

Jihye Heo

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| CONTACT INFORMATION | Department of Economics, Vanderbilt University 2301 Vanderbilt Place Nashville, TN 37235 USA | Phone: (615)-585-1709 Email: ji.hye.heo@vanderbilt.edu Web: https://jihye-heo.github.io |
| EDUCATION | Ph.D. in Economics, Vanderbilt University <i>Committee</i> : Joel Rodrigue, Tong Li, Yuya Sasaki, and Luke Froeb M.A. in Economics, Vanderbilt University B.A. in Economics, Korea University | 2023 (Expected) 2019 2015 |
| RESEARCH INTERESTS | Industrial Organizations, International Trade, Applied Econometrics | |
| WORKING PAPERS | <ul style="list-style-type: none">- “Product Bundling, Joint Markups and Trade Liberalization” [Job Market Paper] <u>Abstract</u> : Product bundling is a frequent practice that multi-product firms use to increase firm-level 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>- “Product Portfolios and Market Entry” | |
| WORK EXPERIENCE | Teaching Assistant, Vanderbilt University 2022 <i>Courses</i> : Principles of Microeconomics, Economics of Risk, Strategic Analysis 2021 <i>Courses</i> : Intermediate Microeconomic Theory, Principles of Microeconomics, 2020 <i>Courses</i> : Game Theory with Economic Applications, Selected Microeconomic Topics, Microeconomic Theory I (Ph.D.), Microeconomic Theory I (Masters.) 2019 <i>Courses</i> : Economic Statistics, Intermediate Microeconomic Theory, Principles of Macroeconomics, Economics of Information and Communications Technology 2018 <i>Courses</i> : Principles of Macroeconomics, Principles of Microeconomics Research Assistant, Korea University 2016 <i>Professor</i> : Jaehyun Nahm | |
| FELLOWSHIPS AND AWARDS | 2022 Summer Research Award (College of Arts & Science), The Dornbush Dissertation Fellowship 2018 Summer Language Training Grant 2017 Vanderbilt University Fellowship (to 2023) | |

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| CONFERENCE AND SEMINARS | 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) 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 |