

KRISTINA BRECKO

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Dear Organizing Committee,

I am writing in application to the graduate student Digitization Tutorial and NBER Economics of Digitization meeting being held on March 5 and 6, 2015 at Stanford University. As a third-year graduate student in the Quantitative Marketing program at the Stanford Graduate School of Business, I am broadly interested in digitization and its implications, and am starting to pursue several projects in this area. Attending the Digitization Tutorial and NBER Economics and Digitization research presentations would be invaluable to my learning about frontier research and further developing my research path in this area. Enclosed below is additional application information, including my course of study in the program and my particular research interests. Thank you for your consideration.

Sincerely,

Kristina Brecko

Course of Study: During my time at the Stanford Graduate School of Business, I have pursued a course of study focused on developing Econometrics tools and solidifying knowledge of Microeconomics concepts. The particular Ph.D.-level courses I have taken are as follows:

Stanford GSB: First-year Econometrics Sequence, Quantitative Methods for Empirical Research, Advanced Empirical Methods, Bayesian Methods, Empirical Methods - Dynamics

Stanford Economics: First-year Microeconomics Sequence, Second-year Industrial Organization Sequence, Advanced Econometrics, Contracts, Information and Incentives

To keep up to date with new research in my areas of interest, I have also attended Quantitative Marketing and Industrial Organization weekly seminars as well as completed a Quantitative Marketing topics course.

Research Interests: During my first and second years in the program, my focus was coursework and, in parallel, a joint research project with Wesley Hartmann and Sridhar Narayanan. In this project, we examine an entry of a new product in a local experience good market in order to understand the dynamics of post-entry payoffs and the potential of the entrant to assess them ex-ante. Our paper combines learning for the new product, evolution of brand capital and advertising for the entrant and incumbent firms to explain the new entrant's stream of returns in the short-run as well as the speed of convergence to the long-run demand.

Over the past year, however, I have become increasingly interested in projects related to digitization and digital markets. As a result, I am currently starting two projects in the domain of online advertising. In collaboration with Navdeep Sahni and a major online advertising network, I am developing a project to measure the effect of online advertising. In

particular, one stream of work will be to understand the effect of a firm's advertising on its competitors' sales (spillover effects) and what such effects imply about the overall returns to advertising. We also plan to look at how the identity of the advertiser affects the publisher and, whether, for instance, the brand equity of the advertiser impacts an ad viewer's usage of the publisher's platform.

In another policy relevant project, in collaboration with Wesley Hartmann and California water agencies, I am setting out to measure the extent to which online advertising is able to shift public opinion about environmental issues. The specific environmental issues we consider are (1) the urgency of the California drought and future water scarcity and (2) the direct reuse of purified water as a sustainable way to cope with persisting drought and increasing water scarcity. In order to investigate these questions, we intend to implement a randomized online advertising experiment with varied messages and message sequences. Via a combination of online advertising experiments and offline surveys of the relevant policy makers, we will also attempt to establish a mechanism by which the support of the public, in turn, aids implementation of socially efficient public policy.

I plan to continue pursuing projects in the online advertising sub-domain as well as other areas of digitization economics during the remainder of my time as a Ph.D. student at Stanford and beyond. The Digitization Tutorial and NBER Economics of Digitization meeting would be a great opportunity for me to learn about the frontier research in the area and develop further understanding of my possible contributions to the area.