Vanessa Alwan - Digital Economics and AI Tutorial Application

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I am a rising fourth-year PhD student at the University of Chicago Booth School of Business in the Quantitative Marketing group. Entering my fourth year, I am researching full-time and working toward my research interests. In general, these interests lie in the intersection of targeted marketing, data privacy, and causal machine learning and AI applications.

One of my current projects, with Sanjog Misra, covers targeting methods for privatized data and the trade-off of privacy and precision. Answers to these questions are interesting to practitioners given 1) a roll-out of new privacy policies and 2) the added competitive edge of having privacy amongst firms. This research interests hinges on the understanding of digital economics and AI; specifically, how do we measure the value of data? How is AI affecting individual's desire for protection, thus impacting their consumer surplus? Therefore, understanding new methods and concepts discussed at this tutorial would be extremely valuable for pushing forward my research interests.

Furthermore, another set of projects I am working on, with JP Dubé and Xinyao Kong, focuses on pricing for (potential) forward-looking individuals in a variety of situations. This work depends on a few factors such as 1) the availability of data data and the ability to work with it, 2) the understanding of automation and algorithmic pricing, and 3) the understanding of dynamic purchasing behavior and dynamic pricing schemes. No doubt, a tutorial that focuses on digital economics would be helpful and interesting for me with respect to this work.

Overall, given my work and interests, I believe I would be a good candidate for the Digital Economics and AI Tutorial. Not only will I acquire knowledge important for my research, but I believe I have an interesting background allowing me to interact with other attending students and faculty.