

Jihye Heo

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	- “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	- “Product Bundling in International Markets” <i>with Ebehi Iyoha and Joel Rodrigue</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)	
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)	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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