

School/Department:	Marketing Management Department Rotterdam School of Management
Project Title:	Evaluating and Improving Policies in Electric Vehicles Market: Synergies between Demand- and Supply-side in Multiple Markets
Abstract:	<p>The benefits of electric vehicles (EVs) are wide-ranging and well-documented. It is widely believed that increasing the use of EVs can decrease fuel consumption and mitigate the causes of climate change. To spur the growth of the EVs market, governments around the globe design various policies to regulate and/or incentive both consumers and manufactures. These policies include, but not limited to, market developments to overcome market barriers and industrial policies for battery production and vehicle assembly. Under these policies, although the EVs market is growing, it still comprises a small percentage of cars on the road.</p> <p>Although the policies in EVs markets are wide-reaching, limited scientific research has been done to evaluate and improve the policies. Overall, the current research of EVs market policies has several limitations. First, much of the research uses survey-based or qualitative methods, which are not ideal if the objective is to quantify the effects of the policies. In addition, almost all current quantitative research finds correlational relationships between certain components of policies and market outcomes (e.g. market share). Second, much of the research focuses on either demand- or supply-side while the externalities of the policies of one side on the other are well-documented in economics and marketing science. Third, the settings for most research are specific and related to one market while a comparative studies of multiple markets would produce important insights (e.g. the comparison of subsidies programs in Germany and China).</p> <p>This project aims to advance current research in EVs market policies with data accumulated worldwide in last two decades. For example, in 2016, a dataset of more than 20 years of automobile market data has been released in China, which consists of weekly sales of conventional vehicles and EVs at city level. To analyze the abundant data, we will rely on recent development of policy evaluation methods in economics and marketing science, which depart from correlational studies and infer the causal effects of the policies. Moreover, we will consider the externalities of the policies to get an unbiased estimates of their effects and deepen our understanding of the dynamics between demand- and supply-side of EVs markets. Lastly, we will exploit variation in policies between countries to understand how external factors such as cultures and political systems impact the effectiveness of various policies. Through these endeavors, we hope to form an unbiased view of if and how policies achieve their desired effectiveness and produce insights useful for policy makers to improve their policy-making processes.</p>

<p>Requirements of candidate:</p>	<p>Background (in order of preference)</p> <p>Economics Statistics Marketing Information Systems Computer Science</p> <p>Master's degree: Yes</p> <p>EUR requirements: IELTS: 7.5, or TOEFL: 100 (internet) or 600 (paper), and GMAT-test or GRE-test: 85%</p>
<p>Supervisor information:</p>	<p><i>Dr. Xi Chen (Daily Supervisor)</i> Email address: chen@rsm.nl Personal website: https://www.rsm.nl/people/xi-chen1/</p> <p><i>Prof. dr. Gerrit van Bruggen (Promoter)</i> Email address: gbruggen@rsm.nl Personal website: https://www.rsm.nl/people/gerrit-van-bruggen/</p> <p><i>Recent publication list:</i></p> <p>X. Chen, R. Van der Lans & T.Q. Phan (2017). Uncovering the Importance of Relationship Characteristics in Social Networks: Implications for Seeding Strategies. <i>Journal of Marketing Research</i>, 54 (2), 187-201.</p> <p>X. Chen, R. Van der Lans & M. Trusov (2017). Integrating Social Networks into Marketing Decision Models. In <i>Handbook of Marketing Decision Models</i>. Cham: Springer</p> <p>Y.M. van Everdingen, B.E. Depecik & G.H. van Bruggen (2015). Het effect van mersaneringen op de waarde van ondernemingen. <i>Ontwikkelingen in het Marktonderzoek / Jaarboek MOA</i>.</p> <p>B.E. Depecik, Y.M. van Everdingen & G.H. van Bruggen (2014). Firm Value Effects of Global, Regional, and Local Brand Divestments in Core and Non-core Businesses. <i>Global Strategy Journal</i>, 4 (2), 143-160.</p> <p>G.H. van Bruggen & R.J.A. van der Lans (2014). Virale marketing: Hoe campagnes zich online verspreiden. <i>Ontwikkelingen in het Marktonderzoek / Jaarboek MOA</i>, 39, 9-24.</p>



Erasmus University Rotterdam, the Netherlands

CSC PhD 2019 Project Description

Applying for CSC Scholarship: <https://www.eur.nl/en/prospective-csc-phd-candidates>

	K. de Valck, G.H. van Bruggen & B. Wierenga (2013). Winner of 17th Emerald Annual Citation of Excellence Awards, for paper. Wetenschappelijk.
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