Isamar Troncoso

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EDUCATION

University of Southern California, Los Angeles *2017 - Present*
Ph.D. in Marketing
(Currently third-year student)

University of Chile, Santiago *2014-2016*
Industrial Engineering

University of Chile, Santiago *2010-2014*
Bachelor of Engineering Science

RESEARCH INTERESTS

Online Platforms, Consumer Choice Modeling, Machine Learning, Causal Inference

RESEARCH IN PROGRESS

"Online Reviews, Management Responses, and Gender Bias: An empirical investigation," with Davide Proserpio and Francesca Valsesia
We use a combination of lab studies and observational data from TripAdvisor to investigate whether management responses to online reviews differentially affect male and female reviewing behavior. We show that both groups have different motivations to review in the presence of management responses. We apply text-classifier methods from NLP to determine whether the response blame or counterague against the reviewer, and we observe that managers reply less favorably to female reviewers.

"Product Competition with Word2Vec," with Fanglin Chen, Xiao Liu, and Davide Proserpio
we leverage representation learning to learn consumer preference using shopping carts. We apply the Word2Vec model to the context of shopping baskets (i.e., we treat baskets as sentences, and products as words). We explore how the product embedding (latent representation of products) can be used to analyze market structure, product competition, market structure, and improve the accuracy of traditional choice models.

"Stereotypes and Prejudice in Online Marketplaces," with Lan Luo
We investigate the role of profile pictures in hiring decisions within the contest of online labor marketplaces. We collect data from Freelancer.com, and combine deep-learning methods for image classification and choice models to estimate hiring preferences.

CONFERENCE PRESENTATIONS

"Online Reviews, Management Responses, and Gender Bias: An Empirical Investigation." Conference on Digital Marketing and Machine Learning, CMU, Pittsburgh, PA. December 2018

"The Impact of Ride-sharing Services on New Car Demand: An Empirical Analysis of the US Market." Marketing Science Conference, Philadelphia, PA. June 2018

TEACHING EXPERIENCE

Marketing, Global MBA Program, University of Chile Spring 2015
Teaching Assistant

Quantitative Marketing, Industrial Engineering Program, University of Chile Spring 2014
Teaching Assistant

Econometrics, MA in Economics Program, University of Chile Fall 2015
Teaching Assistant

PROFESSIONAL EXPERIENCE

Unifood Ltda, Chile January 2015 - March 2015
Professional Internship

· Business Analytics Intern. Analyzed the effect of promotional campaigns, advertisement campaigns, and new product introduction.

Center for Retail Studies, University of Chile, Chile March 2014 - November 2015
Part-time Job

· Research Assistant. Designed and implemented studies of service quality and customer satisfaction in supermarkets.

Center for Retail Studies, University of Chile, Chile January 2014 - March 2014
Professional Internship

· Research Assistant. Designed and implemented studies of consumer perceptions of store brands.

RELEVANT GRADUATE COURSEWORK

Course	**Instructor**
Strategic and Marketing Mix Models	Gerard Tellis, S. Siddarth
Consumer Behavior and Decision Making	Kristin Diel, Joseph Nunes
Marketing Models in Consumer and B2B Markets	Anthony Dukes, Lan Luo
Advanced Quantitative Models in Marketing	Dina Mayzlin, Sha Yang
Microeconomic Theory	Simon Wilkie
Econometric Methods	Hyungsik Roger Moon
Applied Econometrics	Cheng Hsiao
Industrial Organization	Guofu Tan
Empirical Industrial Organization	Yu-Wei Hsieh
Big Data Econometrics	Laurence Wong
Machine Learning	Haipeng Luo
Deep Learning	Joseph Lim

SKILLS

Software & Tools	Stata, Latex, SAS, SPSS
Programming	Python, R, SQL, MATLAB
Analytic	Econometrics, Machine Learning, Causal Inference
Languages	English (Fluent), Spanish (Native)