Moein Javadian

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Education

Sep. 2014 – present	Ph.D. student in Marketing Rotman School of Management, University of Toronto, Toronto, ON
May 2014	Master of Applied Science in Mechanical Engineering University of British Columbia, Vancouver, BC
Aug. 2011	Bachelor of Science in Mechanical Engineering Sharif University of Technology, Tehran, Iran

Research Interests

Substantive: Corporate Social Responsibility – Economics of AI – Political Marketing

Methodological: Game-theoretic Modeling – Dynamic Programming – Experimental Economics

Research in Progress

Corporate Social Responsibility and Product Quality: Friend or Foe?

Optimal Policies to Increase Firms' Investment in Social Responsibility

Does Negative Advertising Increase or Decrease Voter Turnout?

Key Coursework

• Marketing Theory • Microeconomic Theory • Econometrics • Experimental Economics • Statistical Methods for Machine Learning and Data Mining • Stochastic Processes • Linear Programming and Network Flows • Advanced Topics in Operations Management

Honors and Awards

2014 – 2019	CCMF Foundational National Fellowship
2014 – 2019	University of Toronto Fellowship
2012	Faculty of Applied Science Graduate Award, UBC
2006	Ranked 388th in the Universities Acceptance Exam, a nationwide entrance exam in Mathematics, Physics, and Engineering
2002	Ranked First in Chess Championship of Tehran Educational Institutes

Conference Presentations

2019 Canadian Empirical and Theoretical Symposium in Marketing Strategy, Vancouver, Canada

2018 INFORMS Marketing Science, Philadelphia, USA

2016 Canadian Empirical and Theoretical Symposium in Marketing Strategy, Alberta, Canada

Summary of Interest in AI

There exists an everlasting trade-off between efficiency and fairness. An important manifestation of such trade-off is algorithmic biases in AI: mitigating systematic and unfair discrimination in prediction machines *mostly* comes at a cost of poorer predictions which in turn causes economic consequences. Abstracting away from operational challenges of eliminating algorithmic biases, my interest is focused on understanding such economic consequences had we successfully removed the bias. This interest is inspired by Lambrecht & Tucker (2018) who document the existence of a gender-bias in displaying career ads in online ad-platforms.

Ad-targeting platforms heavily rely on machine learning predictions in order to efficiently match ads with relevant eyeballs. Targeting per se is discrimination, yet strongly undesirable when it happens based on race or gender in certain categories like job markets. Now imagine people of a certain gender, say females, have stronger purchase intentions, thus more expensive eyeballs, than males in a consumer goods market, denoted by A. Targeting based on gender in that specific market is allowed by the platform, so firms in Market A can and do bid higher ad-prices for female viewers.

On the other hand, assume that males and females in a job market, denoted by B, have similar preferences for job postings, and due to the sensitivity around discrimination in these markets, targeting based on gender is prevented by the platform. Advertisers in Markets A and B compete over winning the same eyeballs which induces across-category competition in the ad-bidding market. The competition causes externalities from the consumer goods market (A) to the job market (B) in terms of making females harder targets to win. Therefore, the job market advertisers, who cannot target and bid higher prices for females due to the aforementioned platform's policy, end up showing their ads to more males than females.

Now the question is what economic consequences follow if gender-based targeting is blocked in the consumer goods market as well? How do potential changes in ad prices affect advertisers in either markets? Are consumers better off or worse off by the induced *equality* due to banning gender-based targeting in *all* categories? My interest in AI is currently focused towards answering these questions.

Reference: Lambrecht, A., & Tucker, C. E. (2018). Algorithmic bias? An empirical study into apparent gender-based discrimination in the display of STEM career ads. *An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads (March 9, 2018).*