

Alex Marsh

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Education

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

Professional Experience

<i>Economist</i> at Bates White Economic Consulting	Starting August 2025
<i>User Behavior and Strategy Intern</i> at CableLabs	Summer 2021

Research Fields

Industrial Organization, Applied Econometrics

Publications

“Should I Stay Or Should I Go? An Empirical Analysis of Consumer Behavior Using Airline Web-Traffic Data,” with Garrett Scott, Drew Van Kuiken, and Jonathan Williams. Conditionally Accepted at *Economics of Transportation*.

Working Papers

“Revenue Management With Reallocation,” with Garrett Scott and Jonathan Williams. **Job Market Paper.**

“Consumer Awareness And Entry In Upgrade Auctions,” 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 Experience

<i>Research Assistant</i>	
Andrew Yates	Fall 2024 - Summer 2025
Jonathan Williams	Fall 2020 - Fall 2021
Chantale LaCasse	Summer 2022
Luca Maini and Andrés Hincapié	Fall 2020
James Roberts	Fall 2017 - Spring 2019

Conferences & Presentations

European Association for Research in Industrial Economics	2024
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 2024
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
<i>Eagle Scott</i> , Boy Scouts of America	Fall 2010

Service

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

R, Matlab, Julia, Python, Stata, LaTeX

References

Jonathan Williams <i>Professor</i> Economics Department UNC - Chapel Hill jonwms@live.unc.edu	Fei Li <i>Professor</i> Economics Department UNC - Chapel Hill lifei@email.unc.edu	Andrii Babii <i>Associate Professor</i> Economics Department UNC - Chapel Hill andrii@email.unc.edu	Gary Biglaiser <i>Professor</i> Economics Department UNC - Chapel Hill gbiglais@email.unc.edu
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