

# Shunto Jerry Kobayashi

Boston University Questrom School of Business  
595 Commonwealth Ave  
Boston, MA, 02215, United States

[www.shuntokobayashi.com](http://www.shuntokobayashi.com)  
[sjkobaya@bu.edu](mailto:sjkobaya@bu.edu)

## Academic Positions

**Assistant Professor of Marketing**, *Boston University Questrom School of Business* (July 2024-Present)

**Affiliated Faculty at the Economics Department**, *Boston University* (July 2024-Present)

## Education

Ph.D. Social Science (Economics), Caltech 2024

*Committee:* Matthew Shum, Thomas Palfrey, Yi Xin, Gabriel Lopez-Moctezuma

M.S. Social Science (Economics), Caltech 2019

B.S. Economics and Mathematics, *Valedictorian*, California State Polytechnic University, Pomona 2018

## Research Interests

Quantitative Marketing, Industrial Organization, Economics of Digitization, Econometrics

## Working Papers

1. “Dynamic Auctions with Budget-Constrained Bidders: Evidence from the Online Advertising Market” with Miguel Alcobendas (Yahoo)
2. [“The Impact of Privacy Protection on Online Advertising Markets”](#) with Miguel Alcobendas (Yahoo), Ke Shi (Caltech), and Matthew Shum (Caltech)  
Revise and Resubmit at the Review of Economic Studies, Accepted for extended-abstract at EC’23
3. “Robust Estimation of Risk Preferences” with Aldo Lucia (OSU)

## Presentations / Conferences

2025 ASSA (scheduled), Data Blitz (BostonU), Kochi IO Workshop (scheduled)

2024 UCSD (econ), SciencesPo (econ), BostonU Questrom (marketing), SoCal Structural Econometrics Conference (Caltech), IIOC (Boston), DSE (Madison), QME (Stanford), NBER Market Design (Stanford), UToronto (econ), MarkTech (CBS, scheduled)

2023 North American Summer Meeting of the Econometric Society (Los Angeles)

2022 International Industrial Organization Conference (Boston), National Taiwan University (econ)

## Fellowships & Awards

|   |           |
|---|-----------|
| <b>Center for Industry Self-Regulation Research Grant</b> (\$10000 award)               | 2024      |
| <b>NET Institute Research Grant</b>   | 2024      |
| <b>Linde Institute Graduate Research Grant</b> (\$5000 award) with Aldo Lucia (Caltech) | 2022-2023 |
| <b>Linde Institute Graduate Fellowship</b>  | 2020-2021 |
| <b>Linde Institute Graduate Research Grant</b> (\$5000 award)                           | 2020-2021 |

## Additional Information

**Languages:** English (fluent), Japanese (fluent)

**Programming:** Julia, R, Python, Matlab,  $\text{\LaTeX}$

**Citizenship:** US, Japan