

Olga Kiseleva

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Citizenship: Russia
Permanent Resident: US

EXPERTISE

Empirical Industrial Organization, Causal Inference, Economics of Digitization, Applied Microeconomics

EDUCATION

University of Wisconsin – Madison , <i>Madison, WI</i>	<i>Expected 2022</i>
Candidate for PhD in Economics	
Master of Science in Economics	2018
Major: Industrial Organization, Minor: Econometrics	
New Economic School , <i>Moscow, Russia</i>	2016
Master of Arts with Honors in Economics	
Major: Industrial Organization	
Higher School of Economics , <i>Moscow, Russia</i>	2014
Bachelor of Science with Honors in Economics	

REFERENCES

<i>Professor Lorenzo Magnolfi</i>	<i>Professor Alan Sorensen</i>	<i>Professor Jean-François Houde</i>
Department of Economics University of Wisconsin-Madison 1180 Observatory Drive Madison, WI 53706-1393 (608)262-8789 magnolfi@wisc.edu	Department of Economics University of Wisconsin-Madison 1180 Observatory Drive Madison, WI 53706-1393 (608)263-3867 sorensen@ssc.wisc.edu	Department of Economics University of Wisconsin-Madison 1180 Observatory Drive Madison, WI 53706-1393 (608)262-7927 houde@wisc.edu

JOB MARKET PAPER

Why do High-Quality Sellers Buy More Fake Reviews? The Role of Reputation on Online Platforms

Abstract: Review manipulation is a critical issue in online marketplaces. This paper aims to study sellers' incentives to participate in this fraudulent activity. I develop a theoretical model where consumers use product ratings to make demand choices and sellers manipulate these ratings. In the model, sellers can buy positive fake reviews to boost their product ratings and negative ones -- to worsen the ratings of their rivals. Thus, sellers have a trade-off between gains from increased demand and potential reputation damage. Depending on reputation costs, the model generates different predictions about which sellers engage in review fraud to a greater extent. I test these predictions using data on the reviews of bestselling Amazon products in 15 product categories, scraped for 25 consecutive weeks. A novel measure of product quality is an adjusted product rating calculated by a review analyzer ReviewMeta.com, which excludes untrustworthy reviews from its calculations. Surprisingly, I find sellers of higher quality products buy more positive fake reviews and receive fewer negative fake reviews from rivals. These differences are higher for the product categories in which consumer experience is less predictable. Using the

theoretical framework, I discuss their implications for pricing and consumer welfare.

WORK IN PROGRESS

“Impact of Product Placement in Movies on Demand for Cars”

FELLOWSHIPS AND AWARDS

2021	Campus-wide Teaching Assistant Award, Nomination: Continuity of Instruction, University of Wisconsin-Madison
2021	Juli Plant Grainger Teaching Excellence Scholarship, Department of Economics, University of Wisconsin-Madison
2018	Juli Plant Grainger Summer Research Fellowship, Department of Economics, University of Wisconsin-Madison
2014-2016	Merit-based Scholarship, New Economic, School
2010-2014	Full Academic Scholarship, Higher School of Economics

CONFERENCES

2019	NBER Digitization Tutorial, NBER Economics of Digitization, Stanford Graduate School of Business
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PROFESSIONAL EXPERIENCE

University of Wisconsin - Madison

Research Mentor	2021
Masters Student Summer IO Group	

Head Teaching Assistant

Principles of Macroeconomics:	2019, 2020, 2021
Principles of Microeconomics:	2017, 2018

Teaching Assistant

Money and Banking:	2019, 2020
Intermediate Microeconomic Theory:	2018, 2019
Principles of Microeconomics:	2016, 2017

New Economic School

Research Assistant, Prof. Hosny Zoabi	2015-2016
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TECHNICAL SKILLS

Python, STATA, LaTeX, MATLAB, Tableau

LANGUAGES

English (Fluent), Russian (Native), German (Basic)