

Lun LI

Curriculum Vitae

Contact Information

School of Economics, Peking University
No. 5 Yiheyuan Road, Haidian District
Beijing, China, 100871

Phone: +86-18010262071

Email: lunl@pku.edu.cn

Website: lun-li.com

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