Anna (Anya) Shchetkina
phone: +1-215-594-98-24
email: annashch@wharton.upenn.edu website: anyashchetkina.github.io

Education

The Wharton School, University of Pennsylvania **2026**
Ph.D. in Marketing (expected)
Committee: Ron Berman (chair), Ryan Dew, Raghuram Iyengar

New Economic School, Moscow, Russia **2021**
B.A. in Economics, *Summa Cum Laude*

Employment

Massachusetts Institute of Technology, Sloan School of Management
Assistant Professor of Marketing (starting July 2026)

Working Papers

"Blind Targeting: Personalization under Third-Party Privacy Constraints" Anya Shchetkina

"When Is Heterogeneity Actionable for Personalization?" Anya Shchetkina and Ron Berman. Published as an extended abstract at ACM Conference on Economics and Computation (EC'24). Major revision at *Management Science*.

"Your MMM is Broken: Identification of Nonlinear and Time-Varying Effects in Marketing Mix Models" Ryan Dew, Nicolas Padilla, and Anya Shchetkina. *Authors contributed equally.* Risky revision at *Journal of Marketing Research*.

"Increasing Interest in Claiming a Tax Credit: Evidence from Two Large-Scale A/B/n Field Experiments Among Lower Income People" Wendy De La Rosa et al. Reject and Resubmit at *Marketing Science*.

Honors and Awards

Honorable Mention for Alden G. Clayton Doctoral Proposal Competition **2025**

Finalist of the 2025 ISMS Doctoral Dissertation Proposal Competition **2025**

American Marketing Association - Sheth Foundation Doctoral Fellow **2025**

INFORMS Society for Marketing Science Doctoral Fellow **2025**

The Winkelman Fellowship **2023-2025**
Awarded to one rising 3rd year PhD student annually who has shown the greatest academic job potential across all departments at Wharton

Andrei Bremzen Award for Contribution to the Dissemination of Economic and Financial Knowledge to a Wide Audience **2023**
New Economic School

Bachelor of Excellence Award **2021**
New Economic School

Best Undergraduate Thesis Award **2021**
New Economic School, for "Why Do Customers Return More Over Time?"

Increased Academic Scholarship **2019**

	Alfa-Bank Scholarship	**2017-2019**
	First female winner of Russian National Olympiad for High School Students in Economics	**2017**

Research Talks	**"Blind Targeting: Personalization under Third-Party Privacy Constraints"**	
	Invited talks: 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	**2025**
	Conference on Digital Experimentation (CODE) at MIT (talk)	
	Marketing Science Conference (Washington DC)	
	"Your MMM is Broken: Identification of Nonlinear and Time-Varying Effects in Marketing Mix Models"	**2024**
	Conference on Digital Experimentation (CODE) at MIT (poster session)	**2024**
	"When Is Heterogeneity Actionable for Personalization?"	**2023**
	ACM Conference on Economics and Computation (EC'24)	**2023**
	Causal Data Science Meeting	
	Conference on Digital Experimentation (CODE) at MIT (poster session)	**2023**
	"Autoregressive Difference-in-differences"	**2022**
	Marketing Science Conference (Miami)	
	11th Wharton-INSEAD Doctoral Consortium	

Teaching Experience	**The Wharton School, University of Pennsylvania**	
	Teaching Assistant, Pricing Policy	**2023-2025**
	New Economic School, Moscow, Russia	
	Teaching Assistant, Introduction to Economics	**2019**
	Teaching Assistant, Microeconomics I	**2018**
	Teaching Assistant, Calculus I	**2018**

Work Experience	**Jellyfish (advertising and marketing analytics agency)**	**2023**
	Data Science Intern	
	Columbia Business School	**2019-2021**
	Research Assistant	
	New Economic School	**2019**
	Research Assistant	

Service	Organizer of the 13th Wharton-INSEAD Doctoral Consortium
	Ad-hoc reviewer for ACM EC'24

References

Ron Berman
Associate Professor of Marketing
The Wharton School
ronber@wharton.upenn.edu

Ryan Dew
Assistant Professor of Marketing,
Govil Family Faculty Scholar
The Wharton School
ryandew@wharton.upenn.edu

Raghuram Iyengar
Miers-Busch, W'1885 Professor of Marketing
The Wharton School
riyengar@wharton.upenn.edu