

Panel: The Impact of and Response to AI in the New Normal Economy

66th Annual Meeting, National Association for Business Economics

Evangelia Chalioti

Yale University

September 29, 2024

Segment users by engagement level, age, demographic, content interests, psychographics

Content Interest

Using Natural Language Processing, discover which types of items different audiences are interested in.

Save

SEARCH

BROWSING BEHAVIOR >

PURCHASE BEHAVIOR >

PSYCHOGRAPHIC >

GEOGRAPHICS >

DATA HUB >

RESEARCH WITH AI

The interest is set up based on **page title**

Over the **last 7 days** the visitor has been interested in:

cocktail dress

because he has visited

5 pages with this term in the page title.



Types of targeting data



Optimize product images

Quickly identify the optimal image that puts your apparel in the best possible light with our AI-powered Image Matchmaker widget.



Pair the right person with the right product

Collect preference data from your buyers to understand their interests and suggest the perfect product - before they even know they want it!





The Journal of Economic Education

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Economics of artificial intelligence and innovation

Evangelia Chalioti  

Pages 188-191 | Published online: 21 Feb 2022

Symposium: Teaching Innovative Courses in Econ from ASSA 2021 Session

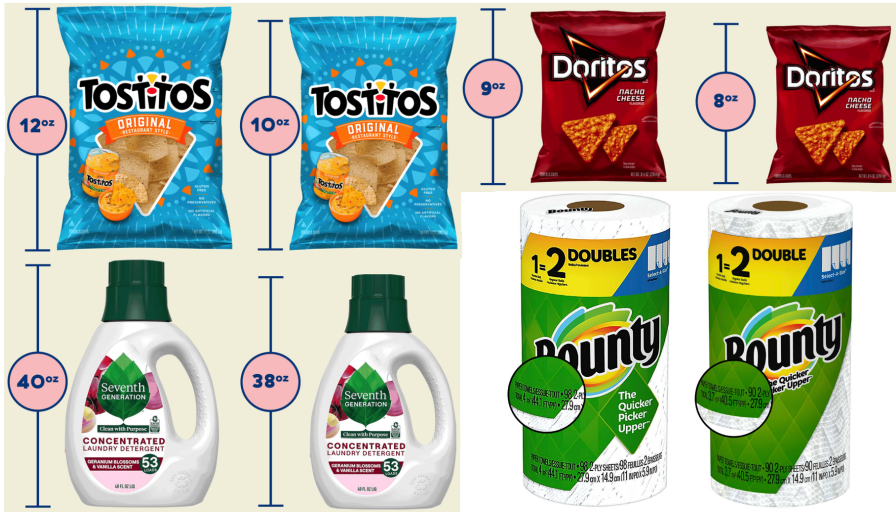
Algorithmic Game Theory

Mimicking Human Behavior in the Stochastic Prisoner's Dilemma

Evangelia Chalioti*

Himnish Hunma†

This paper focuses on emulating human behavioral patterns found in the play of the Stochastic Prisoner's Dilemma, using a randomized, teacherless training framework applied to a Q-Learning algorithm.



Evangelia Chalioti

Yale University

Shrinkflation Prevention Act of 2024

118TH CONGRESS
2^D SESSION

S. 3819

To direct the Federal Trade Commission to issue regulations to establish shrinkflation as an unfair or deceptive act or practice, and for other purposes.

IN THE SENATE OF THE UNITED STATES

FEBRUARY 28, 2024

Mr. CASEY (for himself, Ms. BALDWIN, Ms. WARREN, Ms. ROSEN, Mr. BOOKER, Mr. WHITEHOUSE, Mr. BROWN, Mrs. MURRAY, and Mr. SANDERS) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To direct the Federal Trade Commission to issue regulations to establish shrinkflation as an unfair or deceptive act or practice, and for other purposes.



Economics Letters

Volume 244, November 2024, 111959



Shrinkflation ☆

Evangelia Chalioti ^a✉, Konstantinos Serfes ^b✉

This paper shows that the presence of inattentive consumers, who may not notice subtle decreases in product size, results in higher per-unit prices, especially in less competitive markets.

Thank you!



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