

## **Lun LI**

### **Curriculum Vitae**

#### **Contact Information**

School of Economics, Peking University  
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**Citizenship:** China

#### **Academic Positions:**

Assistant Professor, Peking University, School of Economics, 2021—

#### **Education**

Ph.D., Economics, University of Chicago, 2021

Dissertation Title: “Advertising, Brand Preferences, and Market Structures”

Committee: Greg Kaplan(Chair), Joseph Vavra, Chad Syverson

M.A., Economics, University of Chicago, 2021

B.A.(*Magna Cum Laude*), Math, Statistics, Mathematical Economics Analysis, Rice University, 2014

#### **Fellowships, Honors, and Awards:**

2019                Becker Friedman Institute Data Acquisition Fund, University of Chicago

2019                Travel and Data Fund Awards, University of Chicago

2015                Sherwin Rosen Fellowship, University of Chicago

2014                Social Sciences Fellowship, University of Chicago

#### **Conferences and Seminar Presentations:**

2021:                Applied Young Economist Webinar, The Midwest Economics Association  
Annual Conference

2019:                Trans-Atlantic Doctoral Conference, London School of Business

#### **Working Papers:**

“Advertising, Brand Preferences and Market Structure” (Job Market Paper)

“Constructing Location-Specific Price Indexes from Scanner Data”

#### **Teaching Experiences:**

Spring, 2018        Elements of Economics Analysis III (Macroeconomics), University of Chicago

Spring, 2017        Elements of Economics Analysis III - Honors, University of Chicago