

Selin YARDIMCI

Born on 21 February 1998, Istanbul
Naturalized French citizen

✉ selinyardimci17@hotmail.com
✉ selin.yardimci@univ-rennes.fr

Current Position

2025 - present Temporary Lecturer and Research Assistant (ATER), University of Rennes
2022 - 2025 PhD contract with teaching duties, University of Rennes

Education

2022 - present PhD candidate in Economics,
“*Insidious Strategies in Digital Markets*”, supervised by Eric Malin,
co-supervised by Thomas Le Texier
Center for Research in Economics and Management (CREM)
2020 - 2022 Master’s Degree in Innovation Management, Specialisation in Digital Strategies and
Innovation (SDIN), University of Rennes
2017 - 2020 Bachelor’s Degree in Economics and Management, Specialisation in Business Economics and
Management, University of Rennes

Research Interests

Keywords: Digital addiction, Pricing algorithms, Cybercrime, Dark patterns, Digital economics, Applied microeconomics, Industrial organization

My research focuses on insidious strategies and practices in digital markets. I study ransomware and develop a theoretical model explaining how such threats drive firms to adopt defensive strategies, while raising broader questions about risk management in the digital economy. I also analyse pricing algorithms through simulations of algorithmic collusion, which can transform competition and lead to tacit collusion or exploitative pricing strategies. Furthermore, I explore deceptive practices (dark patterns) and their effects on users, particularly on social media, where engagement-driven designs may foster digital addiction. I draw on data from a 2023 survey to examine these phenomena. By analysing these interconnected issues, my goal is to shed light on the mechanisms that shape both firms’ strategies and consumer vulnerability in digital environments.

Conference, Seminar and Workshop Presentations

- CREM - CREST - SMART Day, 5 September 2025, Rennes.
- AFREN Summer School on Digital Economics, 30 June - 1 July 2025, Paris.
- Applied Microeconomics Days (JMA), 5-6 June 2025, Poitiers.
- Annual AFSE Congress, 2-4 June 2025, Paris.
- HEC Liège Young Researchers Conference in Economics, 18 April 2025, Liège.
- Digital Research Group, Faculty of Economics, 21 January 2025, Rennes.
- CEPR Paris Symposium, Industrial Organization Sessions, 18 December 2024, Paris.
- Afren Doctoral Workshop, 8 November 2024, Paris.
- AFREN Summer School on Digital Economics, 27-28 June 2024, Rennes.
- EDGE Workshop, 23 May 2024, Angers.

- PhD Students' Seminar, 2 October 2023, Rennes.
- AFREN Summer School on Digital Economics, 3-4 July 2023, Avignon.
- Summer School *Democratizing Technology and Technology for Democracy*, ELTE Faculty of Informatics, 25-30 June 2023, Budapest.
- Annual Marsouin Seminar *Digital challenges and its ability to address current crises*, 25-26 May 2023, Lanester.
- EDGE Workshop, 6 April 2023, Rennes.
- Workshop *Consenting on the Web – Co-producing “consent” in the context of programmatic advertising*, 4-5 April 2023, Rennes.

Collective Activities

- Co-organiser of monthly PhD seminars during the 2024-2025 and 2025-2025 academic years.
- Co-organiser of the AFREN Workshop and Summer School on Digital Economics, June 2024, Rennes.

Collaborative Research

- Participation in the project *Understanding the Role of Dark Patterns in Problematic Internet Use*, coordinated by Joeffrey Drouard (Associate Professor, Université Côte d'Azur, GIS M@rsouin), 2022 - present.

Collective Responsibilities

2022 - present PhD students' representative on the EDGE Doctoral School Council.

Teaching Experience

2025 - 2026 :

- **Microeconomics Tutorials, Semester 6** (3rd-year Bachelor's in Economics and Management, University of Rennes)
- **Microeconomics Tutorials, Semester 3** (2nd-year Bachelor's in Economics and Management, University of Rennes): perfect competition, monopoly, predatory strategy, Stackelberg duopoly, Cournot duopoly, cartel formation, Stackelberg oligopoly, Cournot oligopoly.
- **Introduction to Python** (Master 1 in Innovation Management, Digital Strategies and Innovation, University of Rennes): data types in Python, writing programs in files, file paths and encoding, conditionals, keywords, loops, debugging, `pdb` module, container objects, `numpy` module, TXT, CSV, JSON, Pickle formats, functions, modules.

2024 - 2025 :

- **Microeconomics Tutorials, Semester 3** (2nd-year Bachelor's in Economics and Management, University of Rennes)
- **Introduction to Python** (Master 1 in Innovation Management, Digital Strategies and Innovation, University of Rennes)

2023 - 2024 :

- **Economics Tutorials (in English)** (Lecturer, 2nd-year Engineering Programme, CentraleSupélec, Rennes Campus): fundamentals of microeconomics and macroeconomics.
- **Excel Tutorials** (1st-year Bachelor's in Economics and Management, University of Rennes): introduction to Excel, basic formatting, formulas and functions, spreadsheet management, sorting and filtering data, working with tables, introduction to charts.
- **Introduction to Python** (Master 1 in Innovation Management, Digital Strategies and Innovation, University of Rennes)

2022 - 2023 :

- **Microeconomics Tutorials, Semesters 1 & 2** (1st-year Bachelor's in Economics and Management, University of Rennes): introduction to microeconomics, consumer and producer theory.

Non-academic Experience

2022 Product Analyst, Henkan & Partners, 6 months, Issy-les-Moulineaux, France

- Creation and audit of tagging plans, implementation of web and UX analytics tools, data dashboards and extraction, conversion rate optimisation.

2020 - 2021 Business Developer, Labrys Consulting, Istanbul (remote)

- Content creation for newsletters and blogs on marketing technologies and customer experience, business prospecting.

Skills

- **Languages:**

- French: Advanced
- English: Advanced
- Turkish: Native

- **Programming and Computing Skills:**

- Python
- Stata
- Mathematica
- LaTeX
- Javascript (beginner)
- HTML & CSS (beginner)
- Bash scripting for server communication (beginner)
- Survey creation with LimeSurvey (beginner)
- Microsoft Office Suite, Notion, JupyterLab

- **Analytics Tools:**

- GA4, Looker Studio, Amplitude, Mixpanel, Content Square, Google Tag Manager, Tealium IQ Tag Manager

- **Other Tools:**

- Hubspot, Mailchimp, Active Campaign, Oracle Sales Cloud, One Trust Consent Management Platform