

Zheyu Ni

Office Address

Department of Economics
The Ohio State University
1945 N High St., 410 Arps Hall
Columbus, OH 43210

<http://www.zheyu-ni.com>

ni.271@osu.edu
(617) 901-6088

Citizenship and Visa Status

China (F-1 Visa)

Education

Ph.D. Economics, The Ohio State University, 2024 (expected)
M.A. Economics, Boston University, 2018
B.A. Economics, Zhejiang University, 2016

Teaching and Research Fields

Primary fields: Industrial Organization
Secondary fields: Microeconomic Theory

Research Papers

“Product Variety, Licensing and Vertical Integration in Two-Sided Markets” (**Job Market Paper**)

The paper evaluates vertical integration in two-sided markets. Vertical Integration may have anti-competitive effects such as foreclosure or may have pro-competitive effects: efficient pricing. In the two-sided market, vertical integration helps solve the “chicken and egg” dilemma (Rysman, 2009) through the cross-network effects: expand variety and grow consumer base. I showed theoretically that the impact of vertical integration on consumer welfare highly depends on the consumer installed base which affects the cross-network effects. I develop a model of platform's optimal pricing, third-party firms' entry and pricing, consumer adoption and purchasing, and estimates using data on single-serve coffee industry. Counterfactual simulations show vertical integration decreases consumer welfare by 2.2% where the gain from price efficiency is lower than the loss due to market power. But this welfare loss is offset by the gain in the increased entry of third-party firms. Also platform would reduce the licensing fee by 3% after vertical integration due to a stronger incentive to attract new consumers and this would lead to welfare gains in 9% of the markets while it's not likely in the one-sided markets.

“Price Effects and Efficiency of Codeshare Contracts Between Airlines”

This paper examines the price effect and efficiency of codeshare contracts between codeshare carriers in the airline industry. Different supply models of vertical relationships are compared. The models considered are a vertically integrated model, a linear pricing model, an alternative linear pricing model which allows upstream markup only in specific markets and a model that allows for cooperative pricing behavior within codeshare alliances. I provide empirical evidence that no upstream margin exists in the vertical relationship, but U.S. domestic codeshare agreement facilitates tacit collusion. Counterfactual simulations show that prices would be about 2% lower under Nash-

Bertrand competition, but the withdrawal of codeshare products decreases the consumer surplus in 46.42% markets where the benefits of product variety outweigh the price effects.

Research in Progress

"Nested Logit or Random Coefficient Logit? From the Perspective of Demand curvature"

Honors, Scholarships, and Fellowships

2021	Department Citation for Excellence in Teaching
2018-2019	OSU Department Fellowship

Conference and Seminar Presentations

Jan 2024 (scheduled)	American Economic Association Annual Meeting (Poster)
Nov 2023 (scheduled)	Southern Economic Association Annual Meeting
Oct 2023 (scheduled)	Midwest Econometrics Group Conference
Oct 2023 (scheduled)	Applied Micro Seminar, The Ohio State University
Apr 2023	Midwest Economics Association Annual Meeting
Jan 2023	American Economic Association Annual Meeting (Poster)
Oct 2022	Economics Graduate Student Conference, Washington University in St. Louis
Sep 2022	CSWEP Mentoring Workshop
June 2022	Western Economic Association Annual Conference
May 2022	Eastern Economic Association Annual Conference
Mar 2023, Dec 2022,	Micro Lunch, The Ohio State University
Apr 2022, Mar 2021	

Research Experience and Other Employment

Summer 2017	Research Assistant for Professor Guren, Boston University
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Teaching Experience

Independent Instructor SU2021, SP2022, SU2022	ECON 4001.01 Intermediate Microeconomics, OSU
Recitation Leader AU2021, AU2023	ECON 2001.01 Principles of Microeconomics, OSU
AU 2021	Young Scholars Program (YSP), OSU
AU2019, AU2020, SP2021, AU2022, SP2023	ECON 2002.01 Principles of Macroeconomics, OSU

Computer Skills

MATLAB, Python, Stata

References

Matthew C. Weinberg
Department of Economics
The Ohio State University
weinberg.133@osu.edu

Jose Miguel Abito
Department of Economics
The Ohio State University
abito.1@osu.edu

Jason Blevins
Department of Economics
The Ohio State University
blevins.141@osu.edu