

NAN CHEN

F501 2220 Piedmont Ave Berkeley, CA
94720-1900, USA

Tel: 1-510-701-2982
Email: nanchen@berkeley.edu

EDUCATION

Haas School of Business, UC Berkeley	Berkeley, USA
· <i>PhD in Marketing</i>	2013-Now
Economics and Management School, Wuhan University	Hubei, China
· <i>Bachelor of Business Administration, Marketing</i>	2009-2013

RESEARCH INTEREST

Industrial Organization: Pricing Strategies; Dynamic Games.

Behavioral Economics: Reference-dependent Preference; Time Preference.

Short Description: As a third-year PhD student, I am interested in structural modeling in IO. Currently my researches focus on dynamic price competition in the airline industry. I am building a dynamic structural model of perishable good in an oligopoly market with stochastic demand and consumer heterogeneity. I am also working on experimental/empirical studies on preference estimation, where we try to improve the traditional Logit model and Conjoint Analysis by applying Drift Diffusion Model. The idea is to make use of subjects' reaction times in addition to choice outcomes to improve prediction accuracy. My second year paper looked at the dynamics of online-game-players' efforts with respect to distances to rewards in a national-wide online game in China, and I found a non-monotonic relation between effort and distances to rewards. I explained this with reference-dependent preference.

RESEARCH IN PROGRESS

- “*Dynamic Price Competition in the Airline Industry*”, advised by Przemyslaw Jeziorski.
- “*Conjoint Analysis with Drift Diffusion Models*”, with Ming Hsu and John A. Clithero.
- “*Daily Target Setting: the Dynamics of Effort for Online Game Players*”, second year paper.

GRADUATE COURSES

Economics

- Math Tools in Economics
- Microeconomic Theory I&II
- Econometric Theory I&II
- Advanced Econometrics: Time Series
- Industrial Organization I&II
- Psychology and Economics I&II
- Labor Economics

Marketing

- Buyer Behavior
- Network Theory
- Marketing Strategy
- Neuroscience and Marketing
- Numerical Methods
- Choice Modeling