

Shunto Jerry Kobayashi

Boston University Questrom School of Business
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Academic Positions

Assistant Professor of Marketing, *Boston University Questrom School of Business* (July 2024-Present)

Affiliated Faculty at the Economics Department, *Boston University* (July 2024-Present)

Education

Ph.D. Social Science (Economics), Caltech 2024

Committee: Matthew Shum, Thomas Palfrey, Yi Xin, Gabriel Lopez-Moctezuma

M.S. Social Science (Economics), Caltech 2019

B.S. Economics and Mathematics, *Valedictorian*, California State Polytechnic University, Pomona 2018

Research Interests

Empirical Industrial Organization, Quantitative Marketing, Online Advertising, Privacy, Econometrics

Working Papers

1. [“The Impact of Privacy Protection on Online Advertising Markets”](#)
Miguel Alcobendas (Yahoo), Shunto Kobayashi, Ke Shi (Caltech), Matthew Shum (Caltech), alphabetical.
Revise and Resubmit at the Review of Economic Studies, Accepted for extended-abstract at EC’23
2. [“Dynamic Auctions with Budget-Constrained Bidders: Evidence from the Online Advertising Market”](#)
Shunto Kobayashi, Miguel Alcobendas (Yahoo).
3. [“Robust Estimation of Risk Preferences”](#)
Shunto Kobayashi, Aldo Lucia (OSU), alphabetical. Submitted
4. [“Privacy-Enhanced versus Traditional Retargeting: Ad Effectiveness in an Industry-Wide Field Experiment”](#)
Shunto Kobayashi, Garrett Johnson (BU Questrom), Zhengrong Gu (BU Questrom), rev. alphabetical.
5. [“Can Privacy Technologies Replace Cookies? Ad Revenue in a Field Experiment”](#)
Zhengrong Gu (BU Questrom), Garrett Johnson (BU Questrom), Shunto Kobayashi, alphabetical.

Presentations / Conferences

- 2025 ASSA (San Francisco), Data Blitz (Boston University), Bass FORMS (UT Dallas), Japan IO Workshop, Conference on Digital Economics (Telecom Paris), EMAC (Madrid), Google Ads Privacy Conference (Mountain View), ISMS (Washington, DC), Workshop on the Economics of Advertising and Marketing (Tallinn, Estonia)
- 2024 UCSD (Economics), SciencesPo (Economics), Boston University Questrom (Marketing), SoCal Structural Econometrics Conference (Caltech), IIOC (Boston), DSE (UW Madison), QME (Stanford), NBER Market Design (Stanford), University of Toronto (Economics), MarkTech (Columbia Business School)
- 2023 North American Summer Meeting of the Econometric Society (Los Angeles)
- 2022 International Industrial Organization Conference (Boston), National Taiwan University (econ)

Fellowships & Awards

Center for Industry Self-Regulation Research Grant (\$10,000 award)	2024
NET Institute Research Grant (\$3000 award)	2024
Linde Institute Graduate Research Grant (\$5000 award) with Aldo Lucia (Caltech)	2022-2023
Linde Institute Graduate Fellowship	2020-2021
Linde Institute Graduate Research Grant (\$5000 award)	2020-2021

Media Mentions

[“PAAPI Could Be As Effective For Retargeting As Third-Parties Cookies, Study Finds.”](#) Allison Schiff. AdExchanger. October 24, 2024.

[“No Shade, But Does Anyone Still Care About The Privacy Sandbox?”](#) Allison Schiff. AdExchanger. June 9, 2024.

Teaching

BA472: Business Experiments and Causal Methods	Fall 2024-Present
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Service

University Service

BU Questrom Marketing Seminar Organizer	Fall 2024-Present
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Referee Activities

ACM Conference on Economics and Computation	Spring 2025-Present
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Additional Information

Languages: English (fluent), Japanese (fluent)

Programming: Julia, R, Python, Matlab, \LaTeX

Citizenship: US, Japan