

**Alex Marsh**  
Economics Department  
University of North Carolina - Chapel Hill  
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## Education

Ph.D. Economics, University of North Carolina - Chapel Hill	May 2025 (Expected)
M.A. Economics, Duke University	May 2019
B.S. Economics, Belmont University, <i>Summa Cum Laude</i>	December 2016

## Research Fields

Industrial Organization, Applied Econometrics

## Working Papers

- “Revenue Management with Reallocation” (Job Market Paper)* (with Garrett Scott and Jonathan Williams)
- “What Can Web Traffic Reveal about Air-Travel Demand?”* (with Garrett Scott, Drew Kuiken, and Jonathan Williams), *Revise & Resubmit at Economics of Transportation*
- “Allocating Upgrades: Challenges and Opportunities in the Airline Industry”* (with Garrett Scott and Jonathan Williams)
- “Personalized Pricing in the Airline Industry”* (with Andrii Babii, Garrett Scott, and Jonathan Williams)

## Works in Progress

*“Consideration Sets with Intertemporally Related Goods: Evidence from an Airline”*

## Research & Professional Experience

<i>Research Assistant</i>	
Andrew Yates	Fall 2024 - Present
Jonathan Williams	Fall 2020 - Fall 2021
Chantale LaCasse	Summer 2022
Luca Maini and Andrés Hincapié	Fall 2020
James Roberts	Fall 2017 - Spring 2019
<i>User Behavior and Strategy Intern at CableLabs</i>	Summer 2021

## Conferences & Presentations

Econometric Society Summer School in Dynamic Structural Econometrics	2024
International Industrial Organization Conference	2024
Southern Economics Association Annual Meeting	2021, 2022, 2023

Missouri Valley Economic Association Annual Meeting	2016
Federal Reserve of Dallas Annual Economics Scholars Program	2015, 2016

## Teaching Experience

### *Instructor*

ECON 370: Economic Applications of Data Science	Fall 2021, 2022, 2023
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### *Teaching Assistant*

ECON 101: Introduction to Economics	Spring 2025
ECON 470: Econometrics	Spring 2023

## Honors & Awards

<i>Summer Fellowship</i> , Center for Regulatory Industry Studies	Summers 2021 - 2024
<i>Gallman Scholar Fellowship</i> , UNC Economics	Spring 2022
<i>Merit Scholarship</i> , Duke University	Fall 2017 - Spring 2019
<i>Summa Cum Laude</i> , Belmont University	Fall 2016
<i>Alpha Chi Honor Society</i> , Belmont University	Spring 2015
<i>William G. Hall Scholarship</i> , Belmont University	Fall 2014
<i>Merit Scholarship</i> , Belmont University	Fall 2012 - Spring 2016

## Service

<i>President</i> , UNC Economics Graduate Student Association	Fall 2021 - Spring 2022
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## Computational Skills

R, Julia, Matlab, Stata, Python, LaTeX

## References

### **Jonathan Williams**

*Professor*  
Department of Economics  
UNC - Chapel Hill  
**jonwms@live.unc.edu**

### **Fei Li**

*Associate Professor*  
Department of Economics  
UNC - Chapel Hill  
**lifei@email.unc.edu**

### **Andrii Babii**

*Associate Professor*  
Department of Economics  
UNC - Chapel Hill  
**andrii@email.unc.edu**

### **Gary Biglaiser**

*Professor*  
Department of Economics  
UNC - Chapel Hill  
**gbiglais@email.unc.edu**

### **Brian McManus**

*Professor*  
Department of Economics  
UNC - Chapel Hill  
**mcmanusb@email.unc.edu**