

## **Lun LI**

### **Curriculum Vitae**

#### **Contact Information**

School of Economics, Peking University  
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**Citizenship:** China

#### **Academic Positions:**

Assistant Professor, Peking University, School of Economics, 2021—

#### **Education**

Ph.D., Economics, University of Chicago, 2021

Dissertation Title: “Advertising, Brand Preferences, and Market Structures”

Committee: Greg Kaplan(Chair), Joseph Vavra, Chad Syverson

M.A., Economics, University of Chicago, 2021

B.A.(*Magna Cum Laude*), Math, Statistics, Mathematical Economics Analysis, Rice University, 2014

#### **Fellowships, Honors, and Awards:**

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| 2019 | Becker Friedman Institute Data Acquisition Fund, University of Chicago |
| 2019 | Travel and Data Fund Awards, University of Chicago                     |
| 2015 | Sherwin Rosen Fellowship, University of Chicago                        |
| 2014 | Social Sciences Fellowship, University of Chicago                      |

#### **Conferences and Seminar Presentations:**

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|-------|---|
| 2021: | Applied Young Economist Webinar, The Midwest Economics Association<br>Annual Conference |
| 2019: | Trans-Atlantic Doctoral Conference, London School of Business                           |

#### **Working Papers:**

“Advertising, Brand Preferences, and Market Structures” (Job Market Paper)

“Constructing Location-Specific Price Indexes from Scanner Data”

#### **Teaching Experiences:**

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| Spring, 2018 | Elements of Economics Analysis III (Macroeconomics), University of Chicago |
| Spring, 2017 | Elements of Economics Analysis III - Honors, University of Chicago         |