JINGPENG HONG

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EDUCATION

University of Chicago, Chicago — 2022 (Expected)
M.A. in Social Sciences, Economics

Peking University, Beijing — 2021
B.A. in Economics, National School of Development

University of Pennsylvania, Philadelphia — Spring 2020
International Guest Student Program

RESEARCH INTERESTS

Quantitative Marketing, Empirical IO, Choice Modeling, Causal Inference, Retailing, Healthcare

COURSE TAKEN

Mathematics & Statistics Prerequisites

Calculus I & II, Advanced Linear Algebra, Probability, Mathematical Statistics, Stochastic Processes, Machine Learning, Scientific Computing with Python, Applied Bayesian Modeling

Economics Ph.D. Courses

Empirical IO, Advanced Microeconomics I, Advanced Econometrics I, Empirical Analysis I, Price Theory II & III (Game Theory), Foundations of Advanced Quantitative Marketing

RESEARCH EXPERIENCE

Publications

"Long-Term Care Insurance and the Well-Being of Older Adults and Their Families: Evidence from China"

with Xiaoyan Lei, Chen Bai and Hong Liu, *Social Science & Medicine*, Vol. 296, March 2022, 114745

Presentation: International Health Economics Association (iHEA) pre-Congress Session   July 2021

Working Papers

"The 'Reshuffle' Effect during COVID-19: Social Distancing and Market Concentration"   2022

- Data: SafeGraph mobile phone GPS records on customer visits to stores.

- Estimate the causal effect of the voluntary social distancing on spatial retail competition.

- "Reshuffle Effect": Foot traffic showed a clear shift by consumers away from more crowded stores toward less busy stores, leading to a lower localized market concentration level.

- Mechanism: Shift to stores closer to home, reduced shopping frequency, and turning to big brands for trust.

- Hetergeneity: The COVID-19 has larger "Reshuffle Effect" for markets with higher population density and more competitors.

TEACHING EXPERIENCE

Teaching Assistantships

Econometrics, for Prof. Junni Zhang, Peking University   Fall 2020, Spring 2021

   - Undergraduate Teaching Assistant Excellence Award, Spring 2021

Real World Economics, for Prof. Qiren Zhou, Peking University   Spring 2019

HONORS & AWARDS

Phoenix Research Award Scholarship, University of Chicago   2021

Excellent Graduate, Peking University   2021

Research Excellence Award, Peking University   2020

Peking University Scholarship   2019

Merit Student, Peking University   2019

China Economic Research Scholarship, Peking University   2019

National School of Development Undergraduate Scholarship, Peking University   2018

Silver Medal, Chinese Physics Olympiad (CPhO) Final   2016

LEADERSHIP & COMMUNITY ACTIVITIES

Vice President, National School of Development Students' Union   2019 - 2020

Volunteer, Peking University Hall   2017 - 2020

SKILLS

Programming   Python, Stata, R, LaTeX (Advanced)
MATLAB, SQL, C (Basic)

Languages   Mandarin (Native), English (Fluent), Spanish (Beginner)

ABSTRACTS

Long-Term Care Insurance and the Well-Being of Older Adults and Their Families: Evidence from China

Abstract: This paper examines the impact of China's public long-term care insurance (LTCI) pilots on the well-being of older adults and their families. Using panel data from the Chinese Longitudinal Healthy Longevity Survey, we exploit the rollout of the LTCI pilots across different cities during 2015–2017 and identify the effect of LTCI using a difference-in-differences approach. We find that the implementation of LTCI has reduced the likelihood of insured older adults reporting unmet activity of daily living (ADL)–related need for care, the intensity of informal care, and the amounts of ADL-related care expenditures and out-of-pocket medical expenditures. LTCI coverage was also associated with an improvement in self-reported health and a reduction in one-year mortality risk of the insured older adults. From a policy perspective, these findings suggest that the introduction of LTCI may benefit all members of the household, both care recipient and caregivers, which has important implications for the development of LTCI in China and other middle-income and developing countries.

The "Reshuffle" Effect during COVID-19: Social Distancing and Market Concentration   2022

Abstract: This paper presents some of the evidence on the effect of social distancing compliance on grocery stores/supermarkets footfall traffic. The paper uses granular visit data from cell-phone tracking to estimate the causal effect of voluntary social distancing behavior during COVID-19 pandemic on the localized market concentration level. The baseline strategy is to exploit the census tract level variation in social distancing compliance based on the stay-at-home rate, together with the time variation of the pandemic outbreak.The empirical work provides three useful insights. First, the foot traffic shows a clear shift by consumers away from more crowded stores toward less busy stores due to the fear of infection, leading to a lower localized market concentration level among stores. This reallocation pattern can be documented as a "Reshuffle" effect of market share during the COVID-19 pandemic. Second, the COVID-19 has larger "Reshuffle" effect for markets (census tracts) with higher population density and more competitors. Third, the main reasons for the "Reshuffle" effect include a shift to stores closer to home, reduced shopping frequency, and turning to big brands for trust. In other words, small businesses are achieving a larger share of a smaller pie during the COVID-19 outbreak.