

Maria Rasskazova

PhD in Economics – Researcher in Digital Economics and Strategy

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RESEARCH INTERESTS

- Digital Economics
- Platform governance
- Media Economics & Creator Economy
- Digital Method

EDUCATION

University Sorbonne Paris Nord

Paris

PhD Degree in Economics

October 2021 – February 2026

- Title of the dissertation: “*The Economics of Content Creation on Social Media Platforms: Business Models and Governance*”.
- Under the supervision of François Moreau (ACT, USPN) and Thierry Penard (CREM, University of Rennes).
- CEPN-ACT PhD student’s representative from 2022 to 2024.
- Member of InIdEx ICCA (prev. LabEx ICCA), RJC ICCA and the French Association for Digital Economy.

University of Rennes

Rennes

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

2018 - 2020

University of Lorraine

Nancy

Combined Bachelor’s Degree in Law & Economics

2015 - 2018

WORK EXPERIENCE

Institute for Strategy, Technology and Organization - LMU Munich School of Management

Postdoctoral researcher

September 2026 - Today

- Conducting research on the dynamics in platform governance and platform complementarities.
- Teaching:
 - Strategic Organization Design (Bachelor level).
 - Thesis supervision (Bachelor and Master level).

University of Lorraine - School of Management

Nancy

Temporary Assistant Lecturer

October 2024 - August 2025

- Taught undergraduate courses in Economics:
 - 1st year bachelor’s degree: Microeconomics (54h), Macroeconomics (54h), Introduction to the Economics of Money and Banking (9h), Statistics (24h).
 - 3rd year bachelor’s degree: Behavioural Economics applied to Economic Policies (36h).

University Sorbonne Paris Nord

Paris

Ph.D. Candidate in Economics

October 2021 - February 2026

- Conducted research on the structure of French creator economy by studying the production and monetisation strategies of 146 French-speaking content creators.
- Investigated the impacts of YouTube’s moderation policy changes on content production:
 - Inspected the evolution in content supply of 51,583 English-speaking YouTube channels following the implementation of the platforms’ new demonetisation policy.
 - Analysed the influence of the implementation of successive moderation policies on the content diversity between January 2016 and December 2018 through the metadata of 34,876,723 videos.
- Supervised the organisation of various research seminars & negotiated fundings with diverse institutions:
 - CEPN doctoral workshops, quantitative methods and research seminars for RJC ICCA.
 - Study days:
 - “*Innovations et productions culturelles à l’ère numérique*” (27th June 2022),
 - “*20 years of video creation on the Internet*” (17th-18th October 2024).

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.

TECHNICAL SKILLS

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| • Programming: Python, R, SQL, Excel. | • Languages: French, English (proficient), |
| • Data presentation: Tableau, PowerPoint. | Russian (proficient), German (working knowledge). |

WORKING PAPERS

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- Rasskazova, M. "Production and monetisation practices of online French video creators on YouTube and Twitch." – *Accepted for publication with minor revisions at the **Review of Industrial Economics**.*

This paper examines the organization of online content creation through an analysis of business models. To this end, a survey was sent to French-speaking content creators active on YouTube and/or Twitch between April and September 2022.

This research highlights the similarities with the traditional creative endeavour. Moreover, we provide evidence of the influence of the social and economic aspects of platforms in the online content creation process. In addition, these results shed light on the pressure points and inequalities between producers in the creative process.

➔ Presented at ARCOM's First study day (17th November 2022).

- Rasskazova, M. "Content demonetisation and creators' participation: study of YouTube's first Adpocalypse." – ***Job Market Paper***

Platforms may implement diverse incentives and rules to attract users and shape their interactions. We study how the introduction of a broader demonetisation rule as a moderation action, by platform owners affects content providers' behaviour in a multisided market. We explore the consequences of the first advertiser boycott of YouTube that occurred in February and March 2017 and that led to the first platform-wide moderation changes. Using a difference-in-differences approach, we note a 10% decrease in the weekly content supply of affected creators. The intensity of the decrease varies across creators' audience sizes (1-12% decline in weekly publications) and their main video categories (8-12% drop in weekly uploads). The implementation of such policy may demotivate producers to participate, as 3.3% of sample creators became inactive between March and October 2017. These findings highlight the limits of a uniform moderation policy as platform governance design, on complementors' participation.

➔ Presented at AFREN Digital Economics Summer School (4th July 2023), the MSI Ph.D. Workshop (20th May 2026) and the 10th Doctoral Workshop on the Economics of Digitization (16th June 2026).

- Rasskazova, M. “Advertiser-friendly production? A longitudinal study of supplied content diversity on YouTube.”

This study examines the influence of the implementation of advertiser-friendly (brand-safe) moderation policies on creators’ production strategies. To this end, it analyses 34,876,723 videos supplied on YouTube by 81,963 English-speaking channels between January 2016 and December 2018 through three dimensions: videos count, videos duration and tagging strategies.

Findings from this paper provides empirical insights on the influence of content moderation on creators’ production and referencing strategies.

- ➔ Presented at the Young Researcher Workshop of the 23rd International Conference on Cultural Economics (24th June 2025) and AFREN Digital Economics Summer School (1st July 2025).

COMMUNICATIONS

- Rasskazova, M. “Content demonetisation and creators’ participation: study of YouTube’s first Adpocalypse”, *10th Doctoral Workshop on the Economics of Digitization*, June 2026, Palaiseau, France.
- Rasskazova, M. “Content demonetisation and creators’ participation: study of YouTube’s first Adpocalypse”, *Munich Summer Institute PhD Workshop*, May 2026, Munich, Germany.
- Rasskazova, M. “Advertiser-friendly production? A longitudinal study of supplied content diversity on YouTube”, *Young Research Workshop (YRW) of the 23rd International Conference of the Association for Cultural Economics International*, June 2025, Rotterdam, Netherlands.
- Rasskazova, M. ““Join us, we have opportunities”: the influence of intermediaries in French content production”, *LabEx ICCA Seminar: Socio-technical Intermediaries & Platformization of Culture*, April 2024, 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”. *1ère Journée d’études de l’ARCOM*, ARCOM, November 2022, Paris, France.

REFEREES

Pr OBERMEIER Daniel	Acting Director of the Institute for Strategy, Technology, and Organisation, LMU Munich School of Management d.obermeier@lmu.de
Pr. MOREAU François (PhD Supervisor)	ACT Laboratory Director, University Sorbonne Paris Nord, francois.moreau@univ-paris13.fr
Pr. PENARD Thierry (PhD Supervisor)	Dean of the Faculty of Economics, University of Rennes, thierry.penard@univ-rennes.fr
Pr. CECERE Grazia (PhD Rapporteur)	Associate Dean for Research and Doctoral Programs, Institut Mines Telecom Business School, grazia.cecere@imt-bs.eu
Pr. DARMON Éric (PhD Rapporteur)	Professor in Economics, University Paris-Nanterre, edarmon@parisnanterre.fr