Samuel Goldberg

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EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL
Ph.D., Marketing, June 2021 (expected)
M.S., Marketing, December 2017

Brandeis University, Waltham, MA
B.S., Physics & Economics, May 2014

RESEARCH INTERESTS

Industrial Organization, Quantitative Marketing, Microeconomic Theory, Mechanism Design

RESEARCH IN PROGRESS

"Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce"
- Joint work with Garrett Johnson and Scott Shriver

"The GDPR's Early Impact on Adtech"
- Joint work with Garrett Johnson and Scott Shriver

"Uncompensated care and hospital service provision"
- Joint work with David Stillerman

INDUSTRY EXPERIENCE

Adobe	Researcher, June 2018 –
Federal Reserve Bank of Chicago	Associate Economist, July 2014 - August 2016

INVITED PRESENTATIONS

Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce
Marketing Science Rome 2019
NBER Digitization Summer Institute 2019

GRADUATE COURSEWORK

Economics

First year Economics Ph.D. sequence:

ECON 410-1,2,3 Microeconomics	Dekel, Siniscalchi, Pavan
ECON 480-1,2,3 Econometrics	Manski, Horowitz, Canay

Second year Economics Coursework:

ECON 450-1,2,3 Industrial Organization and Prices	Rogerson, Illanes, Porter, Bhattacharya
MECS 570-1 Organizational Economics	Powell
ECON 414-1,2 Information Economics	Wolinsky, Guo
ECON 412-2 Economic Theory & Methods	Ely
ECON 481-1 Non-Parametrics & Machine Learning	Horowitz
ECON 481-2 Advanced Econometrics – Networks	Auerbach

Marketing

MKTG 550	Analytical Modeling	Coughlan
MKTG 551	Introduction to Theory and Empirical Methods	Anderson, Tuchman
MKTG 552	Statistical Modeling - Bayesian Methods	McShane
MKTG 553	Structural Modeling	Gordon

Kellogg School of Management

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May 28th, 2018

To Whom It May Concern:

I am pleased to hear that the NBER Economics of Artificial Intelligence is being held this year and am excited to submit my application.

Research Interests

My research interest span both empirical and theoretical applications in industrial organization and microeconomic theory. I am interested how emerging technologies have changed how consumers and firms acquire information and interact within and across markets. One of the most significant and complex technologies contributing to this change is artificial intelligence.

Over the past year I have had the opportunity to work with a variety of detailed Adobe data sets to better understand privacy online. In particular, me and my coauthors have been working with the Adobe Analytics data to better understand how e-commerce and online traffic has been impacted by the European Unions expansive privacy legislation, the General Data Protection Regulation (GDPR). In tandem, we have collected a handful of unique data sets that track firm behavior online pre and post the GDPR. These projects aim to provide empirical evidence to help better understand how firm outcomes have been effected by privacy legislation, how firms have chosen to implement the GDPR regulation, and more generally how firm behavior online has changed.

In addition to my work on privacy I am interested in dynamic mechanism and information design. In particular, I am currently starting a project that examines how adverse selection, monitoring technologies, and artificial intelligence interact in auto-insurance markets. With the advent of cheaper and more effective monitoring technologies firms have shifted to using ‘big data’ technologies, such as machine learning, to better price insurance policies. I hope to better understand how these shifts have impacted contract design, pricing and selection in these markets.

Summary

The economics of AI pose a rich set of questions with complicated and unique answers. I hope to learn more about the current work being pursued and the methods being implemented; the NBER AI conference provides an excellent opportunity to do so.

Best,

Samuel Goldberg
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