

# Zhao (Bryan) Rong

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## Fields of Interest

Primary: Economics of Technological Change, Applied Microeconomics.  
Secondary: Industrial Organization, International Economics.

## Education

Ph.D., Economics, Florida International University, expected in July 2008.  
Dissertation: "Essays in Economics of Technological Change."  
Committee: Peter Thompson (Chair), and Cem Karayalcin.  
M.A., Economics, Peking University, China, 2000.  
B.E., Operations Management, Xi'an Jiaotong University, China, 1997.

## Publications

"Public Service Provision and the Demand for Electric Appliances in Rural China", coauthored with Yang Yao, *Chinese Economic Review*, 14 (2003), 131– 141.

## Working Papers

"Do Insider Trading Patterns Predict a Firm's Patent Outcomes?" (Job Market Paper)  
"Network Effects and Durable Adoption: A Test Using Televisions in Rural China."

## Research In Process

"Network Effects and Durable Adoption: A Theoretical Framework."

## Teaching

Instructor, *Principles of Microeconomics*, Florida International University, fall 2005- present.  
Teaching assistant, Florida International University, fall 2003- spring 2005.  
Teaching assistant, Peking University, 1997-1999.

## Research Experience

*Survey of Durables Consumption in Rural China*, National Bureau of Statistics of China and Peking University, 1999–2000.

*Investigation of Private Enterprises in China*, International Financial Corporate (IFC) and Ministry of Commerce of China, 1999.

*Investigation of Five towns in Guangdong*, Guangdong Provincial Government and Peking University, 1998.

## Professional Experience

Project manager, Beijing State-Owned Assets Management Co. Ltd., July 2000 – Dec. 2002.

## Honors and Awards

Assistant Scholarship, Florida International University, 2003- present.

Excellent Student Award, Peking University, October 1999.  
Outstanding Graduate Award, Xi'an Jiaotong University, July 1997.

## **Language Skills**

Native in Chinese (Mandarin); Fluent in English

## **Papers**

**“Do Insider Trading Patterns Predict a Firm's Patent Outcomes?”** (Job Market Paper)

This paper tests for asymmetric information on a firm's patent outcomes between its management and other investors by examining insider trading patterns and stock price changes in R&D intensive firms. It demonstrates that management has considerable information about its patent outcomes beyond what is known to investors. It also shows that the explanatory power of insider activities on patent outcomes comes from purchases rather than sales.

**“Network Effects and Durable Adoption: A Test Using Televisions in Rural China.”**

This paper documents the existence of a type of network effects - free riding across neighbors - in the consumption of color television sets in rural China, which reduces the propensity of non-owners to purchase. I construct a model of the timing of a durable good in the presence of free riding and test its key implications using Chinese household survey data.

**“Public Service Provision and the Demand for Electric Appliances in Rural China.”**

We analyze the impacts of power supply, tap water, and other public services on the demand for color TVs, washing machines, and refrigerators in rural China using data from a survey of 20,000 rural households in 1999 designed for this research. We find that the provision of public goods and the improvements in their quality have significant positive effects on the demand for the three appliances. We draw inferences for the whole country and discuss the policy implications.

**References** (Address: Dept of Economics, Florida International Univ., Miami, FL 33199)

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