

## YONG CHAO

College of Business  
University of Louisville  
Louisville, Kentucky 40292

Phone: (626) 230-5198  
E-mail: [yongchao.usa@gmail.com](mailto:yongchao.usa@gmail.com)  
Web: <http://yongchao.us>

---

### ACADEMIA APPOINTMENT

2016 ~ Present Associate Professor of Economics (with tenure), College of Business, University of Louisville

2010 ~ 2016 Assistant Professor of Economics, College of Business, University of Louisville

### CITIZENSHIP

Chinese; US Permanent Resident

### 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, 2003

B.A. (Economics)

### RESEARCH FIELDS

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

**Current Research Topics:** Dominant Firm's Conditional Pricing, Two-Sided Markets, Behavior-Based Pricing

### PUBLICATIONS

**All-Units Discounts as a Partial Foreclosure Device.** *RAND Journal of Economics* (forthcoming) (with Guofu Tan, and Adam Chi Leung Wong)

**Discrete Pricing and Market Fragmentation: a Tale of Two-Sided Markets.** *American Economic Review* (Papers and Proceedings) (2017) (with Chen Yao and Mao Ye)

**All-Units Discounts: Leverage and Partial Foreclosure in Single-Product Markets.** *Canadian Competition Law Review* (2017) (with Guofu Tan)

**The Degree of Distortions under Second-Degree Price Discrimination.** *Economics Letters* (2015) (with Babu Nahata)

**Pay-What-You-Want Pricing: Can It Be Profitable?** *Journal of Behavioral and Experimental Economics* (2015) (with Jose Fernandez, and Babu Nahata)

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

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

## WORKING PAPERS

**Why Discrete Price Fragments U.S. Stock Exchanges and Disperses Their Fee Structures**  
(Conditionally Accepted at the *Review of Financial Studies*) (Solicited by *RFS*) (with Chen Yao, and Mao Ye)

**Vertical Probabilistic Selling under Competition: The Role of Consumer Anticipated Regret.** (NET Institute Working Paper No. 16-14) (with Lin Liu, and Dongyuan Zhan)

**Market Foreclosure, Output and Welfare under Second-Degree Price Discrimination.** (with Babu Nahata)

**Pay-What-You-Want Pricing under Competition: Breaking the Bertrand Trap.** (with Jose Fernandez, and Babu Nahata)

**Nonlinear Pricing with Asymmetric Competition.** (with Guofu Tan, and Adam Chi Leung Wong)

**All-Units Discounts, Captive Demand, Foreclosure, and Inefficiency.** (with Guofu Tan)

## GRANTS, HONORS AND AWARDS

### *At University of Louisville*

NET Institute Research Grant, USA, 2016 (with Dongyuan Zhan)

College of Business Research Incentive Grant, U of L, USA, 2016 (with Xingbo Li)

Summer Research Grant, U of L, USA, 2011 ~ 2017

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

### *At University of Southern California*

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

*At University of British Columbia*

University Entrance Scholarship, UBC, Canada, 2003 ~ 2004

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

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

*At Huazhong University of Science and Technology*

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

University 1<sup>st</sup>-Class Scholarship, 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 (1<sup>st</sup>-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 (1<sup>st</sup>-year Ph.D. core course)
- Econ 514—Probability and Statistics for Economists (1<sup>st</sup>-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**

*ACM Transactions on Internet Technology*  
*Bulletin of Economic Research*  
*Economics Bulletin*  
*Information Economics and Policy*  
*International Review of Economics Education*  
*Journal of Systems Science and System Engineering*  
*Mathematical Social Sciences*

*B.E. Journal of Theoretical Economics*  
*Decision Sciences*  
*Economic Modelling*  
*International Journal of Industrial Organization*  
*Journal of Economics & Management Strategy*  
*Management Science*  
*Quantitative Marketing and Economics*

*RAND Journal of Economics*

*Review of Industrial Organization*

*Social Science and Humanities Research Council of Canada (SSHRC)*

**UNIVERSITY SERVICE**

Department Representative Speaker, CAMP 100, College of Business, U of L 2015

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

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

Member, Diversity Committee of the College of Business, U of L 2015 ~ Present

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