

Anna (Anya) Shchetkina

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Education	The Wharton School, University of Pennsylvania Ph.D. in Marketing	2026 (expected)
	New Economic School , Moscow, Russia B.A. in Economics, <i>Summa Cum Laude</i>	2021
Research Interests	Causal Inference, Advertising Measurement, Targeting, Machine Learning	
Working Papers	"Mostly Useless Heterogeneity: The Potential for Targeting in Experiments with Many Interventions" (with Ron Berman). "Identification of Nonlinear and Dynamic Effects in Marketing Mix Models" (with Ryan Dew and Nicolas Padilla). "Autoregressive Difference-in-Differences" (with Ron Berman). "Optimal Sequencing for Online Dating Platforms" (with Anna Gao, Ekaterina Goncharova, and Jagmohan S. Raju).	
Talks	"Autoregressive Difference-in-Differences" <i>Marketing Science</i> , Miami	2023
	XI Wharton-INSEAD Doctoral Consortium	2022
	"Mostly Useless Heterogeneity: The Potential for Targeting in Experiments with Many Interventions" Causal Data Science Meeting	2023
	CODE@MIT (poster session)	2023
Teaching Experience	The Wharton School, University of Pennsylvania Teaching Assistant, Pricing Policy	2023-2024
	New Economic School , Moscow, Russia Teaching Assistant, Introduction to Economics	2019
	Teaching Assistant, Microeconomics I	2018
	Teaching Assistant, Calculus I	2018
Work Experience	Jellyfish Data Science Intern	2023
	Columbia Business School Research Assistant	2019-2021
	New Economic School Research Assistant	2019
Honors and Awards	The Winkelman Fellowship The Wharton School	2023
	Andrei Bremzen Award for Contribution to the Dissemination of Economic and Financial Knowledge to a Wide Audience New Economic School	2023

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