Ilya Lukibanov

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Education

Marshall School of Business at University of Southern California
Ph.D candidate in Quantitative Marketing **2017 – present**

New Economics School, National Research University Higher School of Economics
B.A. in Economics **2017**

- Thesis: "Optimal Alcohol Policy"
- Advisor: Prof. Evgeny Yakovlev
- Focus: Public policy, empirical industrial organization

Research Interests

Advertising; Digital Marketing; Platform Design

Work in Progress

- "What can we learn from a new competitive landscape: evidence from Twitch"
- "Consumer Inferences under Targeting: Implication for Pricing," with Dina Mayzlin
- "Online Reviews Self-selection Estimation," with Leif Brandes, David Godes and Dina Mayzlin

Teaching Experience

University of Southern California, Department of Marketing
Instructor
- Marketing Analysis and Strategy (undergraduate) **Summer 2020**

Teaching Assistant
- Social Media & Internet Analytics (MBA), Dina Mayzlin **Fall 2020**
- Marketing Analysis and Strategy (undergraduate), Lan Luo **Fall 2019**
- Marketing Analytics (MBA), Lan Luo **Fall 2019**

New Economic School
Teaching Assistant
- Behavioral Economics **Fall 2016**
- Linear Algebra **Spring 2015, Spring 2016**
- Calculus **Fall 2014, Fall 2015**

Professional Work Experience

New Economic School **2016-2017**
Research Assistant for Professor Evgeny Yakovlev
Data scraping using Python, data analysis and visualization

Sberbank **Fall 2016**
Senior Analyst at the Treasury Department
Creating a new behavioral dynamic model of Sberbank balance (pre-payment rate modeling)

New Economic School **Fall 2015**
Research Assistant for Professors A. Markevich and P. Castañeda Dower
Data coding and processing, Russian 1905 Land Census

PFL Advisors **Summer 2015**
Junior Analyst
Data retrieval, analysis of investment projects, markets valuation

Honors and Awards

- Dissertation Completion Award, USC Marshall, $3500 **2020**
- "Silver Nestling" HSE award to the best students (24 out of 29400) **2017**
- Winner (2nd prize) of "3K" All-Russian Olympiad in Finance **2015**
- Honorable State Academic Scholarship for social activities **2014, 2015**
- The Russian President grant for talented students **2013**
- Winner of competitions in Economics among high school students all over Russia **2013**

Skills

- **Software and Programming Languages**: Python, R, MATLAB, Java, STATA
- **Languages**: English – fluent, Russian – native

Service

- Jury, member of the methodological committee and task-maker of the All-Russian Olympiad in Economics for Schoolchildren **2014-2017**
- Elected member of the HSE Student Council **2015-2016**
- Co-founder of "Vishkalite", evening noncommercial school for schoolchildren **2015-2016**
- Member of an organizational team of the World Science Festival "Polytech" **2014**
- Member of an organizational team of the NES Commencement Ceremony 2014, NES Basketball Challenge 2014, NES Alumni Reunion 2013

Selected PhD Coursework

Marketing

- Strategic and Marketing Mix Models — *Gerard J. Tellis, Sivaramakrishnan Siddarth*
- Consumer Behavior and Decision Making — *Kristin Diehl, Joseph C. Nunes*
- Marketing Models in Consumer and Business-to-Business Markets — *Anthony Dukes, Lan Luo*
- Advanced Quantitative Models in Marketing — *Dina Mayzlin, Sha Yang*
- Consumer Behavior Theory and Research — *Joseph C. Nunes*

Econometrics and Machine Learning

- Probability and Statistics for Economists — *Geert Ridder*
- Econometric Methods — *Hyungsik Roger Moon*
- Machine Learning — *Haipeng Luo*
- Applied Econometrics — *Cheng Hsiao*
- Empirical Industrial Organization — *Yu-Wei Hsieh*

Economics

- Microeconomic Theory I, II — *Michael Magill, Simon Wilkie*
- Industrial Organization — *Guofu Tan*
- Game Theory — *Fanny Camara*

Finance and Business Economics

- CEO Pay, Incentives, and Governance — *Kevin J. Murphy*

Paper Abstracts

What can we learn from a new competitive landscape: evidence from Twitch
Twitch is online video games streaming platform that hosts about 50,000 simultaneous streams on average. I am interested in understanding the competition for viewers between the streamers. I am proposing a novel source of information for the competition estimation – competitors' entry. Upon entry, all online subscribers of the streamer receive a notification that the streamer has started her stream. At this moment, viewers has a choice whether to stay at their current stream or to switch to the entrant. I scraped the data on number of viewers with 5 minute intervals for top500 viewers in four top viewed games during the scraping period. I observe times of stream starts and can estimate the share of viewers who switched to another stream using the event analysis.

Consumer Inferences under Targeting: Implication for Pricing *with Dina Mayzlin*
We ask the following question: what is the rational reaction to the targeting message beyond the intangible privacy concerns? We assume that the consumers seeks a product which fits her, but neither she nor the firm that sells it know the true fit. The firm can acquire a technology that reveals which claims about its product the consumer likes. We assume that the firm has a limited advertisement bandwidth; therefore, it can show only a subset of the possible claims. The consumer forms a belief about product fit after observing whether the firms' technology choice and the received claim. We show that the consumer is ready to pay more conditional on the same number of appealing claims when she is not targeted compare to targeted case. Two equilibria emerge depending on the parameters: in the first, the firm prefers to set a lower price and not target, and, in the second, it sets a high price and targets.

Online Reviews Self-selection Estimation *with Leif Brandes, David Godes, and Dina Mayzlin*
We are trying to recover the underlying product rating distribution from the observed rating based on the theoretical model of rating decision. In particular, we assume that consumers rate and forget to rate with some probabilities. Then, we estimate these probabilities from the data and use them to impute experiences for the people who have not rated their stays.

References

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