

Jihye Heo

CONTACT INFORMATION	Rice Hall 210 10 N. Professor St. Oberlin, OH 44074 USA	Phone: 440-775-8857 Email: jheo1@oberlin.edu Web: https://jihye-heo.github.io
CURRENT POSITION	Assistant Professor of Economics Department of Economics, Oberlin College & Conservatory	August 2023 - present
EDUCATION	Ph.D. in Economics, Vanderbilt University M.A. in Economics, Vanderbilt University B.A. in Economics, Korea University	2023, August 2019, May 2015, August
RESEARCH INTERESTS	Industrial Organizations, International Trade, Applied Econometrics	
TEACHING	2023 FA Introduction to Econometrics	
WORKING PAPERS	<ul style="list-style-type: none">- “Product Bundling, Joint Markups and Trade Liberalization” <u>Abstract</u> : Product bundling is a frequent practice that multi-product firms use to increase firmlevel profits. This paper examines how product bundling affects a firm’s markups at various levels in international trade. Joint pricing decisions for product bundling pose a challenge for previous methods in estimating markups. Utilizing the linkages across prices in the firm profit maximization problem, I propose a method to estimate transaction-level markups incorporating multi-product firms’ decisions to bundle products. Focusing on Chinese exporters, multi-product firms that bundle products achieve markups that are approximately 30% higher than firms without product bundling. The markup premiums that bundling firms enjoy have been partially driven out since competition has increased due to China’s WTO accession.	
WORKS IN PROGRESS	<ul style="list-style-type: none">- “Product Bundling in International Markets” <i>with Ebehi Iyoha and Joel Rodrigue</i>- “Robust Inference in Differentiated Products Demand Analysis with Trimmed Infinitesimal Shares” <i>with Yuya Sasaki</i>- “Exploring the Determinants of Export Decisions : Unraveling Fixed Costs and Demand Heterogeneity”	
WORK EXPERIENCE	Research Assistant, Korea University 2015 - 2017 - <i>Professor</i> : Jaehyun Nahm	
FELLOWSHIPS AND AWARDS	2022 Summer Research Award (College of Arts & Science), The Dornbush Dissertation Fellowship 2018 Summer Language Training Award 2017 Vanderbilt University Fellowship (to 2023)	
CONFERENCE AND SEMINARS	2023 MEG (expected) 2022 Vanderbilt MIBB, Western Economic Association International, Young Economist Symposium 2022, SEA 92 nd Annual Meeting(scheduled), Vanderbilt Dissertation Workshop 2021 Vanderbilt Research Day Workshop	

SERVICE	- Council of Economics Graduate Students	
PROGRAMMING LANGUAGES	Python, MATLAB, STATA, and R	
REFERENCES	Professor Joel Rodrigue (Primary Advisor)	Professor Tong Li
	Department of Economics Vanderbilt University joel.b.rodrigue@vanderbilt.edu	Department of Economics Vanderbilt University tong.li@vanderbilt.edu
	Professor Yuya Sasaki	Professor Luke Froeb
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