

## Anna (Anya) Shchetkina

phone: +1-215-594-98-24

email: [annashch@wharton.upenn.edu](mailto:annashch@wharton.upenn.edu)

website: [anyashchetkina.github.io](https://anyashchetkina.github.io)

---

<b>Education</b>	<b>The Wharton School, University of Pennsylvania</b>	<b>2026</b>
	Ph.D. in Marketing Committee: Ron Berman (chair), Ryan Dew, Raghuram Iyengar	(expected)
	<b>New Economic School, Moscow, Russia</b>	<b>2021</b>
	B.A. in Economics, <i>Summa Cum Laude</i>	
<b>Employment</b>	<b>Massachusetts Institute of Technology, Sloan School of Management</b> Assistant Professor of Marketing (starting July 2026)	
<b>Working Papers</b>	<b>"Blind Targeting: Personalization under Third-Party Privacy Constraints"</b> Anya Shchetkina  <b>"When Is Heterogeneity Actionable for Personalization?"</b> Anya Shchetkina and Ron Berman. Published as an extended abstract at ACM Conference on Economics and Computation (EC'24). Major revision at <i>Management Science</i> .  <b>"Your MMM is Broken: Identification of Nonlinear and Time-Varying Effects in Marketing Mix Models"</b> Ryan Dew, Nicolas Padilla, and Anya Shchetkina. <i>Authors contributed equally</i> . Risky revision at <i>Journal of Marketing Research</i> .  <b>"Increasing Interest in Claiming a Tax Credit: Evidence from Two Large-Scale A/B/n Field Experiments Among Lower Income People"</b> Wendy De La Rosa et al. Reject and Resubmit at <i>Marketing Science</i> .	
<b>Honors and Awards</b>	<b>Honorable Mention for Alden G. Clayton Doctoral Proposal Competition</b>	<b>2025</b>
	<b>Finalist of the 2025 ISMS Doctoral Dissertation Proposal Competition</b>	<b>2025</b>
	<b>American Marketing Association - Sheth Foundation Doctoral Fellow</b>	<b>2025</b>
	<b>INFORMS Society for Marketing Science Doctoral Fellow</b>	<b>2025</b>
	<b>The Winkelman Fellowship</b> Awarded to one rising 3rd year PhD student annually who has shown the greatest academic job potential across all departments at Wharton	<b>2023-2025</b>
	<b>Andrei Bremzen Award for Contribution to the Dissemination of Economic and Financial Knowledge to a Wide Audience</b> New Economic School	<b>2023</b>
	<b>Bachelor of Excellence Award</b> New Economic School	<b>2021</b>
	<b>Best Undergraduate Thesis Award</b> New Economic School, for "Why Do Customers Return More Over Time?"	<b>2021</b>
	<b>Increased Academic Scholarship</b>	<b>2019</b>

	<b>Alfa-Bank Scholarship</b>	<b>2017-2019</b>
	<b>First female winner of Russian National Olympiad for High School Students in Economics</b>	<b>2017</b>
<b>Research Talks</b>	<p><b>“Blind Targeting: Personalization under Third-Party Privacy Constraints”</b>  <b>Invited talks:</b> MIT Sloan, Tuck School of Business at Dartmouth, London Business School, University of Colorado Boulder, Booth School of Business at the University of Chicago, the University of Texas at Dallas, University of British Columbia  Conference on Digital Experimentation (CODE) at MIT (talk)  Marketing Science Conference (Washington DC)</p> <p><b>“Your MMM is Broken: Identification of Nonlinear and Time-Varying Effects in Marketing Mix Models”</b>  Conference on Digital Experimentation (CODE) at MIT (poster session)</p> <p><b>“When Is Heterogeneity Actionable for Personalization?”</b>  ACM Conference on Economics and Computation (EC'24)  Causal Data Science Meeting  Conference on Digital Experimentation (CODE) at MIT (poster session)</p> <p><b>“Autoregressive Difference-in-differences”</b>  Marketing Science Conference (Miami)  11<sup>th</sup> Wharton-INSEAD Doctoral Consortium</p>	<p><b>2025</b></p> <p><b>2024</b></p> <p><b>2024</b></p> <p><b>2023</b></p> <p><b>2023</b></p> <p><b>2023</b></p> <p><b>2022</b></p>
<b>Teaching Experience</b>	<p><b>The Wharton School, University of Pennsylvania</b>  Teaching Assistant, Pricing Policy  <b>New Economic School</b>, Moscow, Russia  Teaching Assistant, Introduction to Economics  Teaching Assistant, Microeconomics I  Teaching Assistant, Calculus I</p>	<p><b>2023-2025</b></p> <p><b>2019</b></p> <p><b>2018</b></p> <p><b>2018</b></p>
<b>Work Experience</b>	<p><b>Jellyfish (advertising and marketing analytics agency)</b>  Data Science Intern</p> <p><b>Columbia Business School</b>  Research Assistant</p> <p><b>New Economic School</b>  Research Assistant</p>	<p><b>2023</b></p> <p><b>2019-2021</b></p> <p><b>2019</b></p>
<b>Service</b>	<p>Organizer of the 13<sup>th</sup> Wharton-INSEAD Doctoral Consortium  Ad-hoc reviewer for ACM EC'24</p>	
<b>References</b>	<p>Ron Berman  Associate Professor of Marketing  The Wharton School  <a href="mailto:ronber@wharton.upenn.edu">ronber@wharton.upenn.edu</a></p> <p>Raghuram Iyengar  Miers-Busch, W'1885 Professor of Marketing  The Wharton School  <a href="mailto:riyengar@wharton.upenn.edu">riyengar@wharton.upenn.edu</a></p>	<p>Ryan Dew  Assistant Professor of Marketing,  Govil Family Faculty Scholar  The Wharton School  <a href="mailto:ryandew@wharton.upenn.edu">ryandew@wharton.upenn.edu</a></p>

