

# Tianli Xia

## CONTACT

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Last update: December, 2025

## ACADEMIC APPOINTMENT

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**University of Rochester, Simon Business School**  
Assistant Professor of Marketing

2024-

## EDUCATION

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**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

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Empirical Industrial Organization, Quantitative Marketing, Health Economics

## PUBLICATIONS

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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

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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**
5. "Range Anxiety," (with Panle Barwick and Shanjun Li).
6. "From Pumps to Plugs: Value of Time and Charging Policies," (with Takeaki Sunada).
7. "From Free Rider to Innovator: The Rise of China's Drug Development," (with Panle Barwick and Hongyuan Xia).

## TEACHING EXPERIENCE

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Causal Inference (Ph.D. Level), University of Rochester	<i>Fall 2025</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 and Fall 2025</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

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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>

## CONFERENCE & SEMINAR PRESENTATIONS

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- 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), NBER Summer Institute (IO), Harvard City and Development, Salata Institute (MIT).
- 2026:** AEA (Philly)

## REFEREEING EXPERIENCE

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National Science Foundation, American Economic Review, Management Science, Quantitative Marketing and Economics, Rand Journal of Economics, American Economic Journal: Economics Policy, Journal of Political Economics (Micro), Economic Journal, Journal of Industrial Economics