Yushan Meng

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Education

Universität Konstanz, Germany 2022 – 2027 (expected)
Ph.D. in Economics
Supervisors: Susanne Goldlücke and Bernhard Kasberger

Aix-Marseille School of Economics (AMSE) May – June 2024
Research Visit

Universität Bonn, Germany 2019 – 2022
M.Sc. in Economics

Zhengzhou University, China 2014 – 2018
Bachelor of Finance

Research Interests

Applied Microeconomic Theory, Industrial Organization, Information Design

Working Papers

Performance Contracts for Noncontractible Recommendations
With Jiawei Zhang | *Job Market Paper*

How should a seller pay a recommender when sales are verifiable but the recommendation is noncontractible, and what can the contract guarantee when advice costs are private? We show that at most two publicly observed contracts conditional on sales yield the seller's highest payoff in some equilibrium. A behavior contract combines low cost promotion with high cost recommendation for credibility, while a truthful contract carries any remaining truthful service. Direct commitment avoids the resulting information and message rents, so its value is weakly higher. With state independent message costs, delegation attains the commitment value in equilibrium, but pooling limits its guarantee to no communication. Profitable campaigns require a mix of consumers who can be influenced by recommendations and those who provide stable demand, while uniform pricing extends their effects to consumers who never see the recommendation.

Return Policy and Competition with Naive Consumers

Persuasion before Investigation
With Mingzhao Dai and Jiawei Zhang

Work in Progress

Optimal Headline Design
With Susanne Goldlücke and Federico Innocenti

Teaching Experience

Teaching Assistant Winter 2022/23, 2023/24, 2024/25, 2025/26, 2026/27
Advanced Microeconomics I *Master tutorial*

Teaching Assistant Summer 2023, 2024, 2025, 2026
Microeconomics II (Game Theory) *Bachelor tutorial*

Conferences and Seminars

2026
Brown Bag Seminar (Konstanz, Germany), The Lisbon Meetings in Game Theory and Applications #15 (Lisbon, Portugal), 2nd Berlin PhD Conference in Economics (Berlin, Germany; poster), EARIE (Mannheim, Germany), Swiss Theory Day (Zurich, Switzerland), 2026 European Winter Meeting (Warsaw, Poland; scheduled).

2025
Brown Bag Seminar (Konstanz, Germany), The Lisbon Meetings in Game Theory and Applications #14 (Lisbon, Portugal), 1st Berlin Micro Theory & Behavioral Economics PhD Conference (Berlin, Germany; poster), Doctoral Workshop in Microeconomics (Konstanz, Germany).

2024
Brown Bag Seminar (Konstanz, Germany), Berlin Micro Theory Ph.D. Workshop (Berlin, Germany), Swiss Theory Day (Bern, Switzerland).

Skills

Languages: Mandarin (Native), English (Professional), Cantonese (Intermediate), German (Basic)

Software: LaTeX, Stata, z-Tree, Mathematica

References

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