

## APPLICATION FOR MARCH 2017 NBER ECONOMICS OF DIGITIZATION TUTORIAL

In the first quarter of 2016, I was a visiting researcher at Stanford's Graduate School of Business and got hold of many of the papers presented at the March NBER Economics of Digitization meeting. I was impressed and fascinated by the work and took away important thoughts. I would very much like to be a part of the March 2017 NBER Economics of Digitization Tutorial to strengthen my participation in this field of inquiry.

I am a third-year Business Economics PhD at Humboldt University's School of Economics (Berlin, Germany). My supervisor is Daniel Klapper and I work in the field of Quantitative Marketing. I obtained a B.Sc. in Economics from Goethe University in Frankfurt and a M.Sc. in Economics from Humboldt University. My coursework – beyond introductory courses on Advanced Micro- (Prof. Strausz) and Macroeconomics (Prof. Weinke) – focused on Behavioral Economics (Prof. Kuebler, Prof. Schade), Econometrics/Statistics (Prof. Hautsch, Prof. Haerdle) and Theory of Incentives (Dr. Fiocco).

In my dissertation, I investigate the pricing of digital products, particularly freemium pricing, relying on a mix of field experiments, econometrics and machine learning. I have access to unique data and the ability to run field experiments at a large Berlin-based freemium games company. I use these data and experiments for my research and derive optimal policies to influence managerial decision making at the company.

Beyond the core topic of my dissertation, I am very interested in how machine intelligence and quantitative methods can enhance managerial (and human) decision making in times of 'big data'. In one project, I conduct an inductive deep dive on a managerial heuristic used for predictions in a 'big data' environment. I find that there to be value in managerial heuristics when algorithms are ubiquitous and data abundant: They can enhance performance of complex methods and provide satisfactory solutions when data are 'not big yet'. This work speaks to papers presented by Bo Cowgill and Danielle Li at the March 2016 NBER meeting. I would love to start the conversation.