Samuel Goldberg

Marketing Department, Kellogg School of Management, Northwestern University
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EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL
Ph.D., Marketing, expected 2022
M.S., Marketing, 2017

Brandeis University, Waltham, MA
B.S., Physics & Economics 2014

RESEARCH INTERESTS

Empirical Industrial Organization, Quantitative Marketing, Market Design, Econometric Methods

WORKING PAPERS

"Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce" (with Garrett Johnson and Scott Shriver)
Media coverage: MIT Technology Review, Bloomberg, Kellogg Insight

"Privacy Compliance & publisher incentives: AdTech usage after the GDPR" (with Garrett Johnson and Scott Shriver) (reject & resubmit at *Management Science*)
Media coverage: AdExchanger, MediaPost, Marketing Science Institute

IN PROGRESS

Dissertation: "Designing monitoring programs: the role of feedback in influencing driving behavior"
"E-commerce and the evolution of bookstores" (with Tommaso Bondi and Luis Cabral)

INDUSTRY EXPERIENCE

Adobe, Research Affiliate June 2018 – August 2020
Juniper Networks, Research Affiliate July 2018 – July 2019
Federal Reserve Bank of Chicago, Associate Economist July 2014 - August 2016

INVITED PRESENTATIONS & CONFERENCES

Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce
Kellogg School of Management Marketing Dept. 2018, 2019
Marketing Science Rome 2019
NBER Digitization Summer Institute 2019

Invited Conference Workshops & Discussions
NBER Economics of Artificial Intelligence Meeting & Tutorial 2019
NBER Digitization Winter Meeting & Tutorial 2019, 2020
Haring Symposium (Discussant) 2020

AWARDS AND GRANTS

Marketing Science Institute Research Grant 2019
Regulating privacy online: the early impact of the GDPR on European web traffic and E-commerce
Program of Economics & Privacy, George Mason U Antonin Scalia Law School 2020
Privacy compliance & publisher incentives: AdTech usage after the GDPR
Best Discussant, Haring Symposium 2020

GRADUATE COURSEWORK

Economics
First year Economics Ph.D. sequence:
ECON 410-1,2,3 Microeconomics Dekel, Siniscalchi, Pavan

ECON 480-1,2,3 Econometrics — Manski, Horowitz, Canay

Second year Economics Coursework:

ECON 450-1,2,3	Industrial Organization and Prices	Rogerson, Illanes, Porter, Bhattacharya
MECS 570-1	Organizational Economics	Powell
ECON 414-1,2	Information Economics	Wolinsky, Guo
ECON 412-2	Economic Theory & Methods	Ely
ECON 481-1	Non-Parametrics & Machine Learning	Horowitz
ECON 481-2	Advanced Econometrics – Networks	Auerbach

Marketing

MKTG 550	Analytical Modeling	Coughlan
MKTG 551	Intro to Theory and Empirical Methods	Anderson, Tuchman
MKTG 552	Statistical Modeling - Bayesian Methods	McShane
MKTG 553	Structural Modeling	Gordon

Computer Science

CS 496-0	Graduate Algorithms	Makarychev

PROFICIENCIES

Computation

R, Stata, SQL, Matlab, Mathematica, LaTex

Kellogg School of Management

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NORTHWESTERN UNIVERSITY

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To Whom It May Concern:

I am pleased to hear that the NBER Digitization tutorial is being held this year and am excited to submit my application.

Research Interests

My research interest span both empirical and theoretical applications in industrial organization and microeconomic theory. I am interested how emerging technologies have changed how consumers and firms acquire information and interact within and across markets. One of the most significant and complex technologies contributing to this change is artificial intelligence.

Over the past two years I have had the opportunity to work with a variety of detailed Adobe data sets to better understand privacy online. In particular, me and my coauthors have been working with the Adobe Analytics data to better understand how e-commerce and online traffic has been impacted by the European Unions expansive privacy legislation, the General Data Protection Regulation (GDPR). In tandem, we have collected a handful of unique data sets that track firm behavior online pre and post the GDPR. These projects aim to provide empirical evidence to help better understand how firm outcomes have been effected by privacy legislation, how firms have chosen to implement the GDPR regulation, and more generally how firm behavior online has changed.

In addition to my work on privacy I am interested in dynamic mechanism and information design. In particular, I am currently starting a project that examines how adverse selection, monitoring technologies, and moral hazard interact in auto-insurance markets. With the advent of cheaper and more effective monitoring technologies firms have shifted to using 'big data' technologies, such as machine learning, to better price insurance policies. I hope to better understand how these shifts have impacted contract design, pricing and selection in these markets.

Summary

The economics of digitization pose a rich set of questions with complicated and unique answers. I hope to learn more about the current work being pursued and the methods being implemented; the NBER Digitization conference provides an excellent opportunity to do so.

Best,

Samuel Goldberg
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