

## DR. VLADA PLESHCHEVA

### RESEARCH INTERESTS

---

- Modeling of consumer preferences and choices
- Consumer willingness-to-pay for energy-using durable goods
- Behavioral economics in consumer behavior analysis
- Quantitative models in marketing research

### PUBLICATIONS/ DISCUSSION PAPERS

---

- CRC TRR 190 Discussion Paper No. 140 "[The Moderating Effect of Fuel Prices on the Market Value of Fuel Economy, Driving Intensity, and CO2 Emissions](#)" (joint with D. Klapper)
- CRC TRR 190 Discussion Paper No. 141 "[On Factors of Consumer Heterogeneity in \(Mis\)valuation of Future Energy Costs: Evidence for the German Automobile Market](#)." (joint with D. Klapper, T. Dannewald)
- CRC TRR 190 Discussion Paper No. 147 "[Metric and Scale Effects in Consumer Preferences for Environmental Benefits](#)"

### EDUCATION

---

- |             |  |
|-------------|--|
| 2012 – 2018 | <b>Humboldt-Universität zu Berlin, Germany</b><br><i>Ph.D., Berlin Doctoral Program in Economics and Management Science</i> <ul style="list-style-type: none"><li>▪ Thesis: "<a href="#">Essays on Consumers' Willingness-to-Pay for Energy Efficiency: Empirical Evidence for the German Automobile Market</a>"</li></ul> |
| 2009 – 2012 | <b>Humboldt-Universität zu Berlin, Germany</b><br><i>M.Sc. Economics and Management Science</i> <ul style="list-style-type: none"><li>▪ Thesis: "Effects of product variety on brand equity: empirical applications of discrete choice models"</li></ul>   |
| 2008 – 2009 | <b>Business Economics School, Yekaterinburg, Russia</b><br><i>Vocational training as a market research analyst (520 hours)</i>   |
| 2007 – 2009 | <b>Ural State University, Yekaterinburg, Russia</b><br><i>M.Sc. Economic Theory</i> <ul style="list-style-type: none"><li>▪ Thesis: "Financial behavior of Russian households: optimization of the intertemporal distribution of financial resources"</li></ul>  |
| 2003 – 2007 | <b>Ural State University, Yekaterinburg, Russia</b><br><i>B.Sc. Economic Theory</i> <ul style="list-style-type: none"><li>▪ Thesis: "Financial behavior of the Russian middle class in the modern conditions"</li></ul>  |