NBER Digitization Tutorial Application

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Affiliation: 4th 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 am a candidate with an expected graduation date of June, 2021.

Research Interests:

My research interests are, broadly, in digital marketing. I am currently working on a project with Navdeep Sahni 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. I'm currently exploring questions around the firm consumption of marketing services.