

JINGPENG HONG

1330 E 53rd Street, Chicago, IL 60615, US

◇ Phone: +1 (773) 695-9943 ◇ Email: jphong@uchicago.edu ◇ Web: jingpenghong.github.io

This version: May 10, 2022

EDUCATION

University of Chicago , Chicago M.A. in Social Sciences, Economics	2022 (Expected)
Peking University , Beijing B.A. in Economics, National School of Development	2021
University of Pennsylvania , Philadelphia International Guest Student Program	Spring 2020

RESEARCH INTERESTS

Quantitative Marketing, Empirical IO, Choice Modeling, Causal Inference, Retailing, Healthcare, Market Structure, Consumer Inertia, Healthcare

COURSE TAKEN

Mathematics & Statistics Prerequisites

Calculus I & II, Advanced Linear Algebra, Probability, Mathematical Statistics, Stochastic Processes, Machine Learning, Data Analysis and Econometric Programming, Scientific Computing with Python, Applied Bayesian Modeling and Inference, Online Social Media Data Analysis

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”

Advisor: Prof. Xing Li 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.
- Heterogeneity: The COVID-19 has larger “Reshuffle Effect” for markets with higher population density and more competitors.

Research Assistantships

- | | |
|---|-----------------------|
| RA for Prof. Brad Larsen, Stanford University | June 2020 - July 2020 |
| - Codified and matched list of policies by state for each occupation code. | |
| RA for Prof. Xiaoyan Lei, Peking University | May 2019 - July 2021 |
| - Built and cleaned datasets, ran analysis, output tables and figures with different formats. | |
| - Presented results with seminar participants and shared commented code with coauthors. | |
| - Reviewed the research on socioeconomic status and cognitive function, gene-environment interaction, social pensions and depressive symptoms, etc. | |

TEACHING EXPERIENCE

Teaching Assistantships

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| 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

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| 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

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| Vice President, National School of Development Students' Union | 2019 - 2020 |
| Volunteer, Peking University Hall | 2017 - 2020 |

SKILLS

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| Programming | Python, Stata, R, \LaTeX (Advanced)
MATLAB, SQL, C (Basic) |
| Languages | Mandarin (Native), English (Fluent), Spanish (Beginner) |

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

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

Thesis

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.