Application to NBER Digitization Tutorial

Contact Information:

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Course of Study:

My major focus of study is marketing, and minor focus of study is applied statistics. Currently I am in the sixth year of pursuing PhD. The coursework I have taken includes

(1) Microeconomic theories: Advanced Price Theory I and II, Industrial Organization Theory;
(2) Econometrics: Intro to Math Statistics, Intro to Econometrics I and II, Maximum Likelihood Estimation, Micro-econometric Modeling I, and II
(3) Topics in marketing: Advanced Topics in Marketing I, II, and III
(4) Other courses: Optimization, Empirical Industrial Organization, Causal Inference with Machine Learning, Political Economy, Data Mining

Research Interests and Projects Pursued

My research interests include digital advertising, consumer's online grocery shopping behaviors, and consumer's response to price salience in online platforms.

My dissertation title is "Three essays in Online Marketing". Committee members are Paul Ellickson (advisor), Mitch Lovett (advisor), and Avery Haviv. There are three chapters in the dissertation.

In the first chapter we study how consumers react to hidden prices and fees in the context of Airbnb.com reservations. This is a joint work with Paul Ellickson and Mitch Lovett. We exploit the variation in website display feature change to make causal inference on whether consumers notice the hidden prices with different levels of price transparency. We find that consumers pay less attention to the hidden part of prices, and that when the overall display transparency increases, the gap of price responses between the salient and hidden price components shrinks.

In the second chapter we utilize interactive fixed effect model to account for latent time-varying confounding factors related to consumer's grocery shopping behaviors in online channel to make causal inference analysis. This is also a joint work with Paul Ellickson and Mitch Lovett. We found that the impact is significant within a short period of time windows: household spends $7.95 more on food purchases one week after their first-time online grocery purchases.

In the third chapter, I work with Garrett Johnson (Boston University) and Scott Shriver (University of Colorado Boulder) on a paper studying consumer privacy choice when they choose to opt out for cookies that track consumer's browsing behaviors: *Consumer Privacy Choice in Online Advertising: Who Opts Out and at What Cost to Industry?* Using real-world advertising auction data from an Ad exchange platform, we find that the auction prices of online display advertising for opt-out users are lower than the prices fetched by regular cookie users who allow behavior targeting. This paper is published in *Marketing Science* 39.1 (2020).

My research interests are right on topics in digitization marketing and economics. I would love to meet scholars and PhD fellow students to hear about the frontier researches and have discussions with them. I would greatly appreciate attending this digitization tutorial. Thank you!