

PartialIO

Eleni Aristodemou

What is your project about and why is it important for the advancement of science?

My project develops new and less restrictive consumer demand discrete response models, and examines the determinants affecting individuals' decisions over time. I study the role of inertia in choices and the importance of dynamics in decisions when consumers choose alternatives offered at different quality levels. A better understanding of consumer behaviour will stimulate further and better-quality research in the areas of Econometrics and Applied Microeconomics.

Why is your project important for society? Have you planned any public engagement activities for those interested to learn more?

Achieving a better understanding of individual and consumer behaviour is important to regulators and policymakers, since it enables them to make better and more targeted social welfare and competition policies, to firms, when deciding whether to launch a new product or what prices to set, and to the marketing industry, when designing advertisement campaigns.

Dissemination of the project's results will occur through numerous channels including my personal and UCY's webpages and social media accounts.

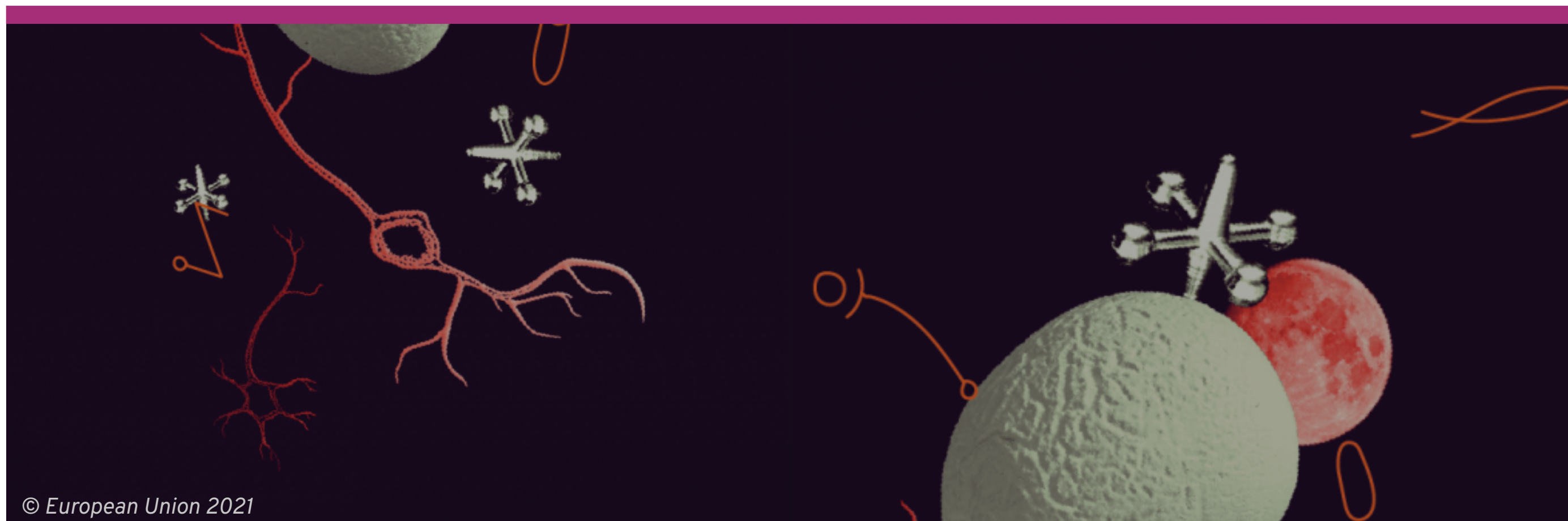


Furthermore, the project's results will be communicated to the public, by participating in several events such as the European Researchers' Night Event, the annual Researchers' Night organized in Cyprus, and various academic seminars and conferences.

What kind of support did you get, and what materials did you use during the application process?

Personally, I received great support from the Faculty of Economics and Management and the Department of Economics of UCY, particularly Mrs Nicoleta Nicolaou, (former) senior University Officer at the Faculty, and Professor Elena Andreou (UCY), who is the Supervisor of the project.

Furthermore, I followed very closely the guidelines provided in the MSCA-IF handbooks of previous years, which give detailed instructions and all the necessary information on how to write a successful



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proposal, and what the evaluation committee is looking for. I also followed the “Marie Skłodowska-Curie Actions” webpage and Facebook page, and I joined the “Marie Curie Individual Fellowship” Facebook group, where past applicants were sharing their own personal experiences.

Why did you choose Cyprus as a host country?

Cyprus is my home country, and the University of Cyprus is the largest public university on the island. After spending 15 years in the UK and the Netherlands, the position at UCY was a great opportunity to return home and continue my academic career, carrying out my MSCA project at one of the top 100 Economics departments in Europe, whose academic members specialize in the areas of Econometrics and Applied Industrial Organization, and would guarantee the highest quality academic results.

How did you find your host organisation?

UCY is one of the top 100 young universities in the world whose impressive development over the past 30 years cannot go unnoticed. More specifically, I got to know its Economics Department better via the work of its many highly established academics, whom I also met at various academic conferences.

What tips can you give other researchers who would like to apply for MSCA?

The MSCA-fellowships are an excellent opportunity for any young researcher to advance their career and acquire new skills. The advice I would give to other researchers is to spend time making their proposal as clear as possible, be ambitious, and build on their work and expertise, but at the same time have a realistic plan and execution timeline. Finally, give extra attention and follow the guidelines provided by the MSCA, as this will make the application much stronger.

Project: Can less be more?: Semiparametric and partial identification in panel data discrete response models with an application to consumer demand

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For questions, please e-mail: itheodorou@research.org.cy