

Tianli Xia 夏天立

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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 contract that allows upstream manufacturers to directly control downstream retail prices, affects firm competition and social welfare. RPM is controversial from a regulatory perspective since it can eliminate double markup but facilitate downstream price coordination. Exploiting a quasi-natural experiment of a government investigation against a leading pharmaceutical manufacturer on its fixed price RPM behavior and a novel pharmacy-level dataset, I document patterns supporting that RPM collapsed post-investigation. A difference-in-differences method shows that by adopting the RPM, the manufacturer decreases its products' average retail prices by 5% while increasing the wholesale prices by 4%, therefore likely to be welfare-improving. Motivated by these findings, I estimate a structural model to decompose the

welfare effects of RPM in this context and illustrate how the key market primitives (consumer substitution patterns and vertical bargaining power) interact with RPM. Counterfactual exercises show that consumer welfare would have been 77% higher had the price coordination incentives been turned off. In addition, RPM initiated by a more dominant upstream brand leads to anti-competitive outcomes.

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 of Electric Vehicles Make People Go Green? (with Hyuk-soo Kwon.)
4. “External Effects of Procurement Auctions: Evidence from Chinese Centralized Procurement for Drugs.”
5. “Welfare Analysis of a User-Generated-Content Supporting Program on a Short-video Platform.”
6. “Punish by Publicizing.”

RESEARCH EXPERIENCE

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|---|--------------------|
| 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

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|--|--------------------------------|
| 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> |

OTHER ACTIVITIES

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| 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 \LaTeX

PRESENTATIONS & CONFERENCES

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

Panle Barwick (Chair)

Professor

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University of Wisconsin-Madison

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Jean-François Houde

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