Evelyn O. Smith

Ph.D. Candidate, Marketing
Foster School of Business, University of Washington
evyo@uw.edu

EDUCATION

Prospective Ph.D. in Marketing
University of Washington   *Seattle, WA*
Minor in Economics, Minor in Statistics

B.S. in Business Administration
Saint Louis University   *St. Louis, MO*

RESEARCH INTERESTS

AI Fairness, Content Recommender Systems, Pricing, Technology Strategy, Product Management

PUBLICATION

Smith, E. O., & Shulman, J. D. (2022). Product diversion by vertically differentiated firms. *Production and Operations Management 31*(5), 1928-1939.

SELECTED RESEARCH IN PROGRESS

"My Fair AI: Policy Impacts on Content Recommendation with Consumer Identity Revelation", dissertation, with Jeffrey Shulman, preparing for submission to *Marketing Science*

"Reinforced Glass Ceiling: Generative AI Depicting Salary Bias", with Jeffrey Shulman, preparing for submission to *Marketing Science*

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow, BI Norwegian Business School	2023
ISMS Marketing Science Doctoral Consortium Fellow	2022
James B. Wiley Ph.D. Fellowship in Marketing, University of Washington	2023
Edna Benson Ph.D. Fellowship, University of Washington	2018-2021

CONFERENCE PRESENTATIONS

"My Fair AI: Policy Impacts on Content Recommendation with Consumer Identity Revelation", UW-UBC Conference	2023
"Product Diversion by Vertically Differentiated Firms", Marketing Science Conference	2021

TEACHING ASSISTANT EXPERIENCE

MBA Hybrid Product Management	Winter 2022, Winter, Spring 2023
MBA Core Marketing Strategy	Autumn 2022
Marketing Concepts	Winter, Spring 2020, Spring 2021
Consumer Research	Winter 2019
CB Behavioral Lab Manager	Autumn 2019, 2020, 2021, Winter 2021, Spring 2019, 2022

SERVICE

Reviewer, Marketing Science	2023-present
Session Chair, Marketing Science Conference	2021
Volunteer Graduate Director, UW Foster Product Management Center	2021-present
Representative, Foster School Ph.D. Committee	2020-present
Representative, Graduate Student Senate	2020-present
Officer, Doctoral Business Student Association	2020-present

INDUSTRY EXPERIENCE

Artificial Intelligence (AI) Product Marketing Researcher, Microsoft	2017-2018

APPENDIX Abstract of Job Market Paper

"My Fair AI: Policy Impacts on Content Recommendation with Consumer Identity Revelatio"

Artificial Intelligence (AI) systems are widely adopted by firms to control which content is recommended and shown to consumers every day. AI recommendations affect the news consumers read, movies they watch, music they listen to, and celebrities they follow. However, certain groups of consumers may systematically receive unwanted content and have a worse experience than others because of AI learning bias. For example, customers with dark skin tones were less likely to be recommended beauty style images and videos that match their preference due to the inferior performance of AI learning when it comes to darker skin tones (Pardes 2018). To resolve such inequalities, researchers and practitioners have proposed AI fairness policies that require group-level equality. However, consumers may not always reveal their identity. Therefore, it is unclear how does AI fairness policy enforcing equal recommendation accuracy across different consumer groups affect the firm and the consumer groups. We use a game theoretical model to analyze the direct and strategic effects of such AI accuracy fairness policy on firm content decisions, firm investment in AI learning, and different consumer groups. Our model indicates that an AI fairness policy that is designed to resolve accuracy inequality between groups can actually lead to increased AI learning effort, as well as increased accuracy across consumer groups. In addition, under certain conditions, AI fairness policy can inadvertently harm the consumers it aims to protect, even if the consumers can hide their identity. Overall, our research investigates the effects of consumers' endogenous identity revelation decisions and demonstrates their unique consequences interacting with AI fairness constraints.