

School/Department:	Marketing Management Department Rotterdam School of Management
Project Title:	<i>Evaluating and Improving Policies in Electric Vehicles Market: Synergies between Demand- and Supply-side in Multiple Markets</i>
Abstract:	<p><i>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.</i></p> <p><i>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 study of multiple markets would produce important insights (e.g. the comparison of subsidies programs in Germany and China).</i></p> <p><i>This project aims to advance current research with a main dataset that consists of 10-year observations of monthly sales of conventional vehicles and EVs at city level in China. The dataset is enriched by information on various policies, car prices and more. To analyze the abundant data, we will rely on the frontier developments in causal inference and policy evaluation methods in economics and marketing science to consistently estimate the effects of various policies. Through these endeavors, we hope to form an unbiased view of if and how various policies achieve their desired effectiveness and produce insights useful for policymakers.</i></p>

<p>Requirements of candidate:</p>	<p>Background: <i>(in order of preference)</i> Economics Statistics Marketing Information Systems Computer Science</p> <p>Master degree: Yes</p> <p>EUR requirement: IELTS: 7.5 or TOEFL: 100 (internet) or 600 (paper) GMAT-test or GRE-test: 85%</p>
<p>Supervisor information:</p>	<p>Dr. Xi Chen (Daily Supervisor) Email address: chen@rsm.nl Personal website: https://www.rsm.nl/people/xi-chen1/</p> <p>Recent publication list, preferably last 3-5 years:</p> <p>X. Chen, R. Van der Lans & M. Trusov (2020). Efficient Estimation of Network Games of Incomplete Information: Application to Large Online Social Networks. Management Science, Accepted.</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. Journal of Marketing Research, 54 (2), 187-201.</p> <p>Prof. Dr. Gerrit van Bruggen (Promoter) Email address: gbruggen@rsm.nl Personal website: https://www.rsm.nl/people/gerrit-van-bruggen/</p> <p>Recent publication list, preferably last 3-5 years:</p> <p>S. Gelper, R. van der Lans & G. van Bruggen (2020). Competition for Attention in Online Social Networks: Implications for Seeding Strategies. Management Science, Forthcoming.</p> <p>A. Rangaswamy, N. Moch, C. Felten, G. van Bruggen, J. Wieringa & J. Wirtz (2020). The Role of Marketing in Digital Business Platforms. Journal of Interactive Marketing, 51, 72-90.</p>