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EDUCATION

Ph.D., Economics, Boston University, Boston MA, May 2022 (expected)

Dissertation Title: *Essays in Empirical Industrial Organization*

Main advisor: Marc Rysman

Dissertation Committee: Marc Rysman, Jihye Jeon, Ching-To Albert Ma, and Jordi Jaumandreu (Teaching)

M.A., Economics, Boston University, Boston MA, 2016

B.S., Chemistry and Economics (second major), Tsinghua University, Beijing, China P.R., 2014

FIELDS OF INTEREST

Empirical industrial organization, applied microeconomics

WORKING PAPERS

“Bargaining and Merger in Vertical Relationships: Empirics of Packaged Food with Limited Data,” September 2021. Job Market paper [[PDF](#)].

WORK IN PROGRESS

“Front of Package Labeling and Consumer Learning”

PRESENTATIONS

European Association for Research in Industrial Economics, Bergen, Norway, 2021 (Online)

Department seminar at University of Connecticut, 2021 (Online)

FELLOWSHIPS AND AWARDS

Dean’s Fellowship, Boston University, Fall 2016 – Spring 2021

Award of Academic Excellence, Tsinghua University, Spring 2011

WORK EXPERIENCE

Research Assistant for professor Pierre Perron, Fall 2021

Summer Associate Intern, Analysis Group, Boston, 2019

Research Assistant, the Import-Export Bank of China, Beijing, Summer 2013

Research Assistant, Northeastern Security Shanghai Branch, Shanghai, Summer 2013

REFEREE EXPERIENCE

Agribusiness: an International Journal

TEACHING EXPERIENCE

Teaching Assistant, Statistics for Economists, Department of Economics, Boston University,
Spring 2018 - Spring 2019, Fall 2020 – Spring 2021

Teaching Fellow, Market Structure and Industrial Organization, Department of Economics,
Boston University, Spring 2019, Spring 2020

Teaching Fellow, Intermediate Microeconomic Analysis, Department of Economics, Boston
University, Fall 2019

Teaching Fellow, Market Organization and Public Policy, Department of Economics, Boston
University, Spring 2020

Teaching Fellow, Elementary Mathematical Economics, Department of Economics, Boston
University, Fall 2017 – Spring 2018

LANGUAGES

Fluent in English, native in Chinese

COMPUTER SKILLS: STATA, MATLAB, PYTHON, LaTeX

CITIZENSHIP/VISA STATUS: China, P.R./F1

REFERENCES

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Bargaining and Merger in Vertical Relationships: Empirics of Packaged Food with Limited Data (Job Market Paper)

This paper estimates bargaining power in vertical relationships and simulates vertical mergers, and does so using limited data in the yogurt industry. Vertical mergers promote efficiency by eliminating double marginalization and lowering upstream rival wholesale prices, but harm welfare by increasing downstream rival costs and introducing upward pricing pressure on retail prices. To characterize vertical bargaining and simulate vertical integration in industries with limited data, I first develop a method to estimate vertical bargaining power between retailers and manufacturers, and then simulate vertical mergers of firms with various sizes. I use simulation results to demonstrate the relative magnitude of both pro- and anti-competitive incentives. The overall consumer welfare increases after merger, but consumers purchasing non-vertically integrated brands are worse off.

Front of Package Labeling and Consumer Learning

This paper studies consumer learning front-of-package (FOP) nutrition labels on ready-to-eat cereals. Major cereal manufacturers start to voluntarily introduce small and simplified nutrition labels on the front of packages in 2007, but it's unclear how consumers learn about such introduction and how these labels change consumer purchasing decisions. With a panel data on consumer purchasing history, I build a structural model of consumer learning and estimate their demand. Cereals inform consumers about their healthfulness through FOP, and those without FOP are subject to information spillover from other products with FOP. Results suggest that consumers prefer cereals with FOP indicating high healthfulness, and cereals without FOP are interpreted as unhealthy ones. Consumer notice the introduction of FOP very quickly.