Application Document for Economics of Digitization Tutorial (2020)

Shumpei Goke

1. Contact Information

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2. Completed Coursework (All at Stanford)

2016/09- Department of Economics, Ph.D. Program, Stanford University (Currently 4th year student)

(1) Ph.D. First Year Course Work

Microeconomics
- MGTECON 600: Microeconomic Analysis I
- ECON 203: Microeconomics II
- MGTECON 602: Auction, Bargaining, and Pricing

Macroeconomics
- ECON 210, 211, 212: Macroeconomics I, II, III

Econometrics
- ECON 270, 271, 272: Intermediate Econometrics I, II, III

(2) Ph.D. Second Year Course Work

Major: Industrial Organization
- ECON 257, 258, 260: Industrial Organization I, IIA, IIB

Minor: Econometrics
- ECON 292: Quantitative Methods for Empirical Research
- ECON 293: Machine Learning and Causal Inference
- ECON 276: Computational Econometrics

Minor: Microeconomic Theory
- ECON 286: Game Theory and Economic Applications
- ECON 282: Contracts, Information, and Incentives

(3) Course Work at Stanford Law School

Completed LL.M. (Master of Laws) in Corporate Governance & Practice. Relevant course work includes antitrust law, corporations, contracts and securities regulation.

3. Research Interests

I am interested in how the digitization transforms the business economy. In particular, I would like to investigate the competitive/antitrust consequences of the rise of "tech firms." The economics of those tech firms offering "free" services is far from clear and awaits investigation. For instance, I am interested in how the newspaper industry is trying to revitalize after its decline due to the rise of internet advertising. The News Media Alliance, an association consisting of news contents publishers, is advocating for a new legislation that allows such publishers to band together (despite antitrust regulation) and collectively negotiate with online content distributors such as Google and Facebook. This issue is very different in market structure from those typically investigated in the literature and requires a fresh approach in analyzing the competitive consequences.

In addition to the impact of the digitization on the economy, I see great research opportunities created by more data made available by digitization. Currently I am working on a project using proprietary data from a company that runs internet display auctions. We exploit staggered adoption of new auction formats to understand how bidders adjust their bids and how the competition landscape changes over time. This would give us insights on how economic agents adjust to new environment through, say, learning.