Xiaoxia Lei - Application for Economics of Digitization Tutorial

Usually, it's not very convenient for Ph.D. Students located outside the USA to attend NBER meetings. I really want to participate in the tutorial this year since it takes place virtually and the organizer Avi Goldfarb and Catherine Tucker are two scholars I admire very much.

- Contact information, including email address;

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- A short description of the course of graduate study pursued, including major and minor fields of study, and the years of enrollment at relevant institutions;

（1）courses

Advanced Marcoeconomics, Advanced Microeconomics, Advanced Econometrics, Advanced Mathematics, Special Topic on Fintech Innovation I & II, Marketing Modelling Seminar, Computational Text Analysis, Big Data and Business Analytics, Game Theory, Multivariate Statistical Analysis, Optimization Models and Methods: Deterministic, Optimization Models and Methods: Stochastic, Public Economics, Service Operation Systems, Social and Economic Networks, Systems Modeling and Simulation.

（2）fields of study

Major: Information Systems and Economics
Minor: Quant Marketing

（3）years of enrollment at relevant institutions

3 years and 2 months.

- A short description of general research interests, any research projects that are in process, and when appropriate, a dissertation title, short description, and listing of committee members.

（1）general research interests

My research interest lies in the intersection of business technology and marketing. I want to know how digital, social, and mobile technologies affect business models, customer behavior, public policy, and social changes.

Methodologies: Econometrics, Machine learning, Deep learning

（2）research projects in process (just in the very early stage)

a) Spillover effects between offline stores with WeChat Mini Program
b) Will WeChat ecosystem affect Car Insurance renewals?
c) How Shanghai QR Code helps reopen the economy during COVID-19?

（3）potential research projects in the future

a) Blockchain technology application in the health care industry
b) The impact of face recognition technology
c) How can short videos and live streaming boost sales?