Application to the NBER Digital Economics and AI Tutorial

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I am a rising fourth-year PhD student in Economics at Caltech. My committee members are (not final yet) Matthew Shum (advisor), Michael Ewens, Jean-Laurent Rosenthal, and Yi Xin. My research interests include empirical industrial organization, entrepreneurship finance, and economic history. I use a variety of empirical models and methods to study policy-relevant issues in firm creation, innovation, and competition.

One of my working papers is titled 'The Impact of Privacy Protection on Online Advertising Markets,' coauthored with Miguel Alcobendas, Shunto J. Kobayashi, and Matthew Shum. Using banner ad auction data from Yahoo, we demonstrate that Google's plan to phase out third-party cookies ('Cookiepocalypse'), an initiative driven by privacy concerns, could have negative spillovers in terms of anti-competitive implications. In particular, we adopt a structural approach to conduct counterfactual simulations of the welfare effect of Cookiepocalypse and alternative targeting technologies. Our results show that an outright ban would reduce publisher revenue by 40% and advertiser surplus by 18%. The introduction of alternative tracking technologies under Google's Privacy Sandbox initiative would recoup part of the loss. In either case, we find that big tech firms can leverage their informational advantage over their competitors and gain a larger surplus from the ban, justifying serious antitrust concerns.