

Tianli Xia

CONTACT

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ACADEMIC APPOINTMENT

University of Rochester, Simon Business School
Assistant Professor of Marketing

2024-

EDUCATION

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

Empirical Industrial Organization, Quantitative Marketing, Health Economics

WORKING PAPERS

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

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

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>

PRESENTATIONS & CONFERENCES

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

LANGUAGES AND SKILLS

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