

Duong Hai Long

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Employment

Postdoctoral Fellow, Department of Marketing, National University of Singapore, Oct 2017-present.

Education

- 2017 Ph.D. (Economics), National University of Singapore
Dissertation: “Fuel Prices, Regulations, and the Adoption of Fuel-saving Technologies and Alternative Fuels”
Committee: Alberto Salvo (Chair), John C. Ham, and Yang Nan.
- 2011 B.Soc.Sc (Economics), BEng (Industrial and Systems Engineering),
Minor in Mathematics, National University of Singapore.

Research Interest

Applied Microeconomics, Empirical Industrial Organization, Labor Economics, Behavioral Economics, Structural Models

Working Papers

Hai Long Duong, Junhong Chu, and Dai Yao. “Making Lemonade from Lemons: Taxi Drivers’ Response to Cancellations and No-shows” (*job market paper*)

Hai Long Duong, and Alberto Salvo. “Price Salience and Imperfect Information: Evidence from Experiments at Fueling Stations in Brazil”

Hai Long Duong. “The Adoption of Fuel-saving Technologies in U.S. Automobile Industry: Regulation Push and Demand Pull”

Teaching Assistantship

Spring 2016 – Spring 2017	EC3304 Econometrics II
Fall 2015	EC3322 Industrial Organization
Fall 2013 – Spring 2015	EC3304 Econometrics II
Spring 2013	EC2102 Macroeconomic Analysis I

Conference Presentations

- 06/2019 ISMS Marketing Science Conference, Rome, Italy, 2019
02/2019 Marketing Insights and New Investigations (MINI) Conference, NUS, 2019
06/2018 ISMS Marketing Science Conference, Philadelphia, USA, 2018
06/2018 NUS-Tsinghua Conference on Digital Economy, Beijing, China, 2018

Honors and Awards

- 2017 Graduate Teaching Award Honor Roll, FASS, NUS
- 2016 Graduate Teaching Award, FASS, NUS
- 2014 Graduate Teaching Award, FASS, NUS
- 2014 NUS Research Scholarship
- 2011 3rd Prize MOPTA Modeling and Optimization Practice, Theory and Application

Computer Skills

STATA, Matlab, Python, C/C++, R, QGIS, ArcGIS, LaTeX

References

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Prof. Junhong Chu
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Prof. Sumit Agarwal
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Addendum: Paper abstracts

Making Lemonade from Lemons: Taxi Drivers' Response to Cancellations and No-shows

Koszegi and Rabin (2006) show that workers with endogenous income targets respond differently to anticipated changes and unanticipated shocks in their earnings, and only the latter generates behaviors that contradict the neoclassical model of labor supply. In this paper, we study the impact of booking cancellations and passenger no-shows—a source of unanticipated negative income shocks—on Singaporean taxi drivers' labor supply and productivity. We find that drivers work longer and earn more per hour following cancellations or no-shows, and the effects are strongest when cumulative income is close to the average shift income and become insignificant when the income is too low or too high. This provides compelling evidence for income targeting labor supply, even in the presence of endogenous reference point. In addition, we find that drivers respond more strongly to more recent cancellations and no-shows, suggesting a dynamic nature of the reference point. Moreover, working longer and increasing productivity are substitutable rather than complementary devices, and are chosen by taxi drivers in their own favor: More experienced drivers tend to increase productivity, and solo drivers tend to work more hours.

Price Salience, Imperfect Information: Evidence from Experiments at Fueling Stations in Brazil

The paper investigates the effect of price salience on consumer fuel choice at the pump. Using data gathered from an experiment conducted in four Brazilian cities which involved showing salient price information to random consumers at fueling stations, we show that the observed consumer choices are consistent with a model of imperfect price information. Price noise is estimated to contribute at least 19% of the variation in consumer's random utility. Providing price ratio comparison at the pump can decrease consumer's perceived value of gasoline and midgrade gasoline by 7%. The model also shows a significant value of gasoline to consumers even when ethanol is very competitively priced, as well as substantial variation in gasoline valuation across consumers, which highlights the difficulties in displacing fossil fuel, even in a market with an accessible alternative as in Brazil.

The Adoption of Fuel-saving Technologies in U.S. Automobile Industry: Regulation Push and Demand Pull

The paper investigates the influence of fuel-price and fuel-economy regulation on the adoption of fuel-saving technologies in the U.S. automobile industry. I address this question with an empirical model of the industry that incorporates demand, supply, technologies, and regulations. The novelty of this model is that it allows for endogenous choices of vehicle fuel efficiency by firms in the form of a fuel-efficiency frontier. The counterfactual studies show that both fuel prices and regulations contribute to the recent acceleration of vehicle fuel economy in the U.S.: Consumers are driven by the fluctuation in fuel price and car-makers are driven by stricter regulations when adopting fuel-efficient vehicles.