

Susan Athey



Susan Athey (USA, 1970) received her PhD in Economics from Stanford University in 1995, and she holds an honorary doctorate from Duke University. She is the *Economics of Technology* Professor at Stanford Graduate School of Business. She was the first female winner of the John Bates Clark Medal in 2007 and the Jean-Jacques Laffont Price in 2016.

Her research is in the areas of industrial organization, microeconomic theory, and applied econometrics. She has done significant basic research in both microeconomic theory and econometric theory. Her current research focuses on the design of auction-based marketplaces and the economics of the internet, primarily on online advertising and the economics of the news media.

*“There are a number of gaps between making a prediction and making a decision, and underlying assumptions need to be understood in order to optimize data-driven decision-making”**

*“Beyond Prediction: Using Big Data for Policy Problems” **Science**, Vol. 335(6324), pp: 483-485 (2017).