

# Zheyu Ni

## Office Address

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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 driven by foreclosure and can have pro-competitive effects by eliminating double marginalization. In the two-sided market, vertical integration facilitates the expansion of product variety and the growth of the consumer base through indirect network effects. I show theoretically that the impact of vertical integration on consumer welfare highly depends on the consumer installed base which affects the indirect network effects. I develop a model of platform's optimal pricing, third-party firms' entry and pricing, consumer adoption and purchasing, and estimate using data on the single-serve coffee industry. Counterfactual simulations show that, in the absence of indirect network effects, the platform's optimal decision would be setting a ten times higher licensing fee where foreclosure effects dominate. Accounting for the indirect network effect and firms' entry, vertical integration increases consumer welfare by 0.14% due to increased product variety and increased entry probability of third-party firms.

### "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 that 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 the 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% of 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

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