YONG CHAO

College of Business Phone: (626) 230-5198
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Louisville, Kentucky 40292 Web: http://yongchao.us
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ACADEMIA APPOINTMENT

2010 ~ Present Assistant Professor of Economics, College of Business, University of Louisville

EDUCATION

Ph.D. (Economics) University of Southern California, 2010

M.A. (Economics) University of British Columbia, 2004
B.Sc. (Mathematics)
 Huazhong University of Science &Technology, China, 2003 B.A. (Economics)

FIELDS

Applied Microeconomic Theory, Industrial Organization, Behavioral Economics, Antitrust and Regulatory
Policies

Current Research Topics: Nonlinear Pricing Contracts, Two-Sided Markets, Behavior-Based Pricing

PUBLICATIONS

“Strategic Effects of Three-Part Tariffs under Oligopoly.” International Economic Review (2013).

“Mixed Bundling in Two-Sided Markets in the Presence of Installed Base Effects.” Management Science
(2013) (with Timothy Derdenger).

“Pay-What-You-Want Pricing: Can It Be Profitable?” Journal of Behavioral and Experimental Economics
(forthcoming) (with Jose Fernandez, and Babu Nahata)

WORKING PAPERS

“All-Units Discounts as a Partial Foreclosure Device” with Guofu Tan (Revise and Resubmit at the RAND
Journal of Economics)

“Tick Size Constraints, Two-Sided Markets, and Competition between Stock Exchanges” with Chen Yao,
and Mao Ye (Under Review)

“Allocations under Second-Degree Price Discrimination without Spence-Mirrlees Condition” with Babu
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“Pay-What-You-Want Pricing and Competition: Breaking the Bertrand Trap” with Jose Fernandez, and
Babu Nahata

 “Vertical Probabilistic Selling Through an Intermediary: The Role of Consumer Anticipated Regret” with
Lin Liu, and Dongyuan Zhan

 “Nonlinear Pricing with Asymmetric Competition” with Guofu Tan, and Adam Chi Leung Wong

“All-Units Discounts, Captive Demand, Foreclosure, and Inefficiency” with Guofu Tan

“Bundled Loyalty Discount with Differentiated Products under Oligopoly”

“Three-Part Tariffs under Two-Dimensional Demand Uncertainties”

“Endogenous Entry Effects on Competition: Empirical Evidence from California Procurement Auctions”
(Winner of Best Second-Year Paper Award at USC)

HONORS AND AWARDS

Summer Research Grant, U of L, USA, 2011 ~ 2015

Faculty Favorite Awards (An Outstanding Professor Nominated by Students), U of L, USA, 2010 ~ 2011

Professional Development Grant, U of L, USA, 2010 ~ 2012

Faculty Travel Grant, U of L, USA, 2011

Summer Institute in Competitive Strategy Travel Grant, UC Berkeley, USA, 2010

Academic Achievement Award, USC, USA, 2010

Summer Dissertation Fellowship, USC, USA, 2009

Microsoft Corporation Research Grant, USA, 2008 (with Guofu Tan)

NET Institute Research Grant, USA, 2008 (with Timothy Derdenger)

NET Institute Research Grant, USA, 2008 (with Guofu Tan)

Best Second-Year Paper Award, USC, USA, 2007

Graduate Merit Award Fellowship, USC, USA, 2004 ~ 2010

University Entrance Scholarship, UBC, Canada, 2003 ~ 2004

International Partial Tuition Scholarship, UBC, Canada, 2003 ~ 2004

Full-Time Teaching Assistantship, UBC, Canada, 2003 ~ 2004

Privilege to Enter the Graduate Program at HUST without Mandatory Exam, HUST, China, 2002

University 1st
-Class Fellowship, HUST, China, 1999 ~ 2003

Outstanding Student Award, HUST, China, 1999 ~ 2000 (given to 20 out of more than 20,000 students
annually)

TEACHING EXPERIENCE

Instructor, U of L, USA

•
 Econ 780
—Special Topics: Economic Theory of the Firm (1st
-year Ph.D. core course)

•
 Econ 442
—Public Policy and Industrial Organization

•
 Econ 301
—Intermediate Microeconomics

•
 Econ 201
—Principles of Microeconomics

Teaching Assistant, USC, USA

•
 Econ 603
—Microeconomic Theory (1st
-year Ph.D. core course)

•
 Econ 514
—Probability and Statistics for Economists (1st
-year Ph.D. core course)

•
 Econ 500
—Microeconomic Analysis and Policy (Econ M.A. core course)

•
 Econ 205
—Principles of Macroeconomics

•
 Econ 203
—Principles of Microeconomics

Teaching Assistant, UBC, Canada

•
 Econ 311
—Principles of Macroeconomics

•
 Econ 310
—Principles of Microeconomics

REFEREE

RAND Journal of Economics, Management Science, International Journal of Industrial Organization, Review
of Industrial Organization, Decision Sciences, B.E. Journal of Theoretical Economics, Information Economics
and Policy, Economics Bulletin, Economic Modelling, ACM Transactions on Internet Technology, Journal of
Systems Science and System Engineering

EXTERNAL ASSESSOR

Social Science and Humanities Research Council of Canada (SSHRC)

UNIVERSITY SERVICE

Faculty Recruitment Committee, Department of Economics, U of L 2015

Department Representative Speaker, University
-wide “Majors Day”, U of L 2013

Member, Ph.D. Program Committee of the College of Business, U of L 2010

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 Present

Member, Ph.D. Qualifying Examination Grader of the College of Business, U of L 2010

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 Present