

Zhonglin Li

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NUS Business School
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APPOINTMENTS

2022- Assistant Professor, Department of Real Estate, National University of Singapore
Affiliated Researcher, Institute of Real Estate & Urban Studies, NUS

EDUCATION

2016-2022 PhD in Economics, MBA, The University of Chicago Booth School of Business
(Committee: Chad Syverson, Milena Almagro, Marianne Bertrand, Thomas Wollmann)
2014-2016 MSc in Economics, University of Wisconsin-Madison
2010-2014 BA in Economics, Zhejiang University

RESEARCH INTERESTS

Empirical Industrial Organization, Urban Economics

PUBLICATIONS

“Rising Retail Concentration of Household Shopping, Superstar Firms and Implications for Retail Markups” (with Justin Leung), *American Economic Journal: Applied Economics*, 2026

WORKING PAPERS

“Vertical Control and Retail Competition: Evidence from Consumer Battery Industry” (with Tiffany Tsai)
“Big-box Store Expansion and Consumer Welfare” (with Justin Leung)
“AI for Fairness? The Role of Generative Tools in Shaping Freelancer Success” (with Jingman Cao)
“Period Relief: The Effects of Menstrual Hygiene Tax Cuts” (with Sumit Agarwal, Pulak Ghosh, Xixi Shen)

OTHER RESEARCH EXPERIENCE

Spring 2018 Research Assistant for Professor Marianne Bertrand, Chicago Booth
Summer 2015 Research Assistant for Professor Xiaoxia Shi, University of Wisconsin-Madison

FELLOWSHIPS & AWARDS

2021-2022 K.D.M. General PhD Fellowship
2020 Jonathan & Leticia Arnold Fellowship
2017 Oscar G. Mayer PhD Fellowship

2016-2021	University of Chicago Booth School of Business PhD Fellowship
2016	University of Wisconsin-Madison Academic Excellence Award

CONFERENCE AND SEMINAR PRESENTATIONS

2026	Econometric Society CSW Asia Meeting (Abu Dhabi)
2025	ASSA-AREUEA (San Francisco), China IO-SHUFU (Shanghai), University of Nottingham Ningbo
2024	Lingnan University, IIOC (Boston), China IO-SHUFU (Shanghai), AMES-China (Hangzhou), SMU-Jinan (Singapore),
2023	ASSA-AREUEA (New Orleans), BLS (Virtual), Fudan University, SJTU Antai, SHUFU Business, AsRES-GCREC (Hong Kong), 2023 Symposium on Economics and Finance in the Asia-Pacific (Singapore), AASLE (Taipei), APIOC (Hong Kong)
2022	AASLE (Tokyo), Zhejiang University (Virtual), UEA (Washington DC), Econometric Society Asia Meeting (Virtual), Marketing Science Annual Conference (Virtual), The International Industrial Organization Conference (Boston), ZJU-Digital Star Seminar (Virtual), CityU HK (Virtual), CUHK-Shenzhen (Virtual), NUS Business (Virtual), SUFE Business (Virtual)
2021	Peking University-INSE (Virtual), Jinan University (Virtual)
2020	UEA (Virtual)

TEACHING

National University of Singapore

Real Estate Marketing (Undergraduate), 22/23-23/24Sem2, 24/25Sem1
Real Estate Risk Analysis and Management (Undergraduate), 22/23-25/65Sem2
Corporate Real Estate Strategies (Undergraduate), 25/26Sem1
Portfolio and Asset Management (Master), 25/26Sem1

The University of Chicago

Winter 2019 Elements of Economic Analysis II (Undergraduate)
Spring 2020, 2021 Pricing Strategy (MBA), TA for Professor Jean-Pierre Dubé
Fall 2018 Business Statistics (MBA), TA for Professor Tengyuan Liang
Fall 2017 Microeconomics (MBA), TA for Professor Seth Zimmerman

REFeree

Quarterly Journal of Economics, Review of Economics Studies, Management Science, RAND Journal of Economics, International Journal of Industrial Organization, Regional Science and Urban Economics, Journal of Economic Behavior & Organization, China Economic Review, International Real Estate Review

MEDIA

CNA Lifestyle, "[Beyond rent, why don't some international brands last in Singapore – while others do?](#)"