

Ruibing Su

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RESEARCH INTERESTS

My research interests focus on Empirical Industrial Organization and Econometrics with an emphasis on innovation and mergers.

EDUCATION

University of Maryland, College Park, MD Aug. 2021 - Present
Ph.D candidate in Economics, GPA: 4.0/4.0

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

Work in Progress

Competition in the Space Launch Industry, with Andrew Sweeting and Chenyu Yang.

Fixed Price versus Cost Plus: A Study of the SBIR Program

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. Focusing on the buyout of Heinz by 3G Capital and Berkshire Hathaway, I document the increase in Heinz's prices and advertising following the buyout. Using a random coefficients logit model, I recover the marginal costs for Heinz and its major competitors under a Nash-Bertrand equilibrium. Then, I investigate the impact of the buyout on Heinz's marginal costs through an event study method, and my results reveal that the buyout increased Heinz's marginal costs by 19%, primarily due to the closure of one of Heinz's largest plants in North America. Utilizing the estimated model, I conducted a counterfactual simulation where Heinz's marginal costs are not affected by the buyout. The simulation results indicate that the buyout led to a 18% decrease in consumer surplus.

TEACHING EXPERIENCE

University of Maryland, College Park, MD

PhD Microeconomics II (TA, Spring 2024), Game Theory (Instructor, Summer 2023), 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

Summer Research Fellowship (\$5,000)	2024
Graduate Assistantship	2021 - 2026
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

Languages: Chinese (Native), English (Fluent)

Programming: Matlab, Stata, Python, SQL, Bash/UNIX, R, Mathematica