

Jingwen Liao

244 Waters Hall, Department of Economics
Kansas State University, Manhattan, KS 66502

✉ jwliao@ksu.edu ☎ 785-770-5815

EDUCATION

Kansas State University

Ph.D. in Economics

Dissertation Topic: "Demand for Caffeinated Beverages"

Committee: Philip Gayle (Chair), Leilei Shen, Jin Wang, Tian Xia

Manhattan, KS

May 2021 (expected)

Kent State University

M.A. in Economics (Financial Economics track)

Kent, OH

December 2013

Sichuan University

B.A. in Finance

Chengdu, China

July 2013

RESEARCH INTERESTS

Industrial Organization, Applied Microeconomics, Agricultural Economics

RESEARCH PAPERS

"On the Importance of Modelling Dynamic Demand for Competition Analysis: The Case of Caffeinated Beverages" with Philip Gayle [*Job Market Paper*]

Abstract

This paper illustrates that, compared to static discrete choice demand models, a dynamic discrete choice demand model can better capture "complementary" type consumer choice behavior among pairs of differentiated products. Measuring the competitive impacts of mergers crucially depend on both the type and strength of the relationship between products of rival firms, where sufficiently strong complementarity between products of the merging firms can result in lower price-cost markups post-merger, an unattainable outcome when relevant products are substitutes. Accordingly, hypothetical merger simulations between leading caffeinated beverage firms selling several complementary products predict lower price-cost markups on many products post-merger.

"Market effects of Cooperation between Caffeinated Beverage firms" with Philip Gayle

"Did Porcine Epidemic Diarrhea Virus (PEDV) outbreaks alter the marketing strategies of U.S. hog farmers" with Tian Xia

PEER-REVIEWED PUBLICATION

"Seasonal growth patterns of nursery and finishing pigs in commercial production: a retrospective analysis." joint with F. Wu, M. D. Tokach, et al. *J. Swine Health Prod.* 27:19-33, 2018

MEETING ABSTRACTS

"On the extent to which consumers' behavior reveals the substitutability between soft drink and coffee"

Midwest Economics Association Annual Meeting, St. Louis, MO, 2019
Chinese Economist Society North America Annual Meeting, Lawrence, KS, 2019
Global Cloud Forum for Young Scholars of Sichuan University, Chengdu, China, 2019

TEACHING EXPERIENCE - Kansas State University

Primary Instructor

- Principles of Macroeconomics (Spring 2019, Fall 2019, Spring 2020, Fall 2020)
- Principles of Microeconomics (Spring 2018, Fall 2018)
- Intermediate Microeconomics (Fall 2017)
- Intermediate Macroeconomics (Spring 2019)

Graduate Teaching Assistant

- Undergraduate level:
 - Introduction to Econometrics (Instructor: Yoon-jin Lee)
 - Economics Forecasting (Instructor: Lance Bachmeier)
 - Microeconomic Theory (Instructor: Leilei Shen)
 - Managerial Economics (Instructor: Mohaned Talib Al-Hamdi)
 - Principles of Macroeconomics (Instructor: Kyle Ross)
- Graduate level:
 - Advanced Microeconomic Theory (Instructor: Philip Gayle)
 - Applied Econometrics (Instructor: Yoon-Jin Lee)

AWARDS

- Carroll B. Greene Memorial Scholarship** *Kansas State University, 2018*
– in recognition of outstanding commitment to and achievement in the study of economics
- John A. Nordin Memorial Scholarship** *Kansas State University, 2017*
– awarded for outstanding performance in theory courses and Ph.D. qualifying exams
- The Edward Bagley Graduate Scholarship** *Kansas State University, 2015-2017*

INTERNSHIPS

- Data Analyst Intern** at Industrial and Commercial Bank of China *Chengdu, China, winter 2014*
– Assisted data collection and weekly reports conduct
– Learnt account management skills
- Loan Officer Intern** at China Construction Bank *Yibin, China, summer 2013*
– Assisted asset assessment
– Participated in due diligence and wrote summary reports
- Research Assistant** at Greenwood Asset Management Company *Shanghai, China, summer 2012*
– Participated in due diligence and IPO roadshows
– Assisted evaluation report
- Intern** at Zurich life Insurance Company *Hong Kong, China, winter 2011*
– Won the championship of Business Plan Competition
– Conducted questionnaire, collected data, analyzed data and wrote business plan

PROFESSIONAL DEVELOPMENT

- **Certificate in Effective College Instruction**
American Council on Education and the Association of College and University Educators, 2019
- **Applied Statistics Graduate Certificate**
Department of Statistics, Kansas State University, 2019
- **Graduate Teaching Assistant Recognition of Achievement in Professional Development**
Teaching & Learning Center, Kansas State University, 2018
- **Business Immersion Program**
Hong Kong Institute for the Humanities and Social Sciences, The University of Hong Kong, 2011

UNIVERSITY SERVICE

Vice President of Women in Economics, Department of Economics, Kansas State University, 2018-2019
Treasury of Women in Economics, Department of Economics, Kansas State University, 2017-2018
Member of Economics Club, Department of Economics, Kansas State University, 2015- present

ADDITIONAL SKILLS

Statistical Analysis: STATA, Matlab, SAS

Typography: L^AT_EX, Scientific Workplace, Microsoft Office

Language: English (Fluent), Mandarin (Native)

REFERENCES

Dr. Philip G. Gayle
Professor & Department Head
Department of Economics
Kansas State University
Phone: (785) 532-4581
Email: gaylep@ksu.edu

Dr. Tian Xia
Associate Professor
Dept. of Agricultural Economics
Kansas State University
Phone: 785-532-1512
Email: tianxia@ksu.edu

Dr. Jin Wang
Assistant Professor
Dept. of Economics
Kansas State University
Phone: 785-532-4584
Email: jinw@ksu.edu

Dr. Leilei Shen
Associate Professor
Dept. of Economics
Kansas State University
Phone: 785-532-4580
Email: lshen@ksu.edu

Last update: Sep. 2020