

Arslan Aziz

2nd Year PhD student in Information Systems

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Course work

I'm in the 2nd year of the PhD program in Information Systems at Heinz College, Carnegie Mellon University. I apply economic theory and econometrics to analyze how access to information effects strategic behavior of firms and consumer decisions. The following is a sample of graduate level coursework I have undertaken:

- Statistics for Social Sciences
- PhD Microeconomics
- Introduction to Econometric Theory
- Econometric Theory & Methods
- Bayesian Statistics
- Game Theory and Applications
- Estimating Structural Models
- Analytical and Structural Models
- Advanced Data Analysis
- Seminar on Industrial Organization
- Seminar on Information Systems

Research Interests

Economics of Information Systems, Value of Information, Digital marketing, Cloud computing, Privacy

Research Projects (Works in Progress)

- What is the Value of a Cookie? (with Rahul Telang and Vibhanshu Abhishek)

This research project seeks to quantify the value of tracking a consumer's web browsing behavior via cookies to target them with personalized advertisements. Using proprietary data from an online retargeting advertising firm, we predict a consumer's probability of purchasing a good using her web browsing behavior and compare how the accuracy of this prediction changes upon using increasingly privacy intrusive browsing behavior descriptors. Next, we examine how the effectiveness of an advertisement varies with the privacy intrusiveness of the information being used to target the advertisement. We also measure the relative impact of advertising on purchasing probabilities across product categories and the stage of the purchase decision process a consumer is in.

- Competing on the Cloud (with Kannan Srinivasan)

This research project builds a theoretical model to explore the competitive dynamics that result when different types of cloud based services are made available to competing firms. We ask the following questions: Should the cloud services vendor provide bundled services? Should it offer exclusive contracts? What are the spillover effects of adoption of the cloud services by a firm on its competitors? Can the presence of a cloud services vendor erode profits of firms due to intensification of price competition? What strategies should firms follow to get a competitive advantage from using the cloud?