

Wenche Wang

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Education	Ph.D., Economics, University of Florida M.A., Economics, University of Florida M.A., Economics, Miami University B.S., Quantitative Economics & Mathematics, Miami University	May 2016 (expected) December 2012 August 2011 August 2010
Research Interests	<i>Primary: Applied Microeconomics, Industrial Organization</i> <i>Secondary: Antitrust Economics, Sports Economics</i>	
Job Market Paper	<i>Search on a Business-to-Consumer Online Market: An Explanation for Price Dispersion and Implications to Firm Pricing Strategy</i> Using bookstore listing information and consumer transaction records from Tmall, the largest online Business-to-Consumer (B2C) retail platform in China, large and persistent dispersions in both transaction prices and posted prices are observed. No strong evidence is found to support spatial and inter-temporal search based purely on price level. Multi-dimensional search is proposed due to the following reasons: 1) In a B2C online market, sellers conduct various store-level and product-level promotions, making price search difficult; 2) previous purchases and consumer reviews define seller reputations and lead to different degrees of competition; 3) while price remains a major factor in consumers' consumption decisions, increasing weight is placed on store attributes when consumers evaluate a listing. Information asymmetry at the product and seller levels lead to an increase in consumer search cost. The search behavior has implications on a firm's pricing strategies. Contrary to the traditional finding that prices decrease as more firms enter the market, there is a non-monotonic relationship between the number of firms and prices. A substantial decrease in posted prices is observed when the market moves from a monopoly to duopoly. As the market expands, however, search becomes too costly and sellers are able to charge higher prices.	
Publication	"Will American Needle Burst the NFL's Balloon?" <i>Managerial and Decision Economics, forthcoming</i> (with Roger Blair) "Bilateral Monopoly, Two-Sided Markets, and the E-Books Conspiracy," <i>University of Miami Law Review</i> , Vol. 69, March 2015, pp.7-16 (with Roger Blair)	
Working Papers	"Multilateral Bargaining in a Two-Sided Market" "Buyer Cartels and Private Enforcement of Antitrust Policy" (with Roger Blair) "The <i>Kone</i> AG Decision: Economic Logic and Damage Estimation" (with Roger Blair and Christine Durrance)	
Work In Progress	"Licensing NFL Trademarks: An Economic Analysis" "Location Choice in a Circular Market: Does Make vs. Buy Matter?"	

Conference Presentations The 85th Southern Economic Association Annual Meeting, New Orleans, LA, 2015
The 90th Western Economic Association Annual Meeting, Honolulu, HI, 2015
Marketing Science, Baltimore, MD, 2015
Marketing Science, Atlanta, GA, 2014

Other Research Experience University of Florida
Research Assistant to Professor Roger Blair, Spring 2015 - Summer 2015
Research Assistant to Professor Jonathan Hamilton, Fall 2012 - Summer 2013
Research Assistant to Professor David Sappington, Fall 2011 - Summer 2012
Miami University
Research Assistant to Professor John Bowblis, Spring 2011
Research Assistant to Professor Benjamin Linkow, Fall 2010 - Spring 2011

Teaching Experience University of Florida
Instructor ECO 4400 Game Theory and Applications, Fall 2014, Fall 2015
Teaching Assistant Economics of Business Decisions (MBA)
International Competition Policy (MBA)
Managerial Economics (MBA)
Game Theory Applied to Business Decisions (Master's)
Managerial Economics (Master's)
Miami University
Teaching Assistant International Economics (Undergrad)
Legal Environment of Business (Undergrad)

Awards and Honors CLAS Graduate Student Travel Award, University of Florida, 2015
Office of Research Travel Grant, University of Florida, 2015
Madelyn M. Lockhart Award, University of Florida, 2014, 2015

Professional Memberships American Economic Association, Southern Economics Association,
Western Economic Association, INFORMS Society for Marketing Science,
Information Systems Society, Decision Analysis Society

Language English(fluent), Cantonese(native), Mandarin(fluent), Korean(basic)

References

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Professor Chunrong Ai Department of Economics University of Florida (352)-392-7859 tsinghua@ufl.edu	Professor Roger Blair Department of Economics University of Florida (352)-392-0179 rdblair@ufl.edu