

Application for the Economics of Digitization Meeting

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1 Contact Information

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2 Course of Study Pursued

I am a third year PhD student in Marketing at Rotman School of Management, University of Toronto. I got my master degree in statistics from University of Chicago. I have been taking courses in Econometrics, Microeconomics, Industry Organization, Dynamic Programming Models, Marketing Strategy, Machine Learning, etc.

3 Research Interests

My research interests lie in Dynamic Programming and Machine Learning. I am currently working on a project about predicting movies box office performance. We want to introduce neural network and random forest methods into our work. Another novel part is that we update actors' values over time according to their movies' box office performance, which will

give us more accurate predictions.

I also work on Dynamic Programming Models. My second year paper is about the estimation of the discount factor. In previous literature, researchers never take consumers' variety seeking behavior into account when they try to estimate the discount factor. However, ignoring consumers' variety seeking behavior can lead to biased estimation results. The reason is that the higher the discount factor is, the more consumers will make purchase on promotion since they care about the future more. However, if consumers are at the same time seeking variety, they may not buy too many on promotion since they know they will get bored with consuming the same product again and again. In my work, I show the direction of this bias and to what extent this bias can be.

I am quite interested in economics of digitization, especially in online reviews and network. In the ongoing movie project, customers' online reviews are quite important and we update actors' values using network framework. I really hope I can get this opportunity to attend this Economics of Digitization Meeting.