

Application for NBER winter digitization tutorial

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Course of Study:

I am a 2nd year PhD student in Information Technology at MIT Sloan School of Management. My area of study is the economics of digitization.

Selected Coursework:

- PhD Microeconomics sequence
- PhD Econometrics sequence
- Economics of IT (under Erik Brynjolfsson)
- Applied Econometrics
- Economics of ideas, innovation and entrepreneurship (under Scott Stern)
- Industrial Organization
- Behavioral Economics
- Research seminar in technological innovation, entrepreneurship and strategic management

Research Interests:

Advisor: Catherine Tucker

I am interested in the broad question of whether technological advances related to “Big Data” have enabled/ magnified “bad” business models in certain sectors. In particular, I am currently working on a project concerning for-profit colleges and their online marketing strategies. For-profit colleges have come under increased scrutiny recently for misleading students through aggressive deceptive marketing campaigns and many of their graduates end up with poor returns on investment spent on their education. Most of the students come from low income households and rely on federal grants to pursue their education. Location based targeting lets for-profit colleges to target poor neighborhoods. In the first part of our study, we collected the ads seen by people located in different parts of US when they search for the same keywords related to colleges on Google. This will help us to understand if prospective college students located in poorer areas are more likely to see for-profit ads as opposed to non-profit college ads. In the second part of our study, we ran field experiments on Google and Bing search ad platforms to see if people located in poorer areas are more likely to click on for-profit ads as opposed to non-profit ads.

Previously, during my Masters, I have done research on multi-sided digital platforms with a focus on mobile payment platforms. This research resulted in the following publications:

- The impact of openness on the market potential of multi-sided platforms: a case study of mobile payment platforms, *Journal of Information Technology*, 2015 (with Jan Ondrus and Kalle Lyytinen)
- A Post-Failure Analysis of Mobile Payment Platforms, *Proceedings of the 48th Hawaii International Conference on System Sciences*, 2015 (with Jan Ondrus and Kalle Lyytinen)