Tesary Lin

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Positions

Assistant Professor of Marketing, Boston University, 2020 - present

    Isabel Anderson Career Development Professor, Boston University, 2022 - 2025

    Faculty Affiliate, BU Technology & Policy Research Initiative, 2022 - present

    Faculty Fellow, BU Hariri Institute for Computing, 2022 - present

Faculty Affiliate, Stanford Computational Marketing Lab, 2020 - present

Education

Ph.D. Quantitative Marketing, University of Chicago, June 2020

M.S. Economics, Tsinghua University, July 2014

B.S. Economics (with honors), Nankai University, June 2012

Research Interests

Digital Marketing, Privacy, Consumer Data, Algorithms

Research Projects

Published Papers

"Valuing Intrinsic and Instrumental Preferences for Privacy". *Marketing Science 41(4), pp. 235-253, 2022 (lead article).*

    2022 John Little Best Paper Award

    2019 Sheth Foundation ISMS Doctoral Dissertation Award

    2018 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award

"Frontiers: The Identity Fragmentation Bias" (with Sanjog Misra). *Marketing Science 41(3), pp. 433-440, 2022.*

"The Intended and Unintended Consequences of Privacy Regulation for Consumer Marketing: A Marketing Science Institute Report" (with Jean-Pierre Dubé, Dirk Bergemann, Mert Demirer, Avi Goldfarb, Garrett Johnson, Garrett Johnson, Anja Lambrecht, Anna Tuchman, Catherine Tucker, and John G. Lynch). *Marketing Science Institute.*

Working Papers

"Choice Architecture, Privacy Valuations, and Selection in Consumer Data" (with Avner Strulov-Shlain). *Revise & resubmit, Marketing Science.*

2023 Proceedings of the 24rd ACM Conference on Economics and Computation, exemplary track paper

2023 Alessandro di Fiore Best Paper Award

2021 Becker Friedman Institute Grant ($20,000)

"COPPAcalypse? The Impact of YouTube-FTC Settlement on Kids Content" (with Garrett Johnson, James Cooper, and Liang Zhong). *Revise & resubmit, Management Science.*

2021 University of Pennsylvania Economics of Digital Services Grant ($10,000)

Work in Progress

"Data Sharing and Website Competition: The Role of Dark Patterns" (with Andrey Fradkin and Chiara Farronato)

2022 Internet Service Grant ($128,700)

"Privacy Preferences in Microloan Applications" (with Ivy Dang, Mandy Hu, Pradeep Chintagunta)

Conferences and Invited Presentations

As Presenter:

2024: ASSA Meeting, International Industrial Organization Conference*, Marketplace Innovation Workshop*, Workshop on Security and Human Behavior, FTC Bureau of Economics Seminar, NBER Summer Institute* (Digitization), AMA Summer Academic Conference*, Advances with Field Experiments, Northeastern University (School of Business), Marketing Science Institute

2023: University of Pennsylvania (Wharton), Chinese University of Hong Kong (Shenzhen), University of California Los Angeles (Anderson), NBER-Data Privacy Protection Conference, Faculty Development Forum in Marketing Science (Washington University St. Louis), Yale Customer Insights Conference*, Workshop on Security and Human Behavior, Workshop on the Economics of Advertising and Marketing, ZEW—Information and Communication Technologies Conference, ACM Conference on Economics and Computation*, Platform Strategy Research Symposium, NBER Summer Institute* (Digitization), Dartmouth College (Tuck), Workshop on Data, Markets, and Privacy (Johns Hopkins), Microsoft Research (New England), Research On Tap (BU), INFORMS*, KAIST, Boston College (Carroll), MSI-Brookings Institution Workshop

2022: Duke University (Fuqua), Harvard University (Business School), Singapore Management University (School of Business), Advances with Field Experiments Conference*, Marketing Science Conference, Virtual Digital Economy Seminar, Digital Services Research Symposium*, Boston University (TPRI), University of Rochester (Simon), Conference on Digital Experimentation (CODE@MIT), Carnegie Mellon University (Tepper), CESifo-Area of Digitization Conference (cancelled due to travel restriction), Carnegie Mellon University (Heinz)

2021: TSE Digital Economics Conference, George Mason University (Law & Economics), UToronto Innovating AI Governance Workshop, Marketing Science Conference, Joint Statistical Meetings (cancelled), Virtual Quant Marketing Seminar

2020: Cornell University (Dyson & Johnson), NBER Summer Institute (IT and Digitization), Boston University (Cyber Alliance), INFORMS Annual Meeting

2019: MSI Trustees Meeting Marketing Science Fair (poster), University of Wisconsin–Madison (School of Business), Johns Hopkins University (Carey), Boston University (Questrom), University of Colorado-Boulder (Leeds), Northwestern University (Kellogg), Stanford University (Guaduate School of Business), Yale University (School of Management), University of Rochester (Simon), McGill University

(Bensadoun), University of Toronto (Rotman), INSEAD, National University of Singapore (Business School), University of California San Diego (Rady), Carnegie Mellon University (Tepper)

2018: ISMS Marketing Science Conference

2017: Trans-Atlantic Doctoral Conference

2014: Beijing Economic Theory Workshop

(*: co-author presents)

As Discussant:

2024: ASSA Meeting, Program on Economics and Privacy Round Table (George Mason), Behavioral Industrial Organization and Marketing (BIOMS), China India Insights Program (CIIP)

2017: Trans-Atlantic Doctoral Conference

Research Internship

JD.com Silicon Valley Lab, Applied Economics Division, March-June 2020

Microsoft Research Chief Economist Office, June-August 2017

Grants, Honors, and Awards

Alessandro di Fiore Best Paper Award, 2023

Junior Faculty in Faculty Development Forum in Marketing Science, 2023

John D.C. Little Award for best paper in Marketing Science or Management Science, 2022

Isabel Anderson Career Development Professorship, Boston University, 2022 - 2025

ISMS Early Career Scholars Camp Fellow, 2022

Boston University Hariri Institute Junior Faculty Fellow, 2022

The Internet Society Foundation Research Grant ($128,700), 2022

Becker Friedman Institute Grant ($20,000), 2021

University of Pennsylvania Economics of Digital Services Grant ($10,000), 2021

Sheth Foundation ISMS Doctoral Dissertation Award, 2019

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award, 2018

AMA-Sheth Foundation Doctoral Consortium Fellow, 2018

J. Michael Harrison Doctoral Prize, 2018

Juan Manuel de la Torre Memorial Ph.D. Fellowship, 2018-2019

Katherine Dusak Miller Ph.D. Fellowship, 2017-2018

Chiang Chen Scholarship, Tsinghua University, 2013

National Scholarship of China, 2009

First Prize, Tianjin Mathematics Competition for University Students, 2009

Media Mentions

"Navigating Data Privacy: From Consent Banners to Privacy Sandbox", *Insights at Questrom*, 2024

"How Much Should Facebook Pay You for Your Data?", *Chicago Booth Review*, 2023

"How do nudges affect the quality of consumer data that firms collect?", *Kudos*, 2023

"Valuing Intrinsic and Instrumental Preferences for Privacy", Faculti, 2022

"Without Cookies, Online Advertisers Have to Piece Together Crumbs", *Chicago Booth Review*, 2021

"The Challenges of Data Fragmentation in the Era of Privacy Protection", *Insights at Questrom*, 2021

"Measuring Preferences for Privacy", *Chicago Booth Review*, 2019

Teaching

Digital Marketing Analytics: MSBA (Since 2021)

Digital Marketing Analytics: Undergrad (Since 2022)

Service

University Service

Hariri Institute Distinguished Speaker Series Faculty Host (Fall 2023)

BU Questrom Marketing Workshop Coordinator (Fall 2021 - Spring 2023)

MSBA Program Development Committee (Fall 2022 - current)

Referee Activities

Ad hoc: Management Science, Marketing Science, Harvard Data Science Review, Journal of Business & Economic Statistics, MSI Clayton Dissertation Proposal Award, Journal of Marketing Research,

Scientific Committee: Workshop on Platform Analytics, Online Research Seminar on Digital Business, ACM SIGecomm (EC)

Other

Expert Panel: MSI-ARF Study on Implications of Changing Privacy Frameworks on Measurement & Marketing (2022)

Programming Language

Python, R, JavaScript, Spark, SQL, Stan