

Sanaz Kakavand

PhD Candidate
Business Technology Management
Haskayne School of Business
University of Calgary

CONTACT
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Website
LinkedIn
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SUPERVISOR
Dr. Hooman Hidaji

AFFILIATION
Informatics Research Centre (iRC)

INTERESTS
· Digital Platform Economics
· Privacy & Data Regulation
· Blockchain & Token Systems
· Behavioral Economics
· User Welfare

SKILLS
Methods
Analytical Modelling, Empirical Analysis,
Game Theory

Tools
Stata, R, Python, LaTeX

LANGUAGES
English Fluent
Persian (Farsi) Native

Updated: June 2026

EDUCATION

PhD, Business Technology Management · 2021 – present
Haskayne School of Business, University of Calgary
Supervisor: Dr. Hooman Hidaji · Informatics Research Centre (iRC)

Master's Degree · prior to 2021, Iran

DISSERTATION

Monetization Models and User Behavior on Digital Platforms

Chapter 1 – Blockchain & Move-to-Earn Gaming
Analyzes tokenized incentive systems using STEPn as a case study. Examines how financial rewards interact with intrinsic motivation, user retention, and long-run platform sustainability.

Chapter 2 – Consent-or-Pay Monetization and User Welfare
Studies welfare implications of consent-based monetization under GDPR. Focuses on “Consent-or-Pay” mechanisms and their effects on user welfare, firm profitability, and market efficiency.

Chapter 3 – Privacy Regulation and Platform Behavior (in progress)
Examines how broad data privacy frameworks shape platform investment, competition, and user outcomes.

TEACHING

Teaching Assistant, Haskayne School of Business, University of Calgary · 2021 – present

Courses and details available upon request.

AWARDS & RECOGNITION

· Student Spotlight, University of Calgary · 2024

PUBLICATIONS & WORKING PAPERS

Working papers available upon request. Please contact sanazkv@gmail.com.