Yixiao Chen

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EDUCATION

University of Wisconsin Madison — **Jan 2025 – Jun 2026 (Expected)**
M.S. in Economics (GPA: 3.5/4.0) — *Madison, United States*

Shanghai Ocean University — **Oct 2020 – Jun 2024**
B.S. in Marketing (GPA: 3.3/4.0) — *Shanghai, China*

University of Tasmania — **Sep 2021 – Jun 2024**
B.S. in Business (GPA: 6.12/7.0) — *Hobart, Australia*

RESEARCH INTERESTS

Topics: Economics of technological change, Environmental Economics, Agricultural Economics and Policy

Methodology: Casual Inference (Logit model, Difference-in-Differences, Instrumental Variables)

WORK-IN-PROGRESS

Nonlinear Responses of Corn Yields: Causal Effects of Extreme Weather and Long-Term Climate Change

- Used two-way fixed effects (TWFE) models by Stata to examine the nonlinear impact of annual weather fluctuations (short-term effects) and decadal-scale climate change (long-term effects) on crop yield responses.
- Conducted Instrumental Variables (IV) and applied two-stage least squares (2SLS) method by Stata to address endogeneity from farmers' adaptive behaviors.

RESEARCH EXPERIENCE

Evaluation of Dairy Enterprises' Marketing Strategies Based on DEA: An Empirical Analysis

Supervisor: Yingli Zhang (Shanghai Ocean University), 2020

- Conducted an empirical analysis of Chinese dairy enterprises' marketing efficiency using an input-oriented Data Envelopment Analysis–Banker-Charnes-Cooper (DEA–BCC) model, based on firm-level data from 2021–2023.
- Defined marketing input indicators (sales staff ratio, marketing expense ratio, advertising investment ratio) and output indicators (revenue growth rate, return on equity), and used Data Envelopment Analysis Program (DEAP) software and Python for computation and visualization.
- Combined DEA efficiency results with econometric analysis—including descriptive statistics and correlation analysis—to evaluate the relationship between marketing inputs and firm performance.

Replication of "The Institutional Causes of China's Great Famine, 1959-1961"

Supervisor: Yong Cai (UW-Madison), 2025

- Cleaned and restructured historical census and production data in R, ensuring consistency in provincial identifiers and time-series continuity.

- Estimated a TWFE model in R, incorporating province and year fixed effects to control for unobserved heterogeneity.
- Compared efficiency and inference stability under each specification and interpreted the sign and magnitude of two coefficients (β_1 and β_2), confirming the reversal of food production–mortality correlation during the famine.

Replication of "Immigrant Communities and Knowledge Spillovers: Danish Americans and the Development of the Dairy Industry in the United States"

- Collected and merged county-level data from U.S. Population and Agricultural Censuses (1870–1920) with Danish emigration archives to construct a panel linking immigrant settlement patterns to dairy productivity.
- Replicated the authors' difference-in-differences and fixed-effects models, controlling for geography, pasture suitability, and region-by-year heterogeneity in R.
- Implemented robustness checks with alternative clustering (county/region levels), flexible DiD specifications, and placebo tests, confirming the localized knowledge-spillover effect from Danish immigrant communities.

SELECTED COURSEWORKS

Economics

▪ Macroeconomics I	Menzie Chinn & Charles Engel
▪ Microeconomics II	Matt Friedman
▪ Econometrics I	Yong Cai & Louphou Coulibaly
▪ Agribusiness Economics & Management	Jing Yi

Computer Science and Method

▪ Python Data Analysis	Russell Dimond
▪ Introduction to R	Jason Struck
▪ Qualitative Research Methods	Matt Friedman
▪ Machine Learning	Andrew Ng

Mathematics and Statistics

▪ Probability Theory and Mathematical Statistics	Haijie Chen
▪ Advanced Mathematics, Linear Algebra	Huajun Meng
▪ Data Analysis for Business	Barbara Holland & Shi Guoqiang

AWARDS AND HONORS

Shanghai Ocean University People's Scholarship Third Prize, 2021-2022, 2022-2023

Industry Experience

Marketing Intern – Coca-Cola

Shanghai, Jul 2023 – Oct 2023

- Conducted detailed consumer behavior and market segmentation analysis using sales data and survey results to identify high-potential customer clusters and optimize brand positioning across retail channels.
- Collaborated with regional marketing and operations teams to evaluate campaign ROI, contributing insights that guided resource allocation in the following quarter's marketing plan.

- Supported channel performance tracking by cleaning and visualizing large sales datasets in Excel and Power BI, generating weekly reports on market penetration, distribution coverage, and brand share.

Domestic Nucala Marketing Intern – GlaxoSmithKline plc

- Analyzed over a dozen data points (e.g., Nucala sales and target hospitals) across five regions and created Excel dashboards to effectively visualize market trends.
- Conducted in-depth research on the Nucala market in China, evaluating application scenarios and estimating market size.

SKILLS

Programming: Python, Stata, R, LaTeX

Language: English (Fluent), Mandarin (Native)