

# Jihye Heo

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## CONTACT INFORMATION

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## 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

## WORKING PAPERS

“Product Bundling, Joint Markups and Trade Liberalization”

Abstract : 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

“Product Bundling in International Markets” *with Ebehi Iyoha and Joel Rodrigue*

“Robust Inference in Differentiated Products Demand Analysis with Truncated Infinitesimal Shares”  
*with Yuya Sasaki*

“Exploring the Determinants of Export Decisions : Unraveling Fixed Costs and Demand Heterogeneity”

## TEACHING EXPERIENCE

Instructor, Oberlin College  
2023 Introduction to Econometrics

Teaching Assistant, Vanderbilt University

2022 Principles of Microeconomics, Economics of Risk, Strategic Analysis

2021 Intermediate Microeconomic Theory, Principles of Microeconomics,

2020 Game Theory with Economic Applications, Selected Microeconomic Topics, Microeconomic Theory I (Ph.D.), Microeconomic Theory I (Masters.)

2019 Economic Statistics, Intermediate Microeconomic Theory, Principles of Macroeconomics, Economics of Information and Communications Technology

2018 Principles of Macroeconomics, Principles of Microeconomics

## WORK EXPERIENCE

Research Assistant, Korea University  
2015 - 2017 Professor Jaehyun Nahm

FELLOWSHIPS AND AWARDS	2022 Summer Research Award (College of Arts & Science), The Dornbush Dissertation Fellowship	
	2018 Summer Language Training Award	
	2017 - 2023 Vanderbilt University Fellowship	
INVITED TALKS	2023 Midwest Econometrics Group (scheduled)	
	2022 Vanderbilt MIBB, Western Economic Association International, Young Economist Symposium 2022, SEA 92 <sup>nd</sup> Annual Meeting, Vanderbilt Dissertation Workshop, Georgia Institute of Technology, Oberlin College, Temple University, Korean Institute for Industrial Economics and Trade, Cornerstone	
	2021 Vanderbilt Research Day Workshop	
SERVICE	Council of Economics Graduate Students	
PROGRAMMING LANGUAGES	Python, MATLAB, STATA, and R	
REFERENCES	Professor Joel Rodrigue (Primary Advisor) Department of Economics Vanderbilt University joel.b.rodrigue@vanderbilt.edu	Professor Tong Li Department of Economics Vanderbilt University tong.li@vanderbilt.edu
	Professor Yuya Sasaki Department of Economics Vanderbilt University yuya.sasaki@vanderbilt.edu	Professor Luke Froeb Owen Graduate School of Management Vanderbilt University luke.froeb@vanderbilt.edu