: Who Opts Out and at What Cost to Industry?* Using real-world advertising auction data from an Ad exchange platform, we find that the auction prices of online display advertising for opt-out users are lower than the prices fetched by regular cookie users who allow behavior targeting. I also work with Paul Ellickson and Mitch Lovett on a project that study the category shopping pattern changes after consumers start to shop online in the same category using synthetic control method. We examine ten grocery categories and find that the effects vary by category.

I believe my research interests are closely related to topics in digitization marketing and economics. I would greatly benefit from attending this digitization tutorial. Thank you!