

Maximilian Kaiser

www.maximiliankaiser.org

I am a quantitative marketing researcher studying how global shocks, such as war, regulation, and AI, affect e-commerce performance. My research combines large-scale, high-frequency data with causal inference and machine learning to address questions in marketing analytics and firm performance. I collaborate with leading academic and policy institutions, including the World Bank, and I have 10 years of industry experience in the alternative data sector.

PROFESSIONAL EXPERIENCE

UCLA Anderson, Lecturer <i>MSBA Course: Retail Analytics, Fall Semester</i>	2025
World Bank Group, Short-Term Consultant <i>Project: Ukraine – Firms through the War 2.0, Link</i>	2023 – 2024
Grips Intelligence, Director of Data Science & Research Partnerships <i>Prior Positions: Head of Data Science, Senior Data Scientist, Data Scientist</i>	2018 – present
Capgemini Consulting, Data Science Consultant <i>Prior Position: Intern</i>	2014 – 2015
Fidelity International, Working Student <i>Prior Position: Intern</i>	2016 – 2017

EDUCATION

Dr. rer. oec. (PhD candidate), Quantitative Marketing <i>University of Hamburg, Chair of Marketing & Media, Germany</i> Dissertation: Shocks in Global E-Commerce: War, Regulation and AI Examiners: Jan Recker, Mark Heitmann, Michel Clement (Supervisor) Academic Fellow: UCLA Anderson, Morrison Center For Marketing and Data Analytics Visiting Scholar: Nova School of Business and Economics	2023 – 2025
Master of Science, Statistics <i>Ludwig-Maximilians-University, Munich, Germany</i> Thesis: Componentwise Boosting for Large Scale Functional Data	2016 – 2019
Master of Science, Smart Data <i>Ecole National de la Statistique et d'Analyse d'Information, Rennes, France</i> Thesis: Machine Learning in SEO	2017 – 2018
Bachelor of Science, Mathematics <i>Georg-August-University, Goettingen, Germany</i> Thesis: Functional Estimation and Hypothesis Testing in Center of Rotation Models	2011 – 2015

JOURNAL ARTICLE

Aridor, G., Che, Y., Hollenbeck, B., Kaiser, M., McCarthy, D. "Evaluating the Impact of Privacy Regulation on E-Commerce Firms: Evidence from Apple's App Tracking Transparency." (forthcoming).
Accepted at *Management Science*. [SSRN](#). (Authors in alphabetical order)

WORKING PAPERS

Avdeenko, A., Kaiser, M., Kis-Katos, K., Reher, L. "Sanctions, Sales, and Stigma: Intermediary online firms' market role in sustaining trade" (in review)

Revise & Resubmit in *Journal of International Economics*. [SSRN](#). (Authors in alphabetical order)

Böning, J., Kaiser, M., Ovare, M., Edeling, A., Dewitte, S. "The Effect of Energy Efficiency Relabeling on Purchase Decisions: Quasi-experimental Evidence from the EU"

Kaiser, M., Ellsaesser, F., Gabel, S. "Neural Product Embeddings for (New) Product Sales Prediction."
To be submitted to *Production and Operations Management*

Kaiser, M., Schulze, C. "Organic LLM Traffic: First Evidence of Superior E-Commerce Performance"
To be submitted to *Marketing Science Frontiers*

Kaiser, M., Schulze, C., "Conversion Rates in E-Commerce"
To be submitted to *Journal of Marketing - Special Issue on Empirics First*

Pocsay, M., Han, Q., Shen, Y. Kaiser, M. "Google's Sputnik Moment? The Disruption of Search Behavior in the Age of ChatGPT"

PEER-REVIEWED CONFERENCE PROCEEDINGS

Oldenburg, F., Han, Q., Kaiser, M. "Interpretable Deep Learning for Forecasting Online Advertising Costs: Insights from the Competitive Bidding Landscape," *2024 IEEE 11th International Conference on Data Science and Advanced Analytics (DSAA)*, San Diego, USA, 2024, pp. 1–10.

Würfel, M., Han, Q., Kaiser, M. "Online Advertising Revenue Forecasting: An Interpretable Deep Learning Approach," *2021 IEEE International Conference on Big Data*, Orlando, USA, 2021, pp. 1980–1989.

CONFERENCE PRESENTATIONS

- Winter AMA (2023, 2025)
- Informs Marketing Science (2021, 2023, 2025)
- EMAC Annual Conference (2021, 2025)
- Symposium on Statistical Challenges in Electronic Commerce Research (2025)
- Marketing Strategy Meets Wall Street (2024)
- AAAI Conference on Artificial Intelligence (2023)

TEACHING, GUEST LECTURES AND UNIVERSITY VISITS

Teaching

- Lecturer MSBA Course: Retail Analytics, UCLA Anderson (Fall 2025)

Guest Lectures

- Quant Lunch, University of Maryland (2025)
- Quant Marketing Seminar, UCLA Anderson (2024)
- "From Data is the New Oil to Modern Data Practices", in MBA Course "Marketing Strategy in the Age of AI" by Sebastian Gabel, Erasmus University Rotterdam (2024, 2025)
- "Performance Marketing Metrics", University of Hamburg (2023, 2024, 2025)

REVIEWING EXPERIENCE

Conferences

International Conference on Information Systems (ICIS) (2025)

THESIS SUPERVISION

UCLA Anderson

Sponsor and Co-Supervisor: MSBA Advanced Analytics Project (AAP), Capstone Project

Nova School of Business and Management

Sponsor and Co-Supervisor: 30+ Master theses, average grade: 19/20, w/ Qiwei Han

Hamburg University

Supervised two Master Theses, w/ Michel Clement

PRESS ARTICLES & NGO REPORTS

"The Purported Trade Boycott - How Brands Maintain Their Presence in Russia and Profit Handsomely From It." FAZ, Der Volkswirt, 2024. [Link](#)

"Russia's e-commerce trade in the aftermath of the 2022 invasion: Evidence from high-frequency data" VOX EU, Centre For Economic Policy Research, 2024. [Link](#)

Avdeenko, A., Castro, L., Criscuolo, A., Gillaizeau, M., Goriunov, D. Iacovone, L., Kaiser, M., Maduko, F. Ukraine - Firms through the War 2.0. World Bank Group. [Link](#)

OTHER SKILLS

Languages:	German (native), English, French
Coding:	R (12+ years), Python (8+ years), C++ (Armadillo, Rcpp), C, Bash
Tools:	Cloud (AWS, Gcloud), \LaTeX , Vim, Git, Docker

PUBLIC SERVICE

Grips Intelligence - Data for Research

Data Provider for Research projects, Non-Governmental Organizations and Students

Partners:

Kelley School of Business, Questrom School of Business, UCLA Anderson School of Management, Robert H. Smith School of Business, Tilburg School of Economics and Management, Erasmus School of Management, Goethe University, University of St. Gallen, Nove School of Business & Economics, University of Virginia, University of Rostock

The World Bank Group, International Monetary Fund, European Court of Justice

The Wall Street Journal

See also: [Link](#)

Altsalemer Vereinigung e.V.

Alumni Association of Salem International College

4000 members, 30 events per year, \$300,000+ in yearly donations

Deputy President (since 2025)

Secretary and Board Member (2018-2025)