

ATTA DOMSON

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RESEARCH INTERESTS

Economics of Innovation · Artificial Intelligence · Firm Strategy & Market Dynamics · Applied Microeconomics

EDUCATION

Emory University | PhD in Economics | 2024 – Present

- Fields: Applied Microeconomics, Econometrics
- Courses: Microeconomics I and II, Macroeconomics I and II, Probability Theory and Statistical Inference, Econometrics I and II, Advanced Topics in Econometrics, Market Structures and Imperfect Competition, Health Economics II, Causal Inference: Panel Data
- PhD Advisor: Jillian Grennan

University of Ghana | BA in Economics and Mathematics | 2019 – 2023

- First Class Honours

RESEARCH

Brand Investment in the AI era | Emory University | 2026 – Present

Working Paper in Progress

- When does AI serve as a complement or substitute to firm-level traditional brand capital? This question examines how firm-level investment in AI predictive models distorts traditional brand investment
- Develop a structural model to examine when AI functions as a complement or substitute for firm-level traditional brand capital investment.
- Provide the first theoretical framework explaining how predictive AI adoption distorts traditional brand-building decisions, generating testable empirical predictions.

Hyperbolic Geometry & Spatial Optimization | University of Ghana | 2024

- Co-designed a mathematical model applying hyperbolic geometry to spatial structure
- Presented at the African Renaissance Day Celebration

TEACHING

Teaching Assistant | Emory University & University of Ghana | 2023 – Present

Economics of AI (Emory), Development Issues in Africa (Emory), Mathematics (University of Ghana)

- Support students across courses; guide student development and provide individualized mentorship
- Designed supplementary content, including curated briefings on AI policy and African development issues

LEADERSHIP & SERVICE

Emory Ethics and Servant Leadership Forum Scholar | 2025 – Present

- Selected for a competitive leadership cohort focused on ethical decision-making and community impact
- Collaborated with an interdisciplinary team to design service projects benefiting Emory and Atlanta communities

Deputy Head, Academic Committee | UG Economics Students' Society | 2022 – 2023

- Developed a feedback system to identify student academic challenges and inform support programming
- Founded “UGESS Riddle of the Week,” an initiative to build analytical thinking and community engagement

Invited Participant | Citizens' Convention, Ghana Compact Partners

SKILLS

Python · GitHub · LaTeX · Data Visualization · WRDS Data Extraction · Wolfram Mathematica · Prompt Engineering