Katsiaryna Siamionava
May 2020

Contact information

Katsiaryna (Katja) Siamionava

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EDUCATION

2016-2021 (expected)	Georgia Institute of Technology, Atlanta, GA Ph.D. in Information Technology Management (minor in Economics)
	Oklahoma State University, Stillwater, OK
2014-2016	M.S. in Hospitality Administration
	Belarusian State University, Minsk, Belarus
2009-2014	B.S. in International Management

EXPERIENCE

2018-Present	Data Science & Engineering intern (research collaboration), *Chief Data Office, AT&T*, Alpharetta, GA
2020, 2019	Instructor (Database Management - Undergraduate-), *Georgia Institute of Technology,* Atlanta, GA
2016- 2018	Graduate Teaching Assistant, *Georgia Institute of Technology*, Atlanta, GA
2014-2016	Graduate Teaching Assistant, *Oklahoma State University*, Stillwater, OK
2014	Junior Associate, *PricewaterhouseCoopers (PwC),* Minsk, Belarus
2010	Economic manager, *DomDecorStroj,* Minsk, Belarus

CONFERENCE AND WORKSHOP PARTICIPATION

2019	Workshop on Information Systems and Economics, Munich, Germany; Conference on Information Systems and Technology, Seattle; American Economic Association, Atlanta; Data Analytics Summit by AASCB, Atlanta
2018	Workshop on Information Systems and Economics, San Francisco, CA
2017	Structural modeling applications of research on technology (SMART) workshop, Seattle; Conference on Information Systems and Technology, Houston
2016	Conference on Information Systems and Technology, Nashville

AWARDS AND HONORS

2020	Ashton Watson Stalnaker Memorial Award for Ph.D. Student Excellence
2017	Management Graduate Teaching Assistant of the Year, Georgia Institute of Technology
2016	CHTR Research Award, Oklahoma State University
	Outstanding Graduate Student Nominee, Oklahoma State University
2015	First place at Teradata Business Analytics Competition
	Teradata PARTNER'S Student Scholarship
2014	International Visegrad Fund scholarship for the Eastern Partnership
2012-2014	Government scholarship for the academic excellence
2013	Education USA Opportunity scholarship
2012	The second-place award at the 19th Belarusian National Student Research Competition

SERVICE

2019	Reviewer- International Conference on Information Systems
2017	Reviewer-Electronic Commerce Research
2015-2016	President of the Russian Language Club at OSU: Stillwater, OK
	Vice President of the HRAD Graduate Student Association at OSU: Stillwater, OK

TECHNICAL STRENGTHS

Python, R, Hadoop, Hive, MySQL, Pytorch, Keras Tensorflow, MXNet, Pyspark, Java, Microsoft Azure, AWS, STATA, SAS, SPSS, IBM Modeler, LaTeX, XAMPP, Gephi, Tableau, 3D Max, Unity, BlueJeans, Webex, Microsoft Teams

SELECTED PhD COURSEWORK

Research Seminars	• Empirical research methods in IS by Eric Overby and Saby Mitra • Analytical models by Florin Niculescu and DJ Wu • Experimental methods in IS by Han Zhang • Bayesian inference and structural modeling by Lizhen Xu • Models and methods for causal inference by Alex Oettl • Machine Learning & AI methods in Economics by Sri Narasimhan
Economics /Econometrics	• Microeconomic Theory • Economic Decision Analysis • Econometric Analysis I & II • Structural Equation Modeling
Computer Science	• Intro into Analytics Modeling • Machine Learning • Deep Learning

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In my research, I study customer viewership behavior across digital platforms and regular TV with implications for video marketing strategies and customer lifetime value analysis in the video industry.

The ways how people engage with video content have changed drastically over the recent years with the proliferation of online streaming platforms & services. In partnership with a large US satellite TV provider, I study how the increasing access to multiple viewership platforms affects business strategies of traditional TV companies and their customer viewership. Many satellite and cable companies introduce complementary streaming services to meet changing viewership styles of their customers. In my study, I explore how such complementary services change viewership styles, content, and volume of the shows watched. I apply machine learning tools to extract valuable show features helping to trace changes in the viewership behavior of TV customers after they adopt company's complementary application for TV streaming. In addition, I propose an AI-driven method to model customer long-term pay-per-view viewership behavior by ensembling classical Pareto/NBD customer lifetime value models with an autoregressive recurrent network for probabilistic forecasting. Finally, I examine whether complementary video apps help traditional TV companies survive by catering to evolving customer needs or, on the contrary, encourage "cord-cutting" by promoting the strengths of their online streaming competitors.

In my more nuanced research, I analyze the dynamic structure of video content. I explore the link between video advertisement filming strategies and sales. I adopt a detailed proprietary dataset from a large US beverage company to examine how the emotional appeal strategies used in video advertisements affect sales in different product categories across 40k US stores. The findings from this study show how AI can serve as useful tool for the development of the optimal design for video advertisements and video marketing strategies.