

# Diana Li

+1 302-803-9517

[li.daij@northeastern.edu](mailto:li.daij@northeastern.edu)

<https://dianali495.github.io>

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## EDUCATION

### **Ph.D. in Applied Economics**

*Northeastern University, Boston, MA*

Dissertation Committee: James Dana, Imke Reimers, Mindy Marks

GPA: 3.96/4.0

Expected: December 2024

### **B.S. in Mathematics and Economics**

*University of Delaware, Newark, DE*

GPA: 3.82/4.0

2016–2019

## WORKING PAPERS

### A Welfare Analysis of the WIC Subsidy Program

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides vouchers for specific foods to improve nutrition among low-income families. This study estimates demand in the infant formula market using a discrete choice model and consumer panel data. I examine two key aspects: the impact of expanding the variety of WIC-eligible product and increasing program participation. Results show that expanding product variety could increase consumer surplus by 17%, while broader participation could double the benefits for eligible households. This research underscores WIC's critical value and provides an evaluation of strategies for improving the program to guide policy decisions.

### Price and Welfare Effects of the Alaska and Virgin Airline Merger

I examine the price effects of the merger between Alaska Airlines and Virgin America, focusing on non-stop routes where the two airlines were either in direct or potential competition prior to the merger. Using a Difference-in-Differences (DID) approach, I find that the merger led to an increase in prices on affected routes, particularly on routes where the airlines were potential competitors. The price increase is more pronounced in routes where Alaska Airlines had a higher pre-merger market share. A weighted regression, accounting for passenger volumes, highlights that price effects are stronger in high-volume markets, suggesting that these routes primarily drive the overall price increase. The study finds that price effects remain consistent across various model specifications.

### Bride Price as a Consumption Smoothing Method: The Study of Indonesia Households

Bride price is viewed as a source of income, which can lead to early marriage and even child marriage. The consumption smoothing theory predicts that economic shocks will lower the marriage age of daughters. I examine how bride price affects the age at which daughters in societies where it is prevalent marry, with a focus on the impact of economic shocks. To

investigate this relationship, I utilized the Indonesian Family Life Survey, a panel dataset that has not been previously used to study the causal link between economic shocks and daughters' marriages. Using shock information provided in the data as the main source of variation, the study finds evidence that certain types of shocks decrease the marriage age of daughters.

## RESEARCH EXPERIENCE

Research Assistant for Bilge Erten, Northeastern University	2019
Research Assistant for Jianfei Cao, Northeastern University	2022-2023
Research Assistant for John Kwoka, Northeastern University	2021-2024

## TEACHING EXPERIENCE

Teaching Assistant, ECON5110: Microeconomic Theory (Masters)	Fall 2020
Teaching Assistant, ECON5140: Applied Econometrics (Masters)	Spring 2020
Program Assistant, ECON3916: Economic Development in Rwanda	Summer 2023
Program Assistant, ECON3915: Conflict Economics	Summer 2023
Instructor, ECON3916: Economic Development in Rwanda	Summer 2023
Instructor, ECON1126: Recitation for Principles of Microeconomics	Fall 2023
Teaching Assistant, ECON2350: Statistics for Economists	Summer 2024
Teaching Assistant, ECON2560: Applied Econometrics	Summer 2024

## AWARDS

Dissertation Completion Fellowship	Fall 2024
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## SKILLS

**Languages:** Mandarin (native), English (full professional proficiency), Japanese (conversational proficiency)

**Technical Skills:** STATA, Python, LaTeX, R, Matlab, JAVA, C++, SQL

**Certification:** Correlation One Data Science for All Fellow, CITI Social and Behavioral Research Program

## CONFERENCE PARTICIPATION

International Industrial Organization Conference, 2024

## REFERENCES

**James Dana**  
Professor of Economics and Strategy  
j.dana@northeastern.edu

**Imke Reimers**

Associate Professor of Strategy and Business Economics  
[imke.reimers@cornell.edu](mailto:imke.reimers@cornell.edu)

**Mindy Marks**

Associate Professor of Economics  
[m.marks@northeastern.edu](mailto:m.marks@northeastern.edu)