APPLICATION DIGITAL ECONOMICS AND AI TUTORIAL

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Contact Information

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Short Course Description

I am currently pursuing a Ph.D. in Economics at the University of Maryland, where I have been enrolled since 2022. My major is in Industrial Organization, which I often link with my minors in Applied Econometrics or Microeconomic Theory. My main advisor is Prof. Ginger Jin.

Research Description

The primary focus of my research is understanding competitive dynamics among products in both physical and digital retail environments. In the context of physical fashion retailers, my work examines product cannibalization caused by rapid product turnover. I analyze how strategic markdown pricing can mitigate these adverse effects, optimizing both product performance and overall profitability for the retailer.

In the digital retail space, I investigate the competition between private-label products and other products. Specifically, I explore how products competing directly with private labels differ in their pricing strategies compared to those that do not. Additionally, I examine how private-label products utilize their informational advantage to shape market dynamics and gain a competitive edge. Beyond competition, my research evaluates the impact of private-label products on both consumer and seller welfare, providing insights into economic and policy implications.

Working Paper

Markdown Pricing and New Product Spillovers *(with Diego Aparicio and Georgia Perakis)*: Most firms in consumer goods, especially in fashion and apparel, navigate the delicate art of timely and constant new

product introductions to maintain an attractive offer and thereby keep up their profitability. However, when refreshing their assortments, retailers face the challenge of introducing enough products to attract customers without triggering negative spillovers. This work recognizes potential synergies between two seemingly distant research areas, namely markdown pricing and new product spillovers. Indeed, this work shows that markdowns—defined as setting discount prices throughout the season—can be used a strategic tool to mitigate adverse effects from too many product introductions.

Ongoing Work

Competing Against Private Labels: The Case of Amazon *(Potential Dissertation)*

Copycats *(with Diego Aparicio)*:

Other Work

Persistence and Path Dependence of Neo-European Institutions: Evidence from the British Colonial Rule in Kenya *(with Raul Bajo-Buenestado)*

The Arabian Spring and the Effect of Shocks in the Egyptian Tourism *(with Luis Alberiko Gil-Alana)*

Making Urban Slum Population Visible: Citizens and Satellites to Reinforce Slum Censuses *Urban Inequalities from Space: Earth Observation Applications in the Majority World (with Angela Abascal et al.)*