

Zheyu Ni

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Citizenship and Visa Status

China (F-1 visa)

Education

Ph.D. Economics, The Ohio State University, 2024 (expected)
Dissertation: "Essays in Industrial Organization"
Committee: Matthew Weinberg (chair), Jose Miguel Abito, Jason Blevins
M.A. Economics, Boston University, 2018
B.A. Economics, Zhejiang University, 2016

Teaching and Research Fields

Primary fields: Industrial Organization
Secondary fields: Microeconomics

Research Papers

"Product Variety, Licensing and Vertical Integration in Two-Sided Markets" (**Job Market Paper**)

The paper evaluates vertical integration in two-sided markets. Vertical Integration can have anti-competitive effects due to foreclosure or can have pro-competitive effects via eliminating double marginalization. In the two-sided market, vertical integration helps solve the "chicken and egg" dilemma through the cross-network effects: expanding product variety and growing consumer base. I show theoretically that the impact of vertical integration on consumer welfare highly depends on the consumer installed base which affects the cross-network effects. I develop a model of platform's optimal pricing, third-party firms' entry and pricing, consumer adoption and purchasing, and estimates using data on the single-serve coffee industry. Counterfactual simulations show that, in the absence of cross-network effects, the platform's optimal decision would be setting a ten times higher licensing fee where foreclosure effects dominate. Accounting for the cross-network effect and firm's entry, vertical integration increases consumer welfare by 0.26% due to lowered licensing fees, guaranteed product variety, and increased third-party firm's entry probabilities.

"Price Effects and Efficiency of Codeshare Contracts Between Airlines"

This paper examines the price effect and efficiency of codeshare contracts between codeshare carriers in the airline industry. Different supply models of vertical relationships are compared. The models considered are a vertically integrated model, a linear pricing model, an alternative linear pricing model which allows upstream markup only in specific markets and a model that allows for cooperative pricing behavior within codeshare alliances. I provide empirical evidence that no upstream margin exists in the vertical relationship, but U.S. domestic codeshare agreement facilitates tacit collusion. Counterfactual simulations show that prices would be about 2% lower under Nash-Bertrand competition, but the withdrawal of codeshare products decreases the consumer surplus in 46.42% markets where the benefits of product variety outweigh the price effects

Research in Progress

"Cost Pass-through and Demand Curvature"

Conference and Seminar Presentations

Jan 2024 (scheduled)	American Economic Association Annual Meeting (Poster)
Nov 2023 (scheduled)	Southern Economic Association Annual Meeting
Oct 2023	Midwest Econometrics Group Conference
Oct 2023	Applied Micro Seminar, The Ohio State University
Apr 2023	Midwest Economics Association Annual Meeting
Jan 2023	American Economic Association Annual Meeting (Poster)
Oct 2022	Economics Graduate Student Conference, Washington University in St. Louis
Sep 2022	CSWEP Mentoring Workshop
June 2022	Western Economic Association Annual Conference
May 2022	Eastern Economic Association Annual Conference
Mar 2023, Dec 2022, Apr 2022, Mar 2021	Micro Lunch, The Ohio State University

Research Experience and Other Employment

Summer 2017	Boston University, Research Assistant for Professor Guren
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Honors, Scholarships, and Fellowships

2021	Department Citation for Excellence in Teaching
2018-2019	OSU Department Fellowship

Teaching Experience

Independent Instructor SU2021, SP2022, SU2022	ECON 4001.01 Intermediate Microeconomics, OSU
Recitation Leader AU2021, AU2023 AU 2021	ECON 2001.01 Principles of Microeconomics, OSU Young Scholars Program (YSP), OSU
AU2019, AU2020, SP2021, AU2022, SP2023	ECON 2002.01 Principles of Macroeconomics, OSU

Programming Languages

MATLAB, Python, Stata

References

Professor Matthew C. Weinberg Department of Economics The Ohio State University weinberg.133@osu.edu	Professor Jose Miguel Abito Department of Economics The Ohio State University abito.1@osu.edu
Jason Blevins Department of Economics The Ohio State University blevins.141@osu.edu	