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Research Interests: Applied Microeconomics, Consumer Economics, Demographic Economics

Research Topics: Consumer Preferences, Demographic Trends, Luxury Expenditure

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REFERENCES

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EDUCATION

2017 – 2022	Ph.D. Economics	University of Munich (LMU Munich)
2016 - 2017	M.Sc. Economics	London School of Economics and Political Science (LSE)
2012 – 2016	B.Sc. Economics	Beijing Institute of Technology

VISITS

2014 – 2015 Visiting Student University of Paderborn

JOB MARKET PAPER

Are Millennials Spoiled Kids? Age and Generation Effects on Luxury Expenditure

Millenials have attracted attention in marketing research because they spend a higher share of their expenses on luxury goods than any preceding generation. However, it remains unclear to which extent this is explained by their young age. In this paper, I study the influence of age and generation effects on luxury expenditure. Using panel data on consumption behavior from the US, I separately identify age and generation effects on luxury expenditure using a variety of different approaches. First, I estimate panel regression models including a full set of age and generation dummies plus a long list of other demographic characteristics. Next, I leverage tools from supervised machine learning, which allow for flexibly non-linear and interactive relationships between the variables. All approaches consistently show that, conditional on age and other demographics, Millenials spend less on luxury goods than the preceding generations, both in absolute terms and as a share of total expenditure. The high luxury expenditure share of Millenials observed in the cross section can be fully attributed to their young age. These results challenge the conventional view of Millenials as a spoiled generation indulging in luxury.

WORKING PAPERS

Restrictive Fertility Policy and Elderly Suicides: Evidence from China (with Uwe Sunde, LMU Munic)

This paper presents an empirical investigation of the hypothesis that exposure to the restrictive fertility policies of the Chinese "Later, Longer, Fewer" campaign in the 1970s contributes to the dynamics and patterns of elderly suicides in China in the period 2004 – 2017. We apply an identification strategy that exploits variation in exposure to this policy across birth cohorts, time and space that is based on the quasi-random timing of the implementation of the fertility policies across Chinese provinces. The results show that cohorts with a greater exposure to the restrictive fertility policy in the 1970s exhibit higher suicide rates during old ages.

WORK IN PROGRESS

Consumer Revolution, Intercontinental Trade, and Economic Growth (with Uwe Sunde, LMU Munich)

This paper develops a theoretical framework to explain consumer revolution in early modern Europe and the subsequent economic growth from the demand side of the economy.

PRESENTATIONS

2021 European Academy of Management (EURAM) – Annual Conference; European So-

ciety for Population Economics (ESPE) – Annual Conference; CESifo Conference on Macroeconomics and Survey Data; LMU Munich Macro Seminar; ifo Center for

Labor and Demographic Economics

TEACHING

Tutorials	Macroeconomics 2	WS2021/22, SS2021, WS2020/21, SS2020
Seminars	Economics of Demographic Change Human Capital and Development	SS2021 SS2021, SS2020
	Economics of Religion	WS2020/21, SS2019
	Measurement of Preferences	WS2019/20
Theses	1 Master thesis	SS2021
	4 Bachelor theses	WS2019/20 SS2020

HONORS AND GRANTS

2021	Most Inspirational Conference Paper Award, European Academy of Management (EURAM) 2021 Conference
2017 — 2020	German Research Foundation (DFG) Scholarship for Doctoral Studies, LMU Munich
2014 — 2015	German Academic Exchange Service (DAAD) program "International Study and
	Training Partnership (ISAP)", University of Paderborn
2012 — 2016	University Scholarship for Outstanding Students, Beijing Institute of Technology

SERVICE TO THE PROFESSION

Conference Organization: Inaugural Munich Young Economists' Meeting (Kochel am See), 2019 Conference Referee: Inaugural Munich Young Economists' Meeting (Kochel am See), 2019

EXPERIENCE

2017-Present Research and Teaching Assistant, Chair for Population Economics, Department of

Economics, LMU Munich

2018–2020 Women's Representative at the Department of Economics, LMU Munich

2015–2026 Intern, Siemens China, Beijing

TECHNICAL SKILLS

Python, Stata, Wolfram Mathematica, Matlab, LATEX, LibreOffice, MS Office

LANGUAGES

Chinese (native), English (proficient), German (basic)

PERSONAL INFORMATION

Born December 3, 1993 (Gansu, China)

Citizenship Chinese

Last updated: September, 2021