

Lun LI

Curriculum Vitae

Contact Information

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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