

# RONG ZHANG

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Personal Website: <https://rongzhang123.github.io/>

## EDUCATION

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### Department of Agricultural Economics, Texas A&M University

PhD Candidate in Agricultural Economics

2021 - Expected 2026

### Department of Economics, Texas A&M University

Master of Science in Economics

2019 - 2021

Major: Financial Econometrics, GPA: 4.0/4.0

### University of International Business and Economics

Bachelor of Art in Economics

2015 - 2019

Major: International Economics and Trade

## RESEARCH AREA

Empirical Industrial Organization, Applied Microeconomics, Price Discrimination, Inequality, Labor Market

## WORKING PAPERS

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### Price Discrimination and Implicit Market Segmentation in Consumer Packaged Goods

(Job Market Paper, with Yvette Zhang)

### Price Discrimination, Product Differentiation, and Gender-Based Pricing in Consumer Packaged Goods

(with Yvette Zhang, R&R at Southern Economic Journal)

### Educational Assortative Matching and Income Inequality in China

(with Song Zhou and Yvette Zhang)

## WORK IN PROGRESS

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### Welfare Effects of Wholesale Price Discrimination

(with Mengjie Li and Yvette Zhang)

### The Lipstick Effects: How Consumers Adapt to Economic Stresses

(with Lingxiao Wang, Wenying Li and Yvette Zhang)

### Intertemporal Substitution and Regional Price Discrimination under Dynamic Pricing: Evidence from the Global Video Game Market

## RESEARCH AND WORK EXPERIENCE

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### Department of Agricultural Economics, TAMU

July 2025- December 2025

Research Assistant for Dr. Yvette Zhang

Conduct Techno-Economic Analysis (TEA) of a pulping platform.

### Department of Economics, TAMU

April 2021-April 2023

Research Assistant for Dr. Li Gan

### Department of Agricultural Economics, TAMU

January 2022-August 2022

Research Assistant for Dr. Jean-Claude Bizimana

### The Bush School of Government & Public Service, TAMU

December 2020-June 2022

Research Assistant for Dr. Ren Mu

## **TEACHING EXPERIENCE**

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### **INTA Capstone Research Course for Master of International Affairs Students**

*Teaching Assistant, Spring 2022, graduate level:*

Meet weekly with students to assist on their projects' programming and answer questions, provide support materials for students learning R programming.

### **AGEC 625 Environment of Agribusiness**

*Teaching Assistant, Spring 2024, graduate level:*

Hold office hours and offer R programming assistance on students' final projects, grade assignments.

### **AGEC 350 Environmental and Natural Resource Economics**

*Teaching Assistant, Fall 2022 and Spring 2023, undergraduate level:*

Give lectures on exam review, coordinate lectures with guest speakers, assist in in-class activities, hold regular office hours, grade assignments and exams.

### **Other Undergraduate Level Courses:**

AGEC 440 Agribusiness Strategic Analysis, Teaching Assistant, Fall 2022 and Spring 2024

AGEC 325 Principles of Farm and Ranch Management, Teaching Assistant, Fall 2024

AGEC 431 Cases in Agribusiness Finance, Teaching Assistant, Fall 2023

AGEC 340 Agribusiness Management, Teaching Assistant, Spring 2025

## **CONFERENCES AND PRESENTATION**

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Southern Agricultural Economics Association (SAEA) Annual Meeting - Paper Presentation, February 2026

American Agricultural Economics Association (AAEA) Annual Conference - Poster Presentation, July 2025

Symposium for Agricultural and Applied Economics Research - Paper Presentation, April 2025

Chinese Economists Society (CES) North America Annual Conference - Paper Presentation, March 2025

Food Health & Applied Group Seminar, TAMU - Paper Presentation, December 2024 & February 2025

Econometrics Study Group, TAMU - Paper Presentation, August 2025

## **GRANTS AND AWARDS**

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Research Assistantship supported by USDA-NIFA Grant, Summer & Fall 2025

Graduate Assistantship, Department of Agricultural Economics, TAMU, Fall 2022 - Spring 2025

Economics Departmental Graduate Scholarship, TAMU, Fall 2019 – Spring 2021

Graduate Students' Association travel grant, TAMU, Spring and Summer 2025

## **SKILLS**

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Programming and Tools: R, Python, Stata, LaTex, GAMS

Languages: English (Fluent), Chinese (Native)

## **SERVICE**

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Graduate Student Organization Agricultural Economics, TAMU

*Treasurer, Fall 2024 - Spring 2025*

Food Health and Applied Group Meetings, AgEcon Department, TAMU

*Organizer, Fall 2024*

## REFERENCES

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**Dr. Yvette Zhang (Chair)**

Professor  
Agricultural Economics  
Texas A&M University  
Email: yzhang@tamu.edu

**Dr. Ximing Wu (Co-Chair)**

Professor  
Agricultural Economics  
Texas A&M University  
Email: xwu@email.tamu.edu

**Dr. Li Gan (Committee Member)**

Professor  
Economics  
Texas A&M University  
Email: ganli@tamu.edu

**Dr. Desmond Ng (Teaching)**

Associate Professor  
Agricultural Economics  
Texas A&M University  
Email: desmond.ng@ag.tamu.edu

## ABSTRACTS

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**Price Discrimination and Implicit Market Segmentation in Consumer Packaged Goods**

(Job Market Paper, with Yvette Zhang)

**Abstract:** Implicit market segmentation is a marketing and pricing practice in which firms use indirect cues, such as product design, packaging or branding, to segment the market based on inferred preferences, rather than on explicit observable characteristics. This practice is widely used in consumer packaged goods and it can involve both second-degree and third-degree price discrimination, which together can generate ambiguous welfare effects. Yet most existing empirical studies consider these two forms of price discrimination separately, leaving open the question of how they interact when deployed together. In this paper, we employ a random-coefficient aggregate discrete choice model to assess the price discrimination pattern and welfare effects of implicit market segmentation. The empirical estimation analyzes implicit market segmentation in consumer packaged goods using scanner data of toothbrush market. We find that the implicit market segmentation lead to price differences across markets, and the differences are jointly sustained by third-degree and second-degree price discrimination. By conducting a counterfactual analysis, we find that eliminating the segmentation would increase consumer surplus but reduce producer surplus, resulting in a net welfare gain.

**Educational Assortative Matching and Income Inequality in China**

(with Song Zhou and Yvette Zhang)

**Abstract:** The fast increase of the income inequality in China had attracted worldwide attention, one of the causes of the increasing income inequality can be the assortative matching in marriage market. This paper examines how educational assortative matching affects household income inequality in China. Using a national representative survey data from 2010 to 2018, we document a growing tendency for spouses to match by education. We simulate hypothetical scenarios that couples are matched randomly and perfectly to quantify the impact of sorting on inequality. Lorenz curves and Gini coefficients show that educational sorting substantially raises inequality. In most developed countries, assortative matching can contribute to the income inequality through married female labor force participation. Therefore we examine the impact of the changes in women's labor force behavior by considering both extensive and intensive margin of labor market. However, the results find that their effects on inequality are modest. These results indicate that marital sorting played a more substantial role in increasing household income inequality than shifts in post-marriage labor supply.