

SEN ZENG

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Education

Ph.D. Economics, Cornell University, New York, USA.	2020-present
M.A. Economics, Waseda University, Tokyo, Japan.	2016-2018
B.A. Economics, Renmin University of China, Beijing, China.	2012-2016

Research Interests

Industrial Organization; Health Economics; Applied Microeconomics

Job Market Paper

[Stigma, Consideration, or Assortment? Decomposing Demand in the Fukushima Rice Market](#)

(with Satoru Shimokawa)

Abstract: Consumers often choose under conditions of hard-to-verify quality and noisy beliefs. After salient safety shocks, demand can fall sharply even when objective risk is low. This paper explores the aftermath of the 2011 Fukushima Nuclear Power Plant Accident in Japan, focusing on demand for rice labeled as originating from Fukushima prefecture. We estimate a structural model of demand and supply with scanner data of Japanese rice products to study the impact of the nuclear accident on Fukushima rice. Our discrete choice demand model incorporates a limited consideration component for the focal brand (Fukushima rice) and we provide identification results on the consideration probability with market level data. We cannot reject the hypothesis that the rice market exhibits full consideration concluding that limited consideration played a minimal role in this context. We decompose the falling demand into different channels, and we find that consumer perception (stigma) accounts for 90% of the decline in demand for Fukushima rice, and retailer product assortment contributes 10%. A counterfactual policy that provides a 50% price discount to a focal group of Fukushima rice and blended rice can potentially offset stigma and recover the demand.

Working Papers/ Work in Progress

1. Aggregate Discrete Choice Demand Model with Unobserved Choice Sets
2. Quantifying Internalities, with an Application to Tobacco Regulations
(with Donald Kenkel, Alan Mathios, Hua Wang)
3. Attention and Consideration in Discrete Choice Experiments
(with Donald Kenkel, Alan Mathios, Hua Wang)
4. [The Impact of Tobacco Regulations on Smoking and Vaping](#)
(with Donald Kenkel, Alan Mathios, Grace Phillips, Revathy Suryanarayana, Hua Wang)
Revise & Resubmit @ Southern Economic Journal

Publications

1. [Consumer Preferences for Cigarettes and Heated Tobacco Products in Japan: Evidence from a Discrete Choice Experiment.](#)
Donald Kenkel, Alan Mathios, Grace Phillips, Revathy Suryanarayana, Hua Wang, Sen Zeng. (2025)
Applied Economics
2. [Understanding the Demand-Side of an Illegal Market: A Case Study of the Prohibition of Menthol Cigarettes.](#)
Donald Kenkel, Alan Mathios, Grace Phillips, Revathy Suryanarayana, Hua Wang, Sen Zeng. (2025)
Health Economics
3. [Just What the Doctor Ordered? The Benefits and Costs of E-Cigarette Regulation in Australia.](#)
Donald Kenkel, Alan Mathios, Grace Phillips, Revathy Suryanarayana, Hua Wang, Sen Zeng. (2024)
Annals of Public and Cooperative Economics
4. [The Effect of Health Information on Smoking Intensity: Does Addiction Matter?](#)
Sen Zeng, Satoru Shimokawa. (2019)
Applied Economics
5. [Partial Smoking Ban and Secondhand Smoke Exposure in Japan.](#)
Sen Zeng, Haruko Noguchi, Satoru Shimokawa. (2019)
International Journal of Environmental Research and Public Health

Presentations

2025: American Society of Health Economists Annual Conference; Econometric Society World Congress; Association of Public Policy Analysis & Management

2024: Cornell Health Economics Seminar; Cornell IO Brown Bag; Cornell Economics Alumni Workshop; Western Economic Association International Annual Meeting; Econometric Society North America Summer Meeting; Southern Economic Association Annual Meeting

2022: Southern Economic Association Annual Meeting

Relevant Experience

Economist Intern, <i>Amazon</i> .	05/2024-08/2024
RA for Prof. Donald Kenkel, <i>Cornell University</i> .	2021-2025
RA at Waseda Institute of Social and Human Capital Studies (WISH).	2018-2020

Fellowships, Honors and Awards

L.R. "Red" Wilson MA '67 Excellence in Economics Medal, Cornell University.	2023
Sage Fellowship, Cornell University.	2020-2025
Scholarship for Young Doctoral Student (×2), Waseda University.	2018, 2019
Mamoru Iijima Commemorative Academic Award, Waseda University.	2018
Valedictorian, Dean's Academic Award, Graduate School of Economics, Waseda University.	2018
Japanese Government (MEXT) Scholarship, Waseda University.	2016

Research Grants

Brooks School of Public Policy Conference Grant ($\times 3$), Cornell University.	2024, 2025
Economics Department Conference Grant ($\times 3$), Cornell University.	2024, 2025
Graduate School Conference Grant ($\times 3$), Cornell University.	2024, 2025
East Asia Program Travel Grant, Cornell University.	2022
Graduate School Travel Grant, Cornell University.	2022

Referee Service

American Journal of Health Economics

Miscellaneous

Software : Python, SQL, Stata, R, MatLab, Julia, L^AT_EX, LyX.

Languages : Chinese (native), English (fluent)

References

Francesca Molinari (Co-chair)

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