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NBER Economics of Digitization Graduate Student Tutorial

I am currently a second year student in the Quantitative Marketing Ph.D. program at Stanford Graduate School of Business. Previously, I received my Bachelor of Arts in Mathematics from Pomona College and a Master's in Statistics from Harvard University. While at Harvard, I RAed for Claudia Goldin at the NBER. I spent two years at the Federal Reserve Bank of New York in the Economics Research department. I pursued several projects and my main focus was working on GDP forecasting models.

During my first year in the Ph.D. program I followed a rigorous course of study. I took a year of microeconomic theory including game theory. I also took a year sequence in Econometrics including topics such as probability, IVs, and non-parametrics. I am continuing my econometrics training with an advanced econometrics class this year. Other classes I took during the first year of my Ph.D. include Behavioral Decision-Making, Scientific Python, Quantitative Research in Marketing and Advanced Empirical Methods which focused on discrete choice models.

This year I am taking a three course sequence on Industrial Organization. I am taking a Bayesian statistics class and advanced econometrics. Next quarter I will take machine learning and computational economics.

Throughout my Ph.D. I have also spent time pursuing research. I had several “directed reading” courses in which I met with faculty to discuss papers and research ideas. I covered topics such as ads as signaling, reward programs, text analysis using latent dirichlet models, and free-riding issues. This past summer I started working on a project on switching costs and reward programs in the airline industry. I have been investigating the “lock-in” effect

created by rewards programs. The initial work has been descriptive, however I am working on building a structural model to analyze consumer choice when buying airline tickets among various airlines. In general I am interested in pricing strategies and price discriminations. I believe that rewards programs one of the many great contexts in which to study these topics. I have also recently started a project on consumer search with “big data.” I have every click that users have made on a website. In this sense, consumer search has been “digitized” and I hope to create a useful and intuitive model to explain how consumers search online.

I would love to attend the Ph.D. tutorial at the NBER Digitization conference this upcoming March. I believe that it will be useful for me to see cutting edge research techniques and topics and help me with my research, particularly on my latest project on consumer search. Note: As I am already at Stanford I do not require any funding for hotel and living expenses.