

# Uyen Tran

EMAIL: UTRAN@ASU.EDU  
UPDATED: SEPTEMBER 2022

---

## ACADEMIC EMPLOYMENT

Arizona State University – Thunderbird Global School of Management, Phoenix, AZ Current

---

## EDUCATION

University of Chicago – Booth School of Business, Chicago, IL June 2022

**Ph.D. Candidate in Quantitative Marketing**

**Dissertation:** “High-Speed Internet and Consumer Price Sensitivity”

**Fields:** Quantitative Marketing, Applied Microeconomics, Industrial Organization

**Research Interests:** Information Frictions, Search

**Committee:** Guenter Hitsch, Sarah Moshary, Sanjog Misra

University of North Carolina, Chapel Hill, NC May 2014

**M.S. in Economics**

**Master’s Thesis:** “Effects of Employer Provided Health Incentives on Individual Choice”

**Advisor:** Donna Gilleskie

Arizona State University, Tempe, AZ May 2009

**Honors Thesis:** Trade and Economic Development in China

**B.S. in Business - Economics**

**B.A. Global Studies - International Conflict Resolution**

**Minor:** Mathematics

**Fulbright:** Grant to teach and research in Vietnam for a year

---

## SKILLS

**Languages:** English (Native); Vietnamese (Advanced); Spanish (Beginner)

**Programming:** R (Advanced), Python (Intermediate), Stata (Intermediate), MATLAB (Intermediate)

---

## JOB MARKET PAPER

### **Demand Elasticities and the Rise of Broadband: Evidence From Over 500 Product Categories**

This paper studies aggregate trends in consumer price elasticities for US retail products during the proliferation of broadband Internet. Using retail scanner data from over 500 product categories from 2006 to 2018, I document that the average elasticity for a product has not changed over time. However, this fact masks substantial heterogeneity. Decomposing price elasticities into three components: tastes, frictions, and equilibrium prices, I find that tastes are shifting so that consumers would otherwise be more elastic and that frictions are rising. I then exploit the differential rise of broadband across counties to understand the direct role of local broadband Internet access. I find that the average effect of broadband access on the composite price elasticities is negligible, but varies highly across products with substantial effects in the tails: A 10-percentage point increase in broadband penetration predicts changes in price elasticities of -0.81 and 0.78 at the 25th and 75th percentiles, respectively. An ANOVA reveals that 86% of the variation in broadband effects is within category, suggesting that the effects interact with product specific unobservables.

## PUBLICATIONS

---

Balaban, Rita, Donna Gilleskie, and Uyen Tran. "A quantitative evaluation of the flipped classroom in a large lecture principles of economics course." *The Journal of Economic Education* 47, no. 4 (2016): 269-287. DOI: 10.1080/00220485.2016.1213679

## WORKING PAPERS

---

### **"Seven Million Demand Elasticities" with Jordan Rosenthal-Kay and James Traina**

The household's price elasticity of demand is a key input to many economic models' construction of markups and the assessment of consumer surplus. We measure the price elasticity of demand for around 14,000 products by region-year using retail scanner data. In all, we estimate over 7.5 million demand elasticities. We find that the distribution of these elasticities is stationary over time. However, we document substantial spatial heterogeneity in consumers' price sensitivity: consumers in the largest markets are the most price elastic. As demand elasticities are a key input into the measurement of markups, our results suggest that any conclusions that markups are rising in retail markets must be driven by assumptions on conduct.

### **"Information Technology Effects on Advertising" with Ningyin Xu**

We use variation in the growth of broadband to study how the rise of information technology has shaped advertising. From 2010 to 2019, broadband rates increased from 70% to 80%. At the same time, TV advertising remained steady while spending as a proportion of advertising has decreased in other channels. Our results show that a 10 percentage point increase in broadband increases spending in offline advertising in that DMA by approximately 1.2%. Similarly, a 10 percentage point increase in broadband increases spending in TV advertising in that DMA by approximately 1.1%. We show that broadband decreases print advertising in most DMAs.

### **"The Rise of Private Label" with Guenter Hitsch**

We highlight two findings: a convergence in household PL share purchases and divergence in retailer channel PL share sales. Our first finding is that households have converged in their PL purchases. That is, households with the lowest initial PL consumption in 2004 saw the sharpest rise from 2004-2018. Our second finding is that channels have diverged in their PL sales. We decompose the overall aggregate trend by retailer channel to reveal that private labels purchases are not growing uniformly across retailer types.

### **"Does Information Mitigate Behavioral Gaps Due to Market Inexperience" with Forrest Spence**

We collect detailed individual level purchasing and search data on 2,449 consumers in the UNC-Chapel Hill textbook market. A random subset of these consumers were provided with information about the price of their assigned textbook from various retailers before the semester began. We use these data to compare the search and purchasing outcomes of consumers who received information from their instructors (treatment group) with outcomes of consumers who did not receive this information (control group). We find that (i) information leads to more online search and online purchases, (ii) the informational treatment reduces the gap in online search and purchasing behavior between consumers across experience levels, and (iii) the treatment increases take-up of the textbook at the extensive margin.

## WORKS IN PROGRESS

---

### **"Valuing Recommendations for Vertical Attribute Search" with Lin Fei**

### **"Tuition Optimization For Monopolistically Competitive Institutions in Higher Education"**

### **"Price Discrimination in Higher Education"**

### **"Modeling Employer Provided Health Incentive Programs"**

## TEACHING EXPERIENCE

---

**Data and Digital Transformation (MLM)** – Professor, Arizona State University  
**Data Driven Marketing (MBA & EMBA)** - Teaching Assistant, University of Chicago (4.7/5.0)  
**Pricing Strategies (EMBA)** - Teaching Assistant, University of Chicago (4.8/5.0)  
**Marketing Management (EMBA)** - Teaching Assistant, University of Chicago (4.4/5.0)  
**Microeconomics (Undergraduate)** - Adjunct Professor, Elon University  
**Microeconomics (Undergraduate)** - Teaching Assistant, University of North Carolina - Chapel Hill  
**Introduction to Statistic (Undergraduate)** - Professor, Arizona College of Nursing

## PRESENTATIONS AND CONFERENCE PARTICIPATION

---

**Trans-Atlantic Doctoral Consortium\***, Remote 2021  
**ISMS Doctoral Consortium**, Remote 2021  
**Quantitative Marketing and Economics**, Remote 2020  
**Quantitative Marketing and Economics**, Chicago, IL 2018  
**Wheaton Microeconomics Seminar (Invited)\***, Wheaton, IL 2018  
**Marketing Science\***, Temple University, Philadelphia, Pennsylvania 2018  
**Interdisciplinary Choice Workshop\***, Santiago, Chile 2018  
**Quantitative Marketing and Economics**, Frankfurt, Germany 2017  
**Quantitative Marketing and Economics**, Chicago, IL 2016

## FELLOWSHIPS AND AWARDS

---

**Katherine Dusak Miller PhD Fellowship**, University of Chicago 2021  
**Oscar Mayer Fellowship**, University of Chicago 2017  
**PhD Student Fellowship**, University of Chicago 2016 - 2021

## PROFESSIONAL EXPERIENCE

---

**Private Consultant – Royalty Rate Analysis** Summer 2020

- Approached by former Executive MBA student to engage in royalty rate valuation
- Wrote and compiled case studies analyzing royalty rate changes over time

**Consultant – Merger Analysis**, The National Cable Television Cooperative Summer 2014

- Modeled the effects of a proposed horizontal merger of multiple nationwide corporations
- Analyzed merger effects on consumer choice using data on pass-through households, consumer choice sets, and measures of market power and competition

**Transfer Pricing Associate**, PricewaterhouseCoopers Nov 2010 - Jul 2012

- Benchmarked profit allocations; allocating appropriate profits (databases: Reuters, Compustat, & Orbis)
- Wrote extensive transfer pricing deliverables presenting technical results & economic analysis for clients
- Modeled multinational company operations for fortune 500 companies including (supply & finance flows for manufacturing, distribution, sales and R&D)
- Valuation of IP migrations and R&D cost sharing structures for multinational corporations
- Researched compliance laws and policy development trends for transfer pricing regulations beyond the IRC Section 482 & OECD Guidelines including: Malaysia, Thailand, Philippines, Hong Kong, Taiwan, and Japan