

Tianli Xia

CONTACT

3145 Dewey Hall
300 Wilson Blvd
Rochester, NY 14620

Email: tianli.xia@rochester.edu
Website: www.tianlixia.com
Last update: August, 2025

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

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

PUBLICATIONS

1. “[Efficiency and Equity Impacts of Urban Transportation Policies with Equilibrium Sorting](#),” (with Panle Barwick, Shanjun Li, Andrew Waxman, and Jing Wu), **American Economic Review**, 2024

WORKING PAPERS

2. “Welfare Effects of Resale Price Maintenance: Evidence from the Chinese Pharmaceutical Industry,”
Revise and resubmit at **Journal of Political Economy**
3. “A Double Dose of Reform: Insurance and Centralized Negotiation in Drug Markets,” (with Panle Barwick and Ashley Swanson,) Revise and resubmit at **American Economic Review**

4. “Supporting Content Creators on Two-Sided Markets: Experimental Evidence from a Short Video Platform,” Revise and resubmit at **Management Science**

TEACHING EXPERIENCE

Causal Inference (Ph.D. Level), University of Rochester	<i>Fall 2024</i>
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

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: Zhejiang University, SJTU (Antai), Platform Symposium (BU), Stanford Institute for Theoretical Economics (SITE), Quantitative Marketing and Economics (QME).

2025: Cornell-Rochester Junior Marketing Conference, American Health Economics Conference (AHEC), Chicago Becker Friedman Institute, Chicago IO in Retrospect Conference, Washington University at Saint Louis (Junior Faculty Forum)

REFEREEING EXPERIENCE

National Science Foundation, American Economic Journal: Economics Policy, Journal of Political Economics (Micro), Economic Journal, Journal of Industrial Economics.

LANGUAGES AND SKILLS

Languages: English (fluent) and Mandarin (native)

Software: STATA, MATLAB, Python, SQL, and \LaTeX