

Veronica Marotta

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Education

- 2013 - Present** **Carnegie Mellon University** (Heinz College)
Ph.D. in Information Systems and Management (Expected 2018)
- 2013 - 2017** **Carnegie Mellon University** (Heinz College)
M.Phil in Public Policy and Management
- 2012-2013** **Tilburg University** (School of Economics and Business)
Master Degree in Econometrics and Mathematical Economics (with Highest Distinction)
- 2010-2012** **University of Rome Tor Vergata** (School of Economics)
Master of Science in European Economy and Business (with Highest Distinction and University Honors)
- 2006-2010** **University of Rome Tor Vergata** (School of Economics)
Bachelor Degree in Economics (with University Honors)

Research Papers

1. V. Marotta, K. Zhang, A. Acquisti. "The Welfare Impact of Targeted Advertising Technologies".
2. V. Marotta and A. Acquisti. "Online Distractions and Individual Productivity: A Randomized Experiment".
3. V. Marotta, V. Abhishek , A. Acquisti. "The Impact of Targeting Technologies on Publishers' Revenues: An Empirical Analysis". *Working Paper*.

Papers in Workshops and Conference Programs

1. "Online Distractions and Individual Productivity: A Randomized Experiment", *Digitized Behavior, BDRM pre-conference*, Boston, June 2018.
2. "The Impact of Targeting Technologies on Publishers' Revenues: An Empirical Analysis", *Workshop on Information Systems and Economics (WISE)*, Seoul, December 2017.
3. "Online Distractions and Individual Productivity: A Randomized Experiment", *Conference on Digital Experimentation (CODE)*, Cambridge, October 2017.
4. "Online Distractions and Individual Productivity: A Randomized Experiment", *Workshop on Information Security and Economics (WEIS)*, San Diego, June 2017.
5. "Online Distractions and Individual Productivity: A Randomized Experiment", *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland, December 2016. *Nominated for Best Student Paper Award*.
6. "The Welfare and Allocative Benefits of Targeted Advertising", *Digital Information Policy Scholars*, Washington DC, April 2016.

7. “The Welfare and Allocative Benefits of Targeted Advertising”, *PrivacyCon, FTC Conference*, Washington DC, January 2016.
8. “The Welfare and Allocative Benefits of Targeted Advertising”, *International Conference on Information Systems, (ICIS)*, Dallas, 2015.
9. “Is an ounce of prevention really worth a pound of cure? Balancing ex ante security prevention with ex post mitigation”, *Workshop on Information Systems and Economics, (WISE)*, Dallas, 2015.

Invited Talks

- Wharton School of Business, December 2017
- University of Minnesota, November 2017
- Notre Dame University, November 2017

Academic Honors and Awards

- K&L Gates Presidential Fellowship, 2017-2018.
- Carnegie Mellon University Doctoral Fellowship, 2013-2018.
- CentER Honor Program, Tilburg University, 2013.
 - For Most Outstanding Students
- University of Rome Tor Vergata, V. Pareto Library, Merit Based Fellowship (2009-2010)
- University of Rome Tor Vergata, Laziodisu Merit Based Scholarship (2006/2007, 2007/2008, 2008/2009)

Teaching Experience

Carnegie Mellon University, Heinz College

- Privacy in the Digital Age - Fall 2016 (In-class), Spring 2017 (Online Course). Role: *Instructor*
- Economic Analysis (for Information Systems) - Summer 2017, Summer 2016, Summer 2015 . Role: *Instructor*
- Advanced Business Analytics - Spring 2016. Role: *Teaching Assistant*
- Economic Principles of Policy Analysis - Spring 2015. Role: *Teaching Assistant*
- Economic Analysis (for Information Systems), Online Course - Fall 2014, Fall 2015. Role: *Teaching Assistant*

Relevant Course Work

Carnegie Mellon University, Heinz College

- **Information Systems, Technology and Management courses:** Information Systems Seminar, Empirical Models in Information Systems and Marketing, Economics of Emerging Technologies, Managing Disruptive Technologies, Privacy in the Digital Age.
- **Methodological and Analytics courses:** Machine Learning, Econometrics Theory and Methods, Intermediate Statistics, Bayesian Statistics, Structural Modeling, Python for Data Analysis.
- **Behavioral and Decision Making courses:** Experimental Economics, Behavioral Economics, Utility Free Theory of Decision Making.

Working Experience

2010 - 2011 **Scuola Superiore della Pubblica Amministrazione** (Italian Public Administration Sector, Rome, Italy)
Research Fellow and Data Analyst

Summer 2010 **Advanced Procurement Srl, Economic Consulting in Procurement and Public Auctions** (Rome, Italy)
Junior Economist and Analyst

Professional Service

- Heinz College PhD Students Representative (2015/2016 and 2016/2017)
- Reviewer for: Information Systems Research, MIS Quarterly, Journal of Information Technology, ACM Transactions on Internet technology, Journal of Privacy and Confidentiality, International Conference on Information Systems (ICIS)

Professional Memberships

- Association of Information Systems (AIS)
- INFORMS Information Systems Society (ISS)