

NBER DIGITIZATION WORKSHOP

1. CONTACT INFORMATION

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2. COURSEWORK AND BACKGROUND

School: David Eccles School of Business, University of Utah
Course of Study Pursued : PhD student (4th Year) Marketing (Major) Economics (Minor)
Selected Relevant Coursework: MicroEconomics-1, MicroEconomics-2, Econometrics-1, Econometrics-2, Econometrics-3, Machine Learning, Bayesian Models and Analytical Models in Marketing

3. RESEARCH BACKGROUND

3.1. General Research Interests. My research interests are in online advertising and privacy, digital health and digital identity in emerging markets

3.2. Adviser Information. My adviser is Prof. Catherine Tucker. Professor Tucker is the Sloan Distinguished Professor of Management and Professor of Marketing at MIT Sloan. Her research interests are in understanding how technology enables firms to use digital data to improve their operations and marketing and in the challenges this poses for regulations designed to promote innovation. She has expertise in online advertising, digital health, social media, and electronic privacy.

4. RESEARCH IN DETAIL

4.1. Research Stream-1: Peer-to-peer marketplaces in Emerging Economy. The rise of peer-to-peer marketplaces has led to a new need to core such platforms by ensuring that users continually rate the performance of other users. However, little is known about how the effect of being constantly rated affects user performance. This paper studies this question by using quasi-experimental variation that helps exogenously shift the rating a taxi-provider obtains from a customer. Specifically, in the city of Chandigarh where this study is based there are different rotaries of different sizes. The size of rotaries determines the amount of grass of them and the associated likelihood of a cow grazing on them. The presence of a cow on the road can lead to large traffic congestion because in the Hindu culture cows are revered and vehicles usually stop to allow the cows to walk across . However, importantly for us this means that taxi routes that have a high chance of cow movements can lead to traffic congestion which leads to frustration of the user and thus lower ratings of the driver by the user. We use this exogenous variation to identify what happens when a driver receives a lower rating than average. The

unfairness of such a rating could either lead to a reduction in effort or an increase in effort. We find evidence that indeed taxi drivers when a given a lower rating try to compensate on the next ride and thus tend to receive better ratings on subsequent journeys.

4.2. Research Stream-2: Macro-Economic Factors, Scarcity and Online Marketplace. Digital word of mouth appears to be an unusually democratic phenomenon. Anyone with internet access can contribute a review and the reviewer's social economic status is in general not obvious. In this paper, we explore the role of relative economic status in the decision to contribute a review to a user community. We explore this using Field Experiment data from Facebook. In these field experiments potential review writers were encouraged to write reviews to help others. In these field experiments, we randomized the extent to which the potential target community for these reviews appeared wealthy or poor. We find in general that a potential audience for reviews that is richer in general increases interest in writing reviews. However, that this is moderated by the degree of poverty in the surrounding environment, where people from poorer regions are less likely to be attracted to writing reviews for richer user communities.

4.3. Research Stream-3: Digital Identity and Privacy. Starting 2010, India started the exercise of providing a unique 12-digit number to its 1.25 billion population, with the purpose of providing a unique identity to its residents. Employing data from two states in India, we study the impact that privacy played by interacting with other macro-economic factors in the percolation of this digital identity.

4.4. Research Stream-4: Digital Healthcare. In this research stream, we aim to understand the role played and the challenges faced by firms in emerging economy in imparting digital healthcare to ordinary residents.