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Yizao Liu

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EDUCATION

Ph.D. Economics, University of Texas at Austin	May 2011
M.S. Economics, University of Texas at Austin	May 2008
B.A. Finance, Renmin University of China, Beijing, P.R.China	July 2006

CURRENT EMPLOYMENT

Assistant Professor	2011-
Department of Agricultural and Resource Economics, University of Connecticut	

FIELDS OF SPECIALIZATION

Industrial Organization, Applied Econometrics, Energy Economics

GRANTS, HONORS, AND AWARDS

Co-Investigator, *Increasing Access, Consumption, and Capacity for Local CT Agriculture*, USDA – CT Specialty Crop Block Grant, Funded, \$75,000, Project Period: 2014-2016

Principal Investigator, *Evaluating Consumer Demand, Consumer Learning, and the Health Effects of Bottled Water Consumption in the U.S.* University of Connecticut Faculty Large grant, Funded, \$24,009, Project Period: 2013-2014

Principal Investigator, *Bottled Water Consumption in the United States: Implications for Health and Environmental Policies.* USDA Hatch Grant. Funded, \$60,000, Project Period: 2012-2017.

Principal Investigator, *Chatter Matters: How Twitter Can Open the Black Box of Online Word-of-Mouth.* Networks, Electronic Commerce, and Telecommunications Institute, Funded, \$3,000, Project Period: 07/2011-07/2012.

Professional Development Award, University of Texas at Austin, 2010

Hale Fellowship, University of Texas at Austin, 2010

PUBLICATIONS

- Rabinowitz, Adam, and **Yizao Liu**, (2014), “The Impact of Regulatory Change on Retail Pricing: The New York State Milk Price Gouging Law,” Forthcoming, *Agricultural and Resource Economics Review*
- Liu, Yizao**, Rigoberto Lopez and Chen Zhu, (2014), “The Impact of Alternative Policies to Decrease Soda Consumption, Forthcoming, *Agricultural and Resource Economics Review*,
- Liu, Yizao**. (2013), “Should Further Mergers Be Allowed? Product Differentiation and Mergers in the External Audit Market,” *Applied Economics*,46(7), 741-749
- Rui, Huaxia, **Yizao Liu**, and Andrew Whinston. (2013). “Whose and What Chatter Matters? The Effect of Tweets on Movie Sales,” *Decision Support Systems*, 55(4), 863-870

WORKING PAPERS

- “Vehicle Miles Traveled, Fuel Efficiency Economy, and Costs of CAFE Standards” (Revise and Resubmit)
- “Household Demand and Willingness to Pay for Hybrid Cars: The Implication for Federal Tax Incentives” (Revise and Resubmit)
- “Social Media and Consumer Demand (with Rigoberto Lopez) (Revise and Resubmit)
- “Gasoline Price, Fuel Economy Efficiency and Automobile Replacement Dynamics” (Submitted)
- “Spillover and Competitive Effects of Advertising in the Carbonated Soft Drink Market (with Rigoberto Lopez and Chen Zhu) (submitted)
- “Cash-for-Clunker or Cash-for SUV? The Effects of 2009 CARS Program” (with Eugenio Miravete)
- “Price Discrimination with Asymmetric Firms: The Case of the U.S. Carbonated Soft Drinks Market” (with Shu Shen)
- “Applied Model Specification Tests: Theory and Application to Consumer Choice Models” (with Shu Shen)
- “The Effect of Consumer Learning Behavior on the Rising Bottled Water Consumption” (with Lu Huang)

CONFERENCE AND SEMINAR PRESENTATIONS

- “Social Media and Consumer Demand”
AAEA Annual Meeting, Washington,D.C., August 2013
- “The Effect of Consumer Learning Behavior on the Rising Bottled Water Consumption”
The 11th Annual International Industrial Organization Conference, May, 2013
AAEA Annual Meeting, Washington,D.C., August 2013
- “How Effective is Public Policy in Decreasing Soda Consumption? An Assessment of Four Policy Options”,
NAREA Annual Meeting, Ithaca, NY, June 2013
- “The Consequences on Pricing and Consumer Welfare from a Change in the Administration of the New York State Milk Price Gouging Law”
NAREA Annual Meeting, Ithaca, NY, June 2013
- “Household Demand and Willingness to Pay for Hybrid Cars: The Implication for Federal Tax Incentives”
Eastern Economics Association Conference Annual Meeting, May, 2013
- “Cash-for-Clunker or Cash-for SUV? The Effects of 2009 CARS Program”
Eastern Economics Association Conference Annual Meeting, March, 2012
Invited Seminar, Department of Economics, Florida State University, September, 2012
- “Price Discrimination with Asymmetric Firms: The Case of the U.S. Carbonated Soft Drinks Market”
AAEA Annual Meeting, Seattle, August 2012
- “Spillover and Competitive Effects of Advertising: The Case of Carbonated Soft Drinks”
Canadian Economics Association Meetings, Montreal, Canada, May 2013
AAEA Annual Meeting, Seattle, August 2012
Invited Seminar, Department of Agricultural Economics, North Carolina State University, April, 2012
- “Applied Model Specification Tests: Theory and Application to Consumer Choice Models”
Invited Seminar, Department of Economics, University of California, Riverside, June 2012
- “Chatter Matters: How Twitter Can Open the Black Box of Online Word-of-Mouth,”
International Conference on Information Systems (ICIS), December, 2010
NET Conference at Stern, NYU, April, 2012
- “Gasoline Price, Fuel Economy Efficiency and Automobile Replacement Dynamics”
Invited Seminar, Department of Economics, University of Connecticut, October 2011
- “Vehicle Miles Traveled, Fuel Efficiency Economy, and Costs of CAFE Standards,”
Texas Camp Econometrics XV, February 2010
Tenth Annual Missouri Economics Conference, March 2010

TEACHING EXPERIENCE

Graduate Teaching, Instructor, University of Connecticut

ARE6474: Empirical Industrial Organization I

Spring 2012, Spring 2014

ARE5474: Industrial Organization: Empirical Analysis

Spring 2012, Fall 2013

Undergraduate Teaching, Instructor, University of Connecticut

ARE3221: Business Strategies and Policy in Food Industries

Fall 2012, Spring 2013, Fall 2013

Teaching Assistant, University of Texas at Austin

Introduction to Macroeconomics

Spring 2007, Spring 2008

Macroeconomic Theory

Fall 2007

Graduate Probability and Statistics

Fall 2008

International Trade and Investment

Spring 2009, Fall 2009

Industrial Organization

Fall 2010

GRADUATE STUDENTS SUPERVISED, 2011-2013.

Ph.D. Committee Chair

Lu Huang 2014

Omer Hoke 2015

Ph.D Committee Member

Xun Li 2013

Hualu Zheng 2014

M.S. Committee Member

Xiaoyan Feng 2013

Ian Yue 2014

Qiushuo Yu 2014

ACADEMIC SERVICE

University of Connecticut

Department:

Search Committee, 2012-2014

Graduate Admission Committee, 2013-2014

Undergraduate Committee, 2013-2014

Graduate Exam Committee, 2011-2013

College:

Graduate Faculty Council and Executive Committee, 2013-2014

Excellence Committee, 2011-2013

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PREVIOUS EMPLOYMENT

BP America, Houston, TX	5/10-8/10
Quantitative Analyst Intern, Quantitative Research of Financial Product	
United Nations Development Programme (UNDP), New York, NY	1/10-2/10
Research Intern, Office of Development Studies	
China Jianyin Investment Limited, Beijing, China	4/06-5/06
Intern, Capital Market Department	
Ministry of Finance, People's Republic of China	7/05-9/05
Intern, Department of Economic Construction	