

Maria Rasskazova

PhD student in Digital Economics

Paris and Nancy, France | LinkedIn | GitHub | HAL | ORCID

SKILLS

- Project management.
- Investigation.
- Identification.
- Data analysis: *Python, R, SQL, Excel*.
- Data presentation: *Tableau, Powerpoint*.
- Communication: French, English, Russian, German.
- Critical and creative thinking.
- Independence.
- Flexibility.

EDUCATION

University Sorbonne Paris Nord

Paris

PhD Candidate in Economics

2021 - Today

- Working title of the thesis: **“The Economics of Content Creation: Creators’ and Platforms’ Strategies”**.
- Under the supervision of François Moreau (CEPN, USPN) and Thierry Penard (CREM, University of Rennes).
- CEPN PhD students representative from 2022 to 2024.

University of Rennes

Rennes

Master’s Degree in Innovation Management - Digital Strategies & Innovation

2020

- **With Distinction: *Assez Bien***.
- **Major in Digital Economics.**

University of Lorraine

Nancy

Combined Bachelor’s Degree Law & Economics

2018

- **Bachelor’s Degree in Law.**
- **Bachelor’s Degree in Economics.**

WORK EXPERIENCE

University of Lorraine – School of Management

Nancy

Temporary Assistant Lecturer

October 2024 - Today

- Taught undergraduate courses in Economics:
 - 1st year bachelor degree: Microeconomics, Macroeconomics, Finances.
 - 3rd year bachelor degree: Economic Policies.
- Affiliated to BETA - Bureau d’Économie Théorique et Appliquée.

University Sorbonne Paris Nord

Paris

Ph.D. Candidate in Economics

October 2021 - Today

- Conducted research on the structure of French content creators:
 - Contacted 1,150 online video makers per mail, cleaned 266 survey responses and analysed 145 of them with Python and R.
 - Documented the factors structuring content creators' economy and the factors of creators' professionalisation.
- Investigated the impacts of YouTube’s moderation policy changes on content production and creators’ visibility on the platform:
 - Inspected content of 51,583 English-speaking YouTube channels from August 2016 to October 2017.
 - Modelled trends in creators’ production strategies.
 - Shared results at various scientific conferences.
- Supervised the organisation of various research seminars:
 - Wrote calls for communications.
 - Negotiated fundings for the events with diverse institutions.

Deloitte General Services

Human Resources Data Analyst

Luxembourg

February - May 2021

- Produced monthly reports throughout Excel for the finance department.
- Analysed human resources metrics (absenteeism, salary gap, turnover) and produced deliverables to the head of the human resources department.

Qare

Data Analyst

Paris

March - August 2020

- Defined and implemented temporal, quantitative and qualitative KPIs in line with business needs through SQL, Python and Tableau.
- Produced deep-dive analyses of the platform's user behaviours: adoption and customer retention.
- Created and maintained dashboards for the marketing and product departments on Tableau.

Centre de Recherches en Économie et Marketing (CREM, University of Rennes)

Research Assistant

Rennes

April - July 2019

- Investigated the adoption factors of connected objects in open-air sports (ADORES_IOT project):
 - Recruited survey participants. Processed and analysed data from 423 survey participants.
 - Shared results at Marsouin Conference in May 2019.
- Produced and delivered reports documenting the scientific literature on artificial intelligence and labour.

VOLUNTEER PROJECTS

Young researchers' network of LabEx ICCA (RJC ICCA)

Board member

Paris

2021 - Today

- Oversaw the network's communication on social media (website, newsletter, twitter, discord).
- Collaborated in the organisation of the 5th study day of the network: drafted the call for communications, selected participants and marketed the event.
- Organised data analysis seminars for PhD students.

Indie Collective

Volunteer

Rennes

2019 - Today

- Board member from April 2020 to April 2023.
- Helped in organising events around video games: game jams, podcasts, Stunfest festival.

COMMUNICATIONS

- Rasskazova, M. "Join us, we have opportunities": the influence of intermediaries in French content production. *LabEx ICCA Seminar: Socio-technical Intermediaries & Platformization of Culture*, LabEx ICCA, Apr 2024, Aubervilliers & Paris, France.
- Rasskazova, M. "Adpocalypse : the impact of platform's monetization policies on content production." *AFREN Summer School*, July 2023, Avignon France.
- Rasskazova, M. "Content creation on platforms: French video makers' business models typology". *Ière Journée d'études de l'ARCOM*, ARCOM, Nov 2022, Paris & remote, France.
- Petr C., Bonnet B., Cadiou E. , Rasskazova M., et al.. "Sports de pleine nature : premières explications sur les variables de l'adoption et du rejet des objets connectés". *Conférence 2019 Marsouin, Recherche sur la société numérique et l'innovation*, 2019.