

Alex Marsh

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Education

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| 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

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| <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 Kuiken, and Jonathan Williams), *Conditionally Accepted at Economics of Transportation*

Working Papers

“Revenue Management with Reallocation” (Job Market Paper) (with Garrett Scott and Jonathan Williams)

“Consumer Awareness And Entry Into 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

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| <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

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| 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

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

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| ECON 101: Introduction to Economics | Spring 2024 |
| ECON 470: Econometrics | Spring 2023 |

Honors & Awards

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| <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

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| <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

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