

Guozhen (Gordon) Ji - CV

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Education

2020-Present PhD, Economics, University of Texas at Austin
Field courses - Empirical Industrial Organization, Econometrics
Research Interests - *Industrial Organization, Price Discrimination, Environmental Economics, Transportation Economics*

2014-2018 BS w/ General Honors, Statistics and Economics, University of Chicago

References

Eugenio Miravete	University of Texas at Austin, eugenio@utexas.edu
Robert Town	University of Texas at Austin, robert.town@austin.utexas.edu
Jackson Dorsey	University of Texas at Austin, jackson.dorsey@austin.utexas.edu
Andrey Ordin	University of Texas at Austin, andrey.ordin@mcombs.utexas.edu
Alon Bergman	University of Pennsylvania, Wharton School of Business, alonberg@wharton.upenn.edu

Honors and Scholarships

2022 Outstanding 2nd Year Paper Award, University of Texas at Austin
2020-Present Graduate Fellowship, University of Texas at Austin

Experiences

Summer 2025 The Brattle Group
Summer Associate *Washington, DC*

- Contributed to the liability phase of a litigation by developing econometric models to quantify the impact of a health insurer's alleged monopsony power against a hospital system.
- Estimated multimillion-dollar damages for the end client by developing an econometric model for the counterfactual "but-for" scenario of a more competitive insurance market, providing the core quantitative evidence for the liability report.
- Managed 5 project work streams from raw data processing, statistical analysis and short-term deliverables, directly leading 2 research analysts on individual streams to produce key GIS visualizations and econometric evidence for the case.

Research

Working Papers

Spring 2025 “Rain or Shine? Optimal Utility Pricing under Weather Variability” (Job Market Paper)

Climate change is increasing the variance of weather patterns, leading to greater demand variability and, consequently, more unstable revenue for utility companies. The utility's pre-set fixed Increasing Block Pricing (IBP) must recover costs while also fulfilling policy goals related to conservation and equity—challenges that are amplified by growing weather variability. This paper evaluates how changes in weather variance affect the utility's Ramsey pricing problem. Using a rich panel of monthly household water utility transaction data from Austin, TX, spanning 2018–2019, I estimate demand elasticity with a structural discrete-continuous choice (DCC) model that accounts for nonlinear budget constraints. In the counterfactual analysis, I solve the optimal Ramsey pricing problem under different levels of precipitation variance. The results show that when precipitation variance is high, adding concavity to the utility's revenue preference increases the progressive distributional effect, as risk aversion leads the utility to discount the revenue contribution of higher-income consumers to meet the conservation constraint. In contrast, when precipitation variance is low, introducing concavity makes the distributional effect more regressive.

Fall 2022 “Spatial Heterogeneous Consumers: The Welfare Effect of UberPool”
Outstanding 2nd Year Paper Award

Many economic research studies have been focusing on the demand and welfare estimation of the ride-hailing market, specifically for platforms like Uber and Lyft. In this paper, I estimate the welfare effect of UberPool as a new product in the ride-hailing market accounting for heterogeneous preferences within and across locations by using a discrete-type random coefficient nested logit model. I find that, relative to the counterfactual worlds without UberPool, UberPool can increase consumer surplus by 31.58% ~ 33.51%. Even a partially accessible UberPool by location is 2.57% higher on consumer surplus, compared to if only UberX were provided but with lower prices, which shows the magnitude of the variety effect in the ride-hailing market.

Work in Progress

Spring 2024 “Constrained Price Discrimination on Value of Time”

Many tolled roads in the US have been using a dynamic pricing mechanism to react to fluctuating demand, which essentially forms a price discrimination on the value of time (VOT), incentivizing high VOT users to use the more expensive toll lanes to save time and vice versa. In this paper, I explored this price discrimination on VOT with two common infrastructure constraints - 1. a fixed free price on the slow lanes, and 2. the fast lanes and slow lanes are not perfect substitutes in terms of their exits. Following existing research, I develop a structural model for optimal tolls to maximize consumer welfare and use BLP to estimate the demand and price elasticity for the Express Lane. In addition, I also conducted a counterfactual analysis to explore the welfare effect of different policies on toll designs and infrastructural investments.

Research Experience

2018-2020 Princeton University, Senior Research Specialist to Stephen Redding and Oleg Itskhoki
2017-2018 University of Chicago Booth School of Business, Research Assistant to Richard Hornbeck

Teaching Experience

As an Assistant Instructor

Fall 2024	ECO 329, Economic Statistics
Summer 2024	ECO 329, Economic Statistics
Fall 2023	ECO 329, Economic Statistics
Summer 2023	ECO 329, Economic Statistics

As a Teaching Assistant

Fall 2025	ECO 101S, Economics to Career, Hong Tran Escobar
Spring 2025	ECO 441K, Introduction to Econometrics, Brendan Kline, Helen Schneider
Spring 2024	ECO 320L, Macroeconomic Theory, Andreas Mueller
Spring 2023	ECO 441K, Introduction to Econometrics, Brendan Kline, Helen Schneider
Fall 2022	ECO 441K, Introduction to Econometrics, Daniel Akerberg, Haiqing Xu
Fall 2022	ECO 354M, Experimental Economics, Charity-Joy Acchiardo
Summer 2022	ECO 304L, Introduction to Macroeconomics, Charity-Joy Acchiardo
Spring 2022	ECO 330T, Experimental Economics, Charity-Joy Acchiardo
Fall 2021	ECO 330T, Experimental Economics, Charity-Joy Acchiardo

Skills

■ Software Skills

Coding: *Python(Numpy, Panda, Jax, Scipy), R(dylpr, ggplot2), Matlab, Stata, C, Racket*
Geospatial Analysis: ArcGIS, Geemap

■ Language Skills

English, Full professional proficiency
Mandarin, Native or bilingual proficiency
Shanghainese, Native or bilingual proficiency