

# Ruibing Su

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## RESEARCH INTERESTS

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My research interests focus on Industrial Organization and Econometrics with an emphasis on retail markets, advertising, and applications of machine learning to causal inference and structural modeling.

## EDUCATION

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**University of Maryland**, College Park, MD Aug. 2021 - Present  
Ph.D candidate in Economics, GPA: 4.0/4.0  
Machine Learning Coursework: Algorithms in ML (CS PhD, A+), Principles of ML (CS Master, A+)

**Peking University**, Beijing, China  
M.A. in Economics July 2021  
B.A. in Economics July 2018  
B.S. in Space Science and Engineering with Distinction July 2018

## WORKING PAPERS

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### Private Equity Buyouts: A Study of the US Ketchup Industry

*Abstract: Do PE buyouts improve acquired firms' performance? In this paper, I investigate the effect of PE buyouts in the ketchup industry, leveraging large-scale Kilts Nielsen databases that detail consumer purchases and advertising. Focusing on the acquisition of Heinz by 3G Capital and Berkshire Hathaway, I document the increase in Heinz's retailer prices and advertising following the acquisition. Using a random coefficient logit model, I recover the marginal costs for Heinz and its major competitor under a Nash-Bertrand equilibrium. Then, I evaluate the impact of the buyout on Heinz's marginal costs through a DiD method, and my results reveal that the buyout increased Heinz's marginal costs by 15%.*

## WORK EXPERIENCE

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University of Maryland College Park, MD  
Research Assistant to Professor Chenyu Yang Feb. 2022 - Present  
Space Launch Market Competition Project

- Developed a comprehensive dataset on rockets, satellites, and launch histories; Employed Matlab, Stata, and other programming tools as necessary in support of academic research.

### NFT Market Project

- Constructed a dataset of over 120,000 NFT images using Python-based web scraping; Applied pretrained deep learning models (VGG19, ResNet50, InceptionV3, Xception) for image similarity analysis.

## TEACHING EXPERIENCE

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**University of Maryland**, College Park, MD  
Game Theory (Instructor, Summer 2023), PhD Microeconomics II (TA, Spring 2024), Principles of Microeconomics (TA, Fall 2022), Methods and Tools of Economic Analysis (TA, Spring 2022), Applied Econometrics (TA, Spring 2022), Intro to Economics (TA, Fall 2021)

**Peking University**, Beijing, China  
Social Science Survey Data Analysis (TA, Fall 2020), PhD Econometrics II (TA, Spring 2020), Game Theory (TA, Fall 2019), Intermediate Microeconomics (TA, Spring 2018)

## AWARDS

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Graduate Research Assistantship	2022 - 2023
Graduate Teaching Assistantship	2021 - 2022
National Scholarship (most prestigious scholarship in China, top 0.2%)	2019
Peking University Alumni Association Scholarship (top 4%)	2017
Hai Liang Scholarship (top 4%)	2016
Academic Star Scholarship (top 3%)	2016
May 4th Scholarship (top 20%)	2015

## SKILLS

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Languages: Chinese (Native), English (Fluent)  
Programming: Matlab, Stata, Python (Advanced); SQL, Bash/UNIX (Intermediate); R, Mathematica (Basic)