

# Tianli Xia

## CONTACT

---

6443 Social Sciences Building  
1180 Observatory Drive  
Madison, WI 53705

Email: [txia46@wisc.edu](mailto:txia46@wisc.edu)  
Website: [tianlixia.com](http://tianlixia.com)

## EDUCATION

---

### University of Wisconsin-Madison

Ph.D. in Economics

2022-2024 (*Expected*)

### Cornell University

Ph.D. in Economics, transferred to UW-Madison with Committee Chair

2018-2022

### Fudan University, Shanghai, China

B.A. in Economics with distinction

2014-2018

- **University of Toronto**, exchange student

2016

### Hefei No.1 High School, Anhui, China

2011-2014

## RESEARCH INTERESTS

---

Empirical Industrial Organization, Marketing, Health Economics

## WORKING PAPERS

---

1. "Welfare Effects of Resale Price Maintenance: Evidence from the Chinese Pharmaceutical Industry."  
(JMP)

Abstract: This paper studies how resale price maintenance (RPM), a vertical practice that allows upstream manufacturers to directly control downstream retail prices, affects firm competition and social welfare. RPM is controversial from an antitrust perspective because it can eliminate double markups but lead to price coordination across retailers. I offer direct empirical evidence on these effects of RPM by combining a quasi-natural experiment of a government investigation of a leading pharmaceutical manufacturer's RPM practice with a novel retailer-level dataset. Difference-in-differences estimates show that the adoption of RPM causes the products' average retail prices to drop by 5%, wholesale prices to increase by 4%, quantities to expand by 12%, and suppresses the price dispersion across retailers. This suggests that RPM is welfare-improving in this setting. Motivated by these findings, I build and estimate a structural model and illustrate how the key market primitives (consumer substitution patterns and vertical bargaining power) determine the welfare effects of RPM. Difference-in-differences results validate the model estimates. Counterfactual analyses show that the consumer

surplus gain from RPM would have been 77% higher absent of price coordination incentives. In addition, I show that RPM leads to lower welfare outcomes when adopted by a brand with different market primitives.

2. [“Efficiency and Equity Impacts of Urban Transportation Policies with Equilibrium Sorting,”](#) (with Panle Barwick, Shanjun Li, Andrew Waxman, and Jing Wu) **Revise and resubmit at American Economic Review.**

## WORK IN PROGRESS

---

3. “Does the Green Plate Policy Increase Electric Vehicle Adoptions? (with Hyuk-soo Kwon.)
4. “External Effects of Procurement Auctions: Evidence from Chinese Centralized Procurement of Drugs.”
5. “Supporting Content Creators on Two-Sided Markets: Experimental Evidence from a Short Video Platform”
6. “Punish by Publicizing.”

## RESEARCH EXPERIENCE

---

Research Assistant for Panle Jia Barwick and Professor Shanjun Li, Cornell University	<i>Spring 2020</i>
Research Assistant for Panle Jia Barwick, UW-Madison	<i>Spring 2023</i>

## TEACHING EXPERIENCE

---

Microeconomics Theory (Ph.D. Level), Cornell University	<i>Fall 2019 and Fall 2021</i>
Game Theory (Ph.D. Level) , Cornell University	<i>Spring 2020</i>
Industrial Organization I, Cornell University	<i>Spring 2021</i>
Industrial Organization and Competitive Strategy, Cornell University	<i>Spring 2019</i>
CICER Winter Research Program	<i>Winter 2020</i>

## HONORS, SCHOLARSHIPS, AND FELLOWSHIPS

---

Caves Dissertation Fellowship, UW-Madison	<i>Fall 2023</i>
East Asia Fellowship, Cornell University	<i>Fall 2022</i>
Ernest Liu '64 Ta-Chung and Ya-Chao Liu Memorial Fellowship, Cornell University	<i>Spring 2022</i>
Sage Fellowship, Cornell University	<i>Fall 2018 and Spring 2019</i>

## OTHER ACTIVITIES

---

Mentor, Field of Economics Mentorship Program, Cornell University	<i>2020-2022</i>
Co-Organizer, Student IO Reading Group, Cornell University	<i>2019-2021</i>

## LANGUAGES AND SKILLS

---

Languages: English (fluent) and Mandarin (native)  
Software: STATA, MATLAB, Python, SQL, and  $\text{\LaTeX}$

## PRESENTATIONS & CONFERENCES

---

International Industrial Organization Conference (IIOC), Rising Star Session	2023
Stanford Institute for Theoretical Economics (SITE)	2023
Wisconsin	2023
Cornell	2023

## REFERENCES

---

### **Panle Barwick (Chair)**

Professor  
Department of Economics  
University of Wisconsin-Madison  
email: [pbarwick@wisc.edu](mailto:pbarwick@wisc.edu)  
phone: 608-264-2973

### **Ashley Swanson**

Associate Professor  
Department of Economics  
University of Wisconsin-Madison  
email: [ashley.swanson@wisc.edu](mailto:ashley.swanson@wisc.edu)  
phone: 617-543-5466

### **Shanjun Li**

Professor  
Dyson School of Applied Economics and Management  
Cornell University  
email: [sl2448@cornell.edu](mailto:sl2448@cornell.edu)  
phone: 607-255-1832

### **Jean-François Houde**

Professor  
Department of Economics  
University of Wisconsin-Madison  
email: [houde@wisc.edu](mailto:houde@wisc.edu)  
phone: 608-262-7927

### **Ken Hendricks**

Professor  
Department of Economics  
University of Wisconsin-Madison  
email: [hendrick@ssc.wisc.edu](mailto:hendrick@ssc.wisc.edu)  
phone: 608-263-3869

### **Ted O'Donoghue**

Professor  
Department of Economics  
Cornell University  
email: [edo1@cornell.edu](mailto:edo1@cornell.edu)  
phone: 607-255-5108

Last Update: October 1, 2023