

Lennart Kraft

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Academic Positions

Research Assistant, Department of Marketing, Goethe University, Frankfurt (Germany), October 2020 to present.

Research Assistant, Department of Applied Econometrics and International Economic Policy, Goethe University, Frankfurt (Germany), February 2017 – September 2020.

Student Assistant, Center for Business Ethics, Goethe University, Frankfurt (Germany), April 2015 – September 2016

Student Assistant, Department of Applied Econometrics and International Economic Policy, Goethe University, Frankfurt (Germany), November 2014 – October 2015.

Education

Ph.D. in Economics, Goethe University, Frankfurt (Germany), 2016 to present

- Dissertation: “Privacy and Profits – Economic Assessment of Consumer Data in Digital Economics”, Supervisor: Prof. Bernd Skiera.

Master in Quantitative Economics, Goethe University, Frankfurt (Germany), 2016 – 2020.
Grade: 1.5

- Majors: Econometric Theory

- Thesis: The Nations' War for Talent. An Empirical Analysis of OECD and EU Concepts of Country Attractiveness for International Students.

Bachelor in Economics, Goethe University, Frankfurt (Germany), 2013 – 2016.

Grade: 1.2

- Majors: Econometric Theory, Real Business Cycle Theory, Game Theory
- Thesis: Countersignalling and Information Asymmetry – A Simulation-Based Equilibrium Analysis.

Awards and Scholarships

- Award for outstanding academic achievements during Bachelor program
- Deutschlandstipendium 2013 – 2015 (7,200 EUR)
- WiWi-Talents 2015 – 2016
- e-fellows 2015 – 2016

Research Interests

Digital Economics, Consumer Privacy, Privacy Laws, Differential Privacy, Data Ethics, Consumer Tracking, Consumer Profiling, Consumer Targeting, Online Advertising, Data Analytics, Statistics, Econometrics, Machine Learning, Artificial Intelligence, Data Management

Journal Publications

Moozhipurath, R.K., Kraft, L. & Skiera, B. “Evidence of Protective Role of Ultraviolet-B (UVB) Radiation in Reducing COVID-19 Deaths”. *Scientific Reports* 10, 17705 (2020). <https://doi.org/10.1038/s41598-020-74825-z>

Moozhipurath, R.K., Kraft, L. “Implications of Monsoon Season & UVB Radiation for COVID-19 in India”. *Scientific Reports* 11, 2757 (2021). <https://doi.org/10.1038/s41598-021-82443-6>

Moozhipurath, R.K., Kraft, L. “Association of Lockdowns with the Protective Role of Ultraviolet-B (UVB) Radiation in Reducing COVID-19 Deaths”. Forthcoming in *Scientific Reports*.

Papers under Review

Kraft, L., Miller, K. & Skiera, B. “Breadth, Depth, Density and Consistency of Third-Party Consumer Profiles and their Development over Time”. Under 2nd round of review in *Journal of Marketing*.

Kraft, L. “Price of Privacy for Online Advertising”. Under 1st Round of Review in *Marketing Science*.

Working Papers

Kraft, L. “Economic Consequences of Data Taxes to Increase Consumer Privacy?”. *Working Paper*

Skiera, B., Miller, K., Jin, Y., Kraft, L., Laub, R., & Schmitt, J. “The Impact of the General Data Protection Regulation (GDPR) on the Online Advertising Market”. *Working Paper*.

Laub, R., Kraft, L. “Impact of the Amount of Traffic and Number of Advertisers on Publisher Revenue in Real-Time-Bidding”. *Working Paper*.

Skiera, B., Kraft, L. “Economic Impact of Apple’s App Tracking Transparency Framework (ATT)”. *Working Paper*.

Kraft, L., Skiera, B. “Use of Legal Bases under GDPR”. *Working Paper*.

Kraft, L. & Qendrai, P. “Work Permit Regulations and Labor Market Outcomes”. *Working Paper*

Teaching Interests

Econometric Theory, Statistics, Data Analytics, Data Protection, Data Management

Teaching Experience

Goethe University, Frankfurt (Germany)

- Teaching Assistant for “Advanced Econometric Theory” for Ph.D. students
- Teaching Assistant for Econometrics (Theory and Applied) for Bachelor students
- Student Tutor for Math in Economics for Bachelor students

Professional Experience

Financial Data Repository (FiF) at Leibniz Institute for Research in Finance (LIF-SAFE), Data Manager and Senior Data Manager, 2019 to present:

- **Management**
 - Integration of FiF into LIF-SAFE
 - Ongoing accreditation at RatSWD
 - Collaboration with industry partners
- **Development**
 - Production of research ready data via self-built ETL tools
 - Enrichment and visualization of research data and papers via topic analyses and matching systems
 - Innovative tools for data search and literature research via recommender systems

Advisory Work

- **forecasty.ai**
 - Research projects about COVID-19
 - Development of data repository
 - Automated ML/AI-based forecasting of financial and commodity data
- **Gapster**
 - Detection of “hidden champions” in the universe of firms via statistical models
 - Data-driven decision making
- **ERC Advanced Investigator Grant**
 - Data management and data security
 - Data ethics of processing personal data

Affiliations

Working Group on Research Data Ethics at Ständiger Ausschuss für Forschungsdateninfrastrukturen (FDI)

Researcher at Leibniz Institute for Financial Research (LIF-SAFE)

Research Affiliate at Institute of Labor Economics (IZA)

Voluntary Work

LIF-SAFE

- Member of the committee to propose candidates for W2 position for finance and data science at LIF-SAFE

180 Degrees Consulting Frankfurt e.V.

- Co-Founder and Head of Knowledge
- Tool to assess the social output of clients

Dreieich Sportstätten Betriebs- und Marketing GmbH

- Preparation of sales documents
- Acquisition of new clients

Languages

German (Native), English (Fluent), Chinese (Elementary)

Computational Skills

Statistics: Stata, SPSS

Other: R, Python, Matlab

References

- Bernd Skiera, Professor of Marketing, Goethe University Frankfurt, Phone: +49-69-79822378, E-Mail: skiera@wiwi.uni-frankfurt.de
- Klaus Miller, Assistant Professor of Quantitative Marketing, HEC Paris, Phone: E-Mail: millerk@hec.fr
- Michael Niekamp, former Guest Professor for Business Ethics, Kassel University, E-Mail: michael.niekamp@gapster.de