NBER Digital Economics and AI Tutorial Application

Contact Information

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Course of graduate study

I am a PhD student in Strategy at the Isenberg School of Management, University of Massachusetts Amherst. I enrolled in the program in Fall of 2024 and am currently in my 3rd year. I have completed two years of doctoral coursework.

My coursework combines strategy, organization theory and economics of innovation. My core training is in strategy, with a focus on innovation, technology adoption, and behavioral strategy. This training centers on how firms make strategic decisions under uncertainty and how new technologies change those decisions. My method training includes econometrics, causal inference, experimental design and qualitative methods.

Research Interests

My research examines how AI enters organizations and reshapes strategic decision making. I study three connected questions: why and how firms adopt AI, how AI-generated advice shapes the choices managers make and how those choices affect a firm's competitive outcomes. To answer them, I combine field experiments, archival data, and theory building in my projects. This tutorial speaks directly to that agenda. Digital economics treats AI as an input to decisions and offers models of how it changes costs, information and competition. I want to build on that work and connect it to organizational research on how decisions are actually made inside firms.

Research in Progress

AI-Labeled Advice and Competitive Positioning. This is a randomized controlled trial run inside a business strategy simulation. Teams received identical strategic advice labeled as coming from either an AI system or a human expert, with a no-advice control. The experiment ran in two waves with 66 firms across 11 simulated industries and 10 course sections. I am developing algorithmic conformity as the mechanism: firms that treat advice as algorithmic converge toward a common positioning logic. The analysis is complete and the paper is in drafting.

Moral Locus and AI Adoption. In this project, I will aim to explain where moral authority resides inside a firm and how it shapes decisions to adopt AI. I am planning to distinguish internal moral conviction from formal ethics infrastructure, which firms often decouple from

practice. It is intended as a full cycle design, beginning with a qualitative theory-building phase and followed by quantitative tests.

Do Layoffs Pay Off? The Social Infrastructure of Human Capital Value. This paper argues that post-layoff performance estimates conflate two pathways. One is the productive loss of human capital. The other is how stakeholders interpret the layoff. Separating them shows that standard estimates inflate the measured value of human capital. The analysis is complete and the paper is in drafting.

Dissertation

Tentative title - How industry moral character shapes AI adoption

My dissertation builds on the moral locus project. It asks why some industries adopt AI quickly while others resist it, and whether that resistance is moral in nature. I aim to show that an industry's moral character, formed before the release of large language models in November 2022, predicts how it adopted AI afterward.

The first phase builds an Industry Moral Index from text produced by regulators, professional bodies, and executives between 2017 and 2022. Each text is labeled by institutional pillar, actor type, industry, and year. Each text is then scored for moral content in two layers. The first layer uses moral foundations theory. The second layer adds five AI-specific moral codes: privacy, ownership, accountability, public safety, and algorithmic fairness. The result is a profile of moral intensity for each industry and year, broken down by pillar. This lets me test whether moral resistance sits mainly in regulation, in professional norms, or in how leaders make sense of AI.

The second phase maps AI tool and agent adoption to industries using startup, enterprise software, and public firm disclosure data. I then test whether moral character measured before the shock predicts adoption trajectories after it. The tutorial would help me ground this design in the economics of AI diffusion and adoption measurement.

Tentative committee:

- Ulya Tsolmon (Chair), Associate Professor of Strategy, Isenberg School of Management, University of Massachusetts Amherst
- Bruce Skaggs, Professor of Strategic Management, Isenberg School of Management, University of Massachusetts Amherst
- Michael Blomfield, Assistant Professor of Management, Isenberg School of Management, University of Massachusetts Amherst