

# TESARY LIN

Boston University Questrom School of Business  
595 Commonwealth Avenue, Office 611  
Boston, MA 02215

Email: [tesary@bu.edu](mailto:tesary@bu.edu)  
Homepage: <https://tesarylin.github.io>

## Positions

Assistant Professor of Marketing, Boston University, July 2020 - current  
Faculty affiliate, BU Hariri Institute for Computing, 2020 - current  
Faculty affiliate, Stanford Computational Marketing Lab, 2020 - current

## 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, Value of Data, Information and Attention

## Research Projects

### *Accepted and Published Papers*

“Valuing Intrinsic and Instrumental Preferences for Privacy”. *Accepted, Marketing Science.*

**2019 Sheth Foundation ISMS Doctoral Dissertation Award**

**2018 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition**

“Frontiers: The Identity Fragmentation Bias” (with Sanjog Misra). *Accepted, Marketing Science.*

### *Work in Progress*

“Measuring Welfare Preferences for Privacy” (with Avner Strulov-Shlain)

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

“COPPAcalypse now?” (with Garrett Johnson and James Cooper)

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

“Humans in the Data Loop: Valuing Consumer Data in Digital Advertising” (with Harikesh Nair, Carlos Carrion, Xiliang Lin)

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

## Conferences and Invited Presentations

**2022:** Duke (Fuqua)

**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, National Economic Research Associates

**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

## Research Internship

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

Microsoft Research Chief Economist Office, Project ALICE (Automated Learning and Intelligence for Causation and Economics), June-August 2017

## Teaching

Digital Marketing Analytics: MSBA (Summer 2021, Spring 2022)

Digital Marketing Analytics: undergrad (Spring 2022)

## Other Academic Activities

### *Seminar Organization*

BU Questrom marketing workshop (Fall 2021)

### *Referee Activities*

*Ad hoc:* Management Science, Journal of Business & Economic Statistics

## Grants, Honors, and Awards

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

## Op-Eds

“The Challenges of Data Fragmentation in the Era of Privacy Protection”, *Questrom Insights*, 2021

## Programming Language

Python, R, JavaScript, Spark, SQL, Stan