

Jun Zhang

Agricultural and Resource Economics
2200 Symons Hall
University of Maryland,
College Park, MD 20742

240-704-5219
zjun@umd.edu
<https://econjunzhang.com>

EDUCATION:

Ph.D. Agricultural and Resource Economics, University of Maryland, College Park,
2019 (expected)

M.S. Agricultural and Resource Economics, University of Tennessee, Knoxville, 2014

B.A. Economics, Southwestern University of Finance and Economics, Chengdu, China, 2012

B.S. Applied Mathematics, Southwestern University of Finance and Economics, Chengdu,
China, 2012

DISSERTATION

Title: “Essays on Merger Efficiencies in the Bottled Water Industry”
Committee: Drs. Lars Olson (Co-Chair), Andrew Sweeting (Co-Chair), Jie Zhang

FIELDS OF INTEREST

Empirical Industrial Organization, Quantitative Marketing, Public Policy

JOB MARKET PAPER

Zhang, Jun (2018). “What Makes a Good Merger? An Analysis of Merger Efficiencies in the U.S. Bottled Water Industry”, University of Maryland, College Park, November (abstract below).

ARTICLES IN PEER REVIEWED JOURNALS

Zhang, Jun, and Steven Yen (2017). “Supplemental Nutrition Assistance Program and Food Insecurity among Families with Children”, *Journal of Policy Modeling*, 39 (1):52–64.

Zhang, Jun, and Steven Yen (2015). “Physical Activity, Gender Difference and Depressive Symptoms”, *Health Services Research*, 50 (5):1550 – 1573.

PAPERS

Li, Sophia, Joe Mazur, Yongjoon Park, James Roberts, Andrew Sweeting, and Jun Zhang (2018). “Repositioning and Market Power After Airline Mergers” (earlier version was circulated as “Endogenous and Selective Service Choices After Airline Mergers”, NBER working paper, No. 24214. Winner of the Robert F. Lanzillotti Prize for the Best Paper in Antitrust Economics 2018, under review, abstract below).

Wang, Yanghao, Steven Yen, and Jun Zhang (2018). "Does Physical Activity Ameliorate Obesity among Older Adults in China?" University of Maryland, College Park, October.

Dong, Han, Jun Zhang, and Cinzia Cirillo, (2018). "On the Linkage between Emotions and Leisure Activity Participation: A Two-equation Simultaneous System Approach". University of Maryland, College Park, June.

Zhang, Jun (2016). "Does Supplemental Nutrition Assistance Program Reduce Adults and Children's Food Insecurity? Evidence from the Current Population Survey" University of Maryland, College Park, September (won the Bessie H. DeVault Fellowship for best paper by a second-year PhD student in 2016).

Zhang, Jun (2016). "Carbon Tax Incidence and Household Energy Demand in the U.S." University of Maryland, College Park, January (won the Rhona Lantin Award, for best paper by a first-year PhD student in 2015).

CONFERENCE PRESENTATIONS

"The 'Values' Created Through Merger: A Case of the U.S. Bottled Water Industry", DC Industrial Organization Conference, Student Posters, May 25, 2018. Washington D.C., United States.

"Carbon Tax Incidence and Household Energy Demand in the U.S.", presented at the 2016 Agricultural and Applied Economics Association (AAEA) Annual Meeting, July 31-August 2, Boston MA, United States.

"Body Weight and Depression: A Simultaneous Equation Approach", presented at the 2015 Agricultural and Applied Economics Association (AAEA) & WAEA Joint Annual Meeting, July 26-28, San Francisco CA, United States.

"Supplemental Nutrition Assistance Program and Food Insecurity among Families with Children", presented at the 2014 Agricultural and Applied Economics Association (AAEA) Annual Meeting, July 27-29, 2014. Minneapolis MN, United States.

"Afforestation Adoption by Eastern U.S. Cattle Producers", poster at the 2014 Agricultural and Applied Economics Association (AAEA) Annual Meeting, July 27-29, 2014. Minneapolis MN, United States.

"Depressive Symptoms and Endogenous Physical Activity: An Ordered Probability Approach", presented at the 2013 Agricultural and Applied Economics Association (AAEA) & CAES Joint Annual Meeting, August 4-6, 2013. Washington D.C., United States.

RESEARCH EXPERIENCE:

University of Maryland:

Research Assistant for Professors Lars Olson (AREC, 2017–2018), Andrew Sweeting (Department of Economics, 2016-2018), Sebastien Houde (AREC, 2016-2017), Snaebjorn Gunnsteinsson (AREC, 2015-2016), and Mary Zaki (AREC, 2014-2015).

University of Tennessee:

Research Assistant for Professors Steven Yen (2012-2013), and Kimberly Jensen (2013-2014).

TEACHING EXPERIENCE:

University of Maryland:

Teaching Assistant, ECON603, Microeconomic Analysis I, Fall 2018 (PhD level course).

Teaching Assistant, AREC620, Optimization in Agricultural and Resource Economics, Fall 2015 (PhD level course).

University of Tennessee:

Teaching Assistant, AREC524, Econometric Methods in Agricultural Economics, Fall 2013 (graduate level course).

Teaching Assistant, AREC320, Intermediate Microeconomics, Fall 2012 (undergraduate course).

HONORS AND AWARDS:

Dean's Fellowship, University of Maryland (\$10,000), 2018

Robert F. Lanzilotti Prize for Best Paper in Antitrust Economics, International Industrial Organization Conference (sharing \$2,500 with co-authors), 2018

The John R. and Marjorie C. Moore Award, AREC, University of Maryland (\$1,000), 2017

Bessie H. DeVault Fellowship (best paper by a second-year PhD student), AREC, University of Maryland (\$1,000), 2016

Jacob K. Goldhaber Travel Grant, Graduate School, University of Maryland, 2016

Rhona Lantin Award (best paper by a first-year PhD student), AREC, University of Maryland (\$500), 2015

Graduate Assistantship, University of Maryland, 2014–

AAEA Young Professional and Graduate Student Travel Grant, 2014

AAEA Young Professional and Graduate Student Travel Grant, 2013

Graduate Students Senate Travel Award, University of Tennessee, 2013

Graduate Students Travel Award, Institute of Agriculture, University of Tennessee, 2013

Graduate Assistantship, University of Tennessee, 2012-2014

Academic Scholarship, Southwestern University of Finance and Economics, 2008-2012

PROFESSIONAL SERVICE

Referee: *The Energy Journal*, *Journal of Clinical Nutrition & Dietetics*

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Economic Association (AEA)

Agricultural & Applied Economics Association (AAEA)

COMPUTER SKILLS

MATLAB, R, Stata, Latex

LANGUAGES

Mandarin Chinese (native), English (fluent)

REFERENCES

Prof. Lars Olson (co-chair), Department of Agricultural and Resource Economics, 3204 Symons Hall, University of Maryland, College Park, MD 20742; 301-405-7180; ljolson@umd.edu

Prof. Andrew Sweeting (co-chair), Department of Economics, 3114 Tydings Hall, University of Maryland, College Park, MD 20742; 301-405-8325; sweeting@econ.umd.edu

Prof. Jie Zhang, Robert H. Smith Business School, 3311 Van Munching Hall, University of Maryland, College Park, MD 20742; 301-405-7899; jiejie@rhsmith.umd.edu

ABSTRACTS

“What Makes a Good Merger? An Analysis of Merger Efficiencies in the U.S. Bottled Water Industry” (Job Market Paper)

I quantify efficiencies that were created following a horizontal merger between Coca-Cola and Glaceau, the manufacturer of Vitaminwater and Smartwater, in the U.S. premium bottled water market. I estimate a structural demand and supply model where manufacturers choose advertising, product variety (number of UPCs) and wholesale prices, and I allow for several types of efficiencies. With counterfactual simulations, I show how marginal cost, product variety fixed cost, and advertising fixed cost efficiencies affected equilibrium market outcomes. I find that, compared to a “no merger” baseline in year 2009, the merger reduced the prices of Glaceau products by 3.5%-5.2% and increased product varieties by 18.8%-35.8%, advertising of Vitaminwater by 53.9%. Besides, the merger increased market shares of Glaceau products by 40.1%-60.7% and raised consumer surplus by about 22%. These results suggest that, despite a recent focus on mergers that appear to have had negative consequences, some mergers yield benefits.

“Repositioning and Market Power After Airline Mergers” (with Sophia Li, Joe Mazur, Yongjoon Park, James Roberts, and Andrew Sweeting)

We estimate a model of airline route competition in which carriers first choose what type of service (nonstop or connecting) to offer and then choose prices. We assume that carriers have full information about all demand and cost unobservables when they make service choices, so that the carriers choosing a particular type of service will be selected. Our model can be estimated without an excessive computational burden and we use it to simulate the effects of proposed and completed mergers. We show how accounting for selection substantially lowers the probability that rivals will reposition their products after a merger and, in markets where the merging carriers are nonstop duopolists, it raises post-merger prices. Predictions that account for selection are consistent with what has been observed after completed mergers. We also consider a proposed merger remedy that would have preserved nonstop competition without necessarily limiting market power.