

# Rong Luo

School of Economics  
Renmin University of China  
Beijing, China

Email: [luorong@ruc.edu.cn](mailto:luorong@ruc.edu.cn)

---

<b>Employment</b>	Associate Professor in Economics, Renmin University of China,	2023.09 –
	Assistant Professor in Economics, Renmin University of China,	2020.09 – 2023.08.
	Assistant Professor in Economics, University of Georgia,	2015.08 – 2020.05.
<b>Education</b>	Ph.D. in Economics, The Pennsylvania State University	2015
	M.A. in Economics, Tsinghua University	2010
	B.A. in Economics (with distinction), Wuhan University	2008
	B.A. in Mathematics (with distinction), Wuhan University	2008
<b>Publication</b>	“Non-Exclusive Dealing with Retailer Differentiation and Market Penetration,” with Shengyu Li, <i>International Journal of Industrial Organization</i> , Volume 70, May 2020.	
	“Store Brands and Retail Grocery Competition,” <i>Journal of Economics and Management Strategy</i> , 27(4), pp. 653-668, Winter 2018 (featured article).	
	“Network Effect and Multi-Network Sellers’ Dynamic Pricing: Evidence from the US Smartphone Market,” with Yue Liu, 2022, <i>Management Science</i> .	
	“Estimation of Production Technologies with Output and Environmental Constraints,” with Scott Atkinson, 2023, <i>International Economic Review</i> , forthcoming.	
<b>Working Papers</b>	“Exclusive Seller-Platform Contracts in Two-Sided Markets: An Empirical Study of the Real Estate Market,” with Yue Liu, Haojun Yu, 2023, submitted.	
	“Income Distribution, New Consumer Margin, and Price Differences across Countries,” with Yue Liu, 2023.	
	“Network Effects and Multi-Network Firms? Dynamic Pricing”, with Yue Liu, 2023.	
<b>Award</b>	Swift Award for Outstanding Undergraduate Tenure Track Teaching in Economics, Terry College of Business, University of Georgia	2019
	Terry-Sanford Research Award, Terry College of Business, University of Georgia	2019
	Bonbright Research Award, Terry College of Business, University of Georgia	2018

<b>Teaching</b>	Industrial Organization (Graduate), University of Georgia	Fall 2015, 2017
<b>Experience</b>	Game Theory, University of Georgia	Fall & Spring, 2015, 2016, 2017, 2018
	Intermediate Microeconomics, University of Georgia	Spring 2017, 2019
	Intermediate Microeconomics, Renmin University of China	Fall 2020

**Professional Service** Referee for RAND Journal of Economics, Journal of Industrial Economics, and International Journal of Industrial Organization.