

# APPLICATION

## Contact Information

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**Name: Eishiro Takeda**

Cell: (608) 216-4574

E-mail: [etakeda2@wisc.edu](mailto:etakeda2@wisc.edu)

## Education

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**University of Wisconsin-Madison, Madison, WI**

Ph.D. Economics, 2011-present

## Coursework and Research Interest

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I took Empirical Industrial Organization (Major) and Econometrics (Minor) sequences as a coursework. My GPA is 4.0. I am currently a fourth year Ph.D. student and expect to graduate in 2016. I am working on estimating a model of heterogeneous consumers in online markets such as Amazon and eBay.

## Employment

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Teaching Assistant, Microeconomic Theory (Graduate), University of Wisconsin-Madison, 2012

Project Assistant (Professor: Oliver Levine), University of Wisconsin-Madison, 2013

Project Assistant (Professor: Alan T. Sorensen), University of Wisconsin-Madison, 2014

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### **“Incomplete Model of Sequential Auctions with Application to eBay”**

We develop a method to estimate the distribution of the valuation for a homogeneous good in the sequential auction and apply it to eBay auction market. Our method extends the incomplete model approach developed by Haile and Tamer (2003) in a way that takes into account dynamic incentives of bidders. In particular, in sequential auctions a bidder may let others win at the price that is lower than her valuation because of the option value of waiting for future auctions. This requires the modification of the original inequalities for bidders' valuation in Haile and Tamer (2003). Preliminary analysis suggests that the modified inequalities provide useful bounds for the distribution of the valuation, and bounds can be estimated with flexible assumptions with respect to bidders' behavior and belief.

### **“Estimating Demand Using Consumer View Rank Data as a Proxy for Second Choice”**

A new way to incorporate Amazon's sales and view rankings into estimation of demand is proposed. View ranking is used as a proxy for second choices. Using this method, I estimate a differentiated product demand model using uniquely constructed data from Amazon Germany. The result indicates a strong preference for a full high-definition, 3D, and smart TV, and also significant heterogeneity in consumers' tastes over these new characteristics and the TV screen size.