NBER Digitization Tutorial 2107 Application

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Study:

I am a second-year marketing Ph.D. student at MIT Sloan. My coursework in the first two years of PhD program included: core training on Microeconomics, Industrial Organization, Econometrics and Machine Learning. Also I received comprehensive graduate-level training in Statistic during my master's studies, which stresses Bayesian Analysis and Causal Inference.

Research:

My research interests lie on empirical quantitative marketing research and applied economics. I am particularly interested in the social effects of digitalization and digital marketing strategies.

I work with Prof. Catherine Tucker at MIT and we are currently working on a project where we identify the impact of Information Technology on social inequality. We empirically analyze how the use of IT (mobile App or websites in our case) changes the performance of public service for different groups of people and show the evidence that the use of IT actually substitutes user skills on the demand side and thus improves social equality.

I haven't proposed the dissertation but I have a clear plan for my second-year paper, which is an important part of our program. It will focus on the digital advertising strategy and the agency-client relationships exist on digital advertising platforms. I am going to work with a digital marketing agency and study the effect of different types of advertising strategy and their performance on the client's ad expenditure decision. The study will figure out how clients change their response function according to the different ad performance - the realized budget and ROI- brought by different advertising and bidding strategies.

I have done another work which studies online testimonial advertising by running field experiments on Facebook. I also take interest in the pricing and other marketing strategies on two-sided sharing economy platforms, especially the accommodated intervention strategies for platforms' own benefits, given the utility function and behavior of sellers and buyers.