

Uyen Tran

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EDUCATION

University of Chicago – Booth School of Business, Chicago, IL **Current**

Ph.D. Candidate in Quantitative Marketing

Dissertation: “High-Speed Internet and Consumer Price Sensitivity”

Fields: Quantitative Marketing, Applied Microeconomics, Industrial Organization

Research Interests: Information Frictions, Search

Committee: Guenter Hitsch, Sanjog Misra, Sarah Moshary

University of North Carolina, Chapel Hill, NC **May 2014**

M.S. in Economics

Master’s Thesis: “Effects of Employer Provided Health Incentives on Individual Choice”

Advisor: Donna Gilleskie

Arizona State University, Tempe, AZ **May 2009**

Honors Thesis: Trade and Economic Development in China

B.S. in Business - Economics; B.A. Global Studies - International Conflict Resolution

Minor: Mathematics

Fulbright: Grant to teach and research in Vietnam for a year

SKILLS

Languages: English (Native); Vietnamese (Advanced); Spanish (Beginner)

Programming: R (Advanced), Python (Intermediate), Stata (Intermediate), MATLAB (Intermediate)

JOB MARKET PAPER

High-Speed Internet and Price Elasticities

I test for generalizable lessons in how high-speed internet shapes consumer price sensitivity. High-speed internet provides consumers with both price and non-price information, making the net effect on price sensitivity ambiguous. Using scanner data for over 300 product categories, I exploit the differential rise of high-speed internet across counties to measure how local internet adoption affects local price sensitivity. I find that the effect of high-speed internet on consumer price sensitivity is highly category-specific: across categories, the median effect of a 10 percentage point increase in internet penetration on the price elasticity of demand is 0.005, but the 5th and 95th quantiles are -0.038 and 0.056. I confirm the robustness of my findings in several ways: I show that they are likely not driven by measurement error, consumer demographic changes, or selection into online shopping; I also support the validity of my results by comparing to external estimates in the literature for wine categories. Hence, while there are no cross-category generalizations, for any specific category, the effect might be substantial. These results support the increased use of niche product development, targeting, and pricing.

PUBLICATIONS

Balaban, Rita, Donna Gilleskie, and Uyen Tran. “A quantitative evaluation of the flipped classroom in a large lecture principles of economics course.” *The Journal of Economic Education* 47, no. 4 (2016): 269-287. DOI: 10.1080/00220485.2016.1213679

WORKING PAPERS

“Information Technology Effects on Advertising” with Ningyin Xu

We use variation in the growth of broadband to study how the rise of information technology has shaped advertising. From 2010 to 2019, broadband rates increased from 70% to 80%. At the same time, TV advertising remained steady while spending as a proportion of advertising has decreased in other channels. Our results show that a 10 percentage point increase in broadband increases spending in offline advertising in that DMA by approximately 1.2%. Similarly, a 10 percentage point increase in broadband increases spending in TV advertising in that DMA by approximately 1.1%. We show that broadband decreases print advertising in most DMAs.

“The Rise of Private Label” with Guenter Hitsch

We highlight two findings: a convergence in household PL share purchases and divergence in retailer channel PL share sales. Our first finding is that households have converged in their PL purchases. That is, households with the lowest initial PL consumption in 2004 saw the sharpest rise from 2004-2018. Our second finding is that channels have diverged in their PL sales. We decompose the overall aggregate trend by retailer channel to reveal that private labels purchases are not growing uniformly across retailer types.

“Does Information Mitigate Behavioral Gaps Due to Market Inexperience” with Forrest Spence

We collect detailed individual level purchasing and search data on 2,449 consumers in the UNC-Chapel Hill textbook market. A random subset of these consumers were provided with information about the price of their assigned textbook from various retailers before the semester began. We use these data to compare the search and purchasing outcomes of consumers who received information from their instructors (treatment group) with outcomes of consumers who did not receive this information (control group). We find that (i) information leads to more online search and online purchases, (ii) the informational treatment reduces the gap in online search and purchasing behavior between consumers across experience levels, and (iii) the treatment increases take-up of the textbook at the extensive margin.

“Modeling Employer Provided Health Incentive Programs”

This paper explores the participation in employer provided health incentive programs and the choices made by individuals offered these benefits. The theory presented in this paper models the decisions to exercise, eat well, and get educated about improving one’s health.

WORKS IN PROGRESS

“Valuing Recommendations for Vertical Attribute Search” with Lin Fei

“Tuition Optimization For Monopolistically Competitive Institutions in Higher Education”

“Price Discrimination in Higher Education”

TEACHING EXPERIENCE

Introduction to Statistic (Undergraduate) - Professor, Arizona College of Nursing

Data Driven Marketing (MBA & EMBA) - Teaching Assistant, University of Chicago (4.7/5.0)

Pricing Strategies (EMBA) - Teaching Assistant, University of Chicago (4.8/5.0)

Marketing Management (EMBA) - Teaching Assistant, University of Chicago (4.4/5.0)

Microeconomics (Undergraduate) - Adjunct Professor, Elon University

Microeconomics (Undergraduate) - Teaching Assistant, University of North Carolina - Chapel Hill

PRESENTATIONS AND CONFERENCE PARTICIPATION

Trans-Atlantic Doctoral Consortium* , Remote	2021
ISMS Doctoral Consortium , Remote	2021
Quantitative Marketing and Economics , Remote	2020
Quantitative Marketing and Economics , Chicago, IL	2018
Marketing Science* , Temple University, Philadelphia, Pennsylvania	2018
Interdisciplinary Choice Workshop* , Santiago, Chile	2018
Quantitative Marketing and Economics , Frankfurt, Germany	2017
Quantitative Marketing and Economics , Chicago, IL	2016

FELLOWSHIPS AND AWARDS

Katherine Dusak Miller PhD Fellowship , University of Chicago	2021
Oscar Mayer Fellowship , University of Chicago	2017
PhD Student Fellowship , University of Chicago	2016 - 2021

PROFESSIONAL EXPERIENCE

Private Consultant – Royalty Rate Analysis	Summer 2020
<ul style="list-style-type: none">Wrote and compiled case studies analyzing royalty rate changes over time	
Consultant – Merger Analysis , The National Cable Television Cooperative	Summer 2014
<ul style="list-style-type: none">Modeled the effects of a proposed horizontal merger of multiple nationwide corporationsAnalyzed merger effects on consumer choice using data on pass-through households, consumer choice sets, and measures of market power and competition	
Transfer Pricing Associate , PricewaterhouseCoopers	Nov 2010 - Jul 2012
<ul style="list-style-type: none">Benchmarked profit allocations allocating appropriate profit (databases: Reuters, Compustat, & Orbis)Wrote extensive transfer pricing deliverables presenting technical results & economic analysis for clientsModeled multinational company operations for fortune 500 companies including (supply & finance flows for manufacturing, distribution, sales and R&DValuation of IP migrations and R&D cost sharing structures for multinational corporationsResearched compliance laws and policy development trends for transfer pricing regulations beyond the IRC Section 482 & OECD Guidelines including: Malaysia, Thailand, Philippines, Hong Kong, Taiwan, and Japan	