NBER Digitization Tutorial Application

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Affiliation: 3rd Year, PhD; Stanford GSB (Marketing).

Coursework / Degree Progress:

My coursework in the previous two years has been split between the Stanford Economics department (first-year Microeconomics sequence, Industrial Organization sequence and electives) and the Stanford GSB (first-year Econometrics sequence, quantitative marketing sequence). I will be applying for candidacy this year with an expected graduation date of June, 2021.

Research Interests:

My research interests are, broadly, in digital marketing and consumer response to advertising (from both the advertiser and the advertising platform's perspective). I am currently working on a project with Navdeep Sahn to explore whether advertising serves as a 'price' paid by consumers to access free content and whether increasing advertising on a platform affects consumer demand for the platform.