

# Tianli Xia

## CONTACT

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Last update: July, 2024

## ACADEMIC APPOINTMENT

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**University of Rochester, Simon Business School**  
Assistant Professor of Marketing

2024-

## EDUCATION

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**University of Wisconsin-Madison**

Ph.D. in Economics

2022-2024

Advisors: Panle Barwick (chair), Jean-François Houde, Ashley Swanson

**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

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Empirical Industrial Organization, Quantitative Marketing, Health Economics

## WORKING PAPERS

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1. [“Welfare Effects of Resale Price Maintenance: Evidence from the Chinese Pharmaceutical Industry.”](#) (JMP)
2. [“Efficiency and Equity Impacts of Urban Transportation Policies with Equilibrium Sorting,”](#) (with Panle Barwick, Shanjun Li, Andrew Waxman, and Jing Wu), Accepted at **American Economic Review**.

## WORK IN PROGRESS

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3. "External Effects of Procurement Auctions: Evidence from Chinese Centralized Procurement of Drugs."
4. "Does the Green Plate Policy Increase Electric Vehicle Adoptions?" (with Hyuk-soo Kwon.)
5. "A Double Dose of Reform: Insurance and Centralized Price Negotiation in China's Market for Innovative Drugs," (with Panle Barwick and Ashley Swanson.)
6. "Supporting Content Creators on Two-Sided Markets: Experimental Evidence from a Short Video Platform."
7. "Punish by Publicizing."
8. "Shopping Mall Externality," (with Chenyang Li.)

## TEACHING EXPERIENCE

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Core Statistics using Python (Master Level), University of Rochester	<i>Fall 2024</i>
Causal and Predictive Analysis (Master Level), University of Rochester	<i>Fall 2024</i>
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

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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>

## PRESENTATIONS & CONFERENCES

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- 2023:** International Industrial Organization Conference (IIOC, Rising Star Session), Stanford Institute for Theoretical Economics (SITE), Boston University (Questrom), Rochester (Simon), Wisconsin, Cornell.
- 2024:** Platform Symposium (BU), Stanford Institute for Theoretical Economics (SITE, scheduled)

## LANGUAGES AND SKILLS

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