

TESARY LIN

Boston University Questrom School of Business
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Positions

Assistant Professor of Marketing, Boston University, 2020 - present
Dean's Research Scholar, Boston University, 2024 - present
Faculty Affiliate, BU Technology & Policy Research Initiative, 2022 - present
Isabel Anderson Career Development Professor, Boston University, 2022 - 2025
Faculty Fellow, BU Hariri Institute for Computing, 2022 - 2025
Visiting Assistant Professor of Marketing, University of California, Berkeley, 2025
Faculty Affiliate, Stanford Computational Marketing Lab, 2020 - 2022

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

Publications

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

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

"Choice Architecture, Privacy Valuations, and Selection in Consumer Data" (with Avner Strulov-Shlain). *Marketing Science* 44 (6), 1217-1459.

**2023 Proceedings of the 24th ACM Conference on Economics and Computation, exemplary track
2023 Alessandro di Fiore Best Paper Award**

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

"Frontiers: 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, Anja Lambrecht, Anna Tuchman, Catherine Tucker, and John G. Lynch). *Marketing Science* 44 (5), 975-984, 2025.

"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.

Refereed Conference Proceedings

“Data Sharing and Website Competition: The Role of Dark Patterns” (with Chiara Farronato and Andrey Fradkin). *Proceedings of the 26th ACM Conference on Economics and Computation*, 2025.

“Choice Architecture, Privacy Valuations, and Selection Bias in Consumer Data” (with Avner Strulov-Shlain). *Proceedings of the 24th ACM Conference on Economics and Computation*, 2023.

Working Papers

“Designing Consent: Choice Architecture and Consumer Welfare in Data Sharing” (with Chiara Farronato and Andrey Fradkin). *Revise and Resubmit, Management Science*.

2022 Internet Service Grant (\$128,700)

Work in Progress

“Experience and the Demand for Ad Personalization: Evidence from a Field Experiment” (with Andrey Fradkin, Chiara Farronato, and Chuan Yu)

“Horizontal Mergers in Ad Tech” (with Sam Goldberg, Olivia Natan, and Zhengrong Gu)

“The Origin of Data Broker Market Power” (with Sam Goldberg, Olivia Natan, and Zhengrong Gu)

Invited Articles

“Designing choice architecture to mitigate selection bias in consumer data sharing” (with Avner Strulov-Shlain). *ACM SIGecom Exchanges* 22 (3), 49-95.

Conferences and Invited Presentations

As Presenter:

2026: USC Next Generation of Antitrust Scholars Conference, FTC Informational Benefits and Injuries Workshop, CUNY Baruch, HCSSA China Alumni Conference, Brussels Digital Omnibus Workshop, Security and Human Behavior Workshop, MSI Young Scholars Conference, FTC Bureau of Economics Seminar, Choice Symposium

2025: ASSA Meeting, Disclosure, Information Sharing, and Secrecy Workshop, NBER Digital Economics and AI Winter Meeting, MIT Sloan, Digital Competition and Tech Regulation Conference, Workshop on Platform Analytics*, Boston Economics and Computing Hub Workshop*, Behavioral IO and Marketing Symposium, New Data for Consumer Insights Conference, Marketing Science Conference, Summer Institute in Competitive Strategy (SICS), Workshop on Consumer Data and Privacy (Stony Brook), ACM Conference on Economics and Computation*, Stanford SITE-Market Failures and Public Policy Workshop, Google Economics Seminar, UC Berkeley (Haas), FTC Conference on Microeconomics

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*, London Business School, Northeastern University (School of Business), Marketing Science Institute Webinar, FTC Conference on Marketing and Public Policy, CODE@MIT (plenary talk), UK Office of Communications (Ofcom), Conference on Artificial Intelligence, Machine Learning, and Business Analytics

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 (Graduate 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

MSI 2025 Young Scholars, 2026

BU Questrom Business of AI Research Initiative Grant, 2025

BU Questrom Dean's Research Scholar, 2024 - 2026

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

"The Time Cost of Customizing Website Cookies, Visualized" *HBS Working Knowledge*, 2025

"The intended and unintended consequences of privacy regulation." *Mobile Dev Memo*, 2025

"A bipartisan data-privacy law could backfire on small businesses—two marketing professors explain why". *The Conversation*, 2024

"What Are the Perils of Privacy Law? Evolution of the Children's Online Privacy and Protection Act", *Our Curious Amalgam*, 2024

"Monetizing Kids' Data Targeted by Agency As Legislation Stalls", *Bloomberg Law*, 2023

"Right to Anonymous Speech, Part 3: Anonymous Speech and Age-Verification Laws", *Truth on the Market*, 2023

"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

“New research puts your online privacy preferences to the test”, *EurekaAlert! Science News Releases*, 2022

“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

MK 323: Marketing Management (Undergrad), Spring 2026 -

BA 860: Digital Marketing Analytics (MSBA), Summer 2021 - 2025

MK 442: Digital Marketing Analytics (Undergrad), Spring 2022 - 2025

SM 450 Guest Lecture: Honors Program (Undergrad), Spring 2022

Students

Pre-doctoral Research Assistants

2024: Zifan Huang (University of Chicago pre-doc)

2023: Yuqing Yang (Northwestern University), Yutong Shao (University of Southern California)

Service

University Service

BU Questrom Marketing Hiring Committee, Fall 2024

Hariri Institute Distinguished Speaker Series Faculty Host, Fall 2023

MSBA Program Development Committee, Fall 2022 - current

BU Questrom Marketing Seminar Organizer, Fall 2021 - Spring 2023

Referee Activities

Editorial Review Board: Marketing Science, 2025 - 2027

Scientific Committee:

ACM Web Conference (WWW), Economics, Online Markets and Human Computation track, 2026

ACM Conference on Economics and Computation (EC), 2024 - 2025

Online Research Seminar on Digital Business, 2023 - Current

Workshop on Platform Analytics, 2023

Ad Hoc Reviewing: Management Science, Marketing Science, Journal of Marketing Research, Quantitative Marketing and Economics, MSI Clayton Dissertation Proposal Award, Harvard Data Science Review, Journal of Business & Economic Statistics, Economics Letters, Manufacturing and Service Operations Management, Information Systems Research

Other

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

Programming Language

Python, R, JavaScript, Spark, SQL, Stan