

**Yi-Ling Cheng**  
*Curriculum Vitae*  
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**Contact Information**

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Address: 70 Lienhai Rd., Kaohsiung 80424, Taiwan. (Institute of Economics)

**Experience**

Professor, Institute of Economics, National Sun Yat-sen University, 2022/2- present.

Associate Professor, Institute of Economics, National Sun Yat-sen University, 2017/2- 2022/1.

Associate Professor, Department of Economics, Tunghai University, 2015/8-2017/1.

Assistant Professor, Department of Economics, Tunghai University, 2011/8-2015/7.

**Education**

Ph.D. Economics, National Taiwan University, 2005-2010.

M.A. Economics, National Taiwan University, 2002-2004.

B.A. Economics, National Taiwan University, 1997-2002.

**Research Fields**

Industrial Economics, Regional Economics, International Economics.

**Publication (Journal Articles)**

- Yi-Ling Cheng\*; Ya-Yuan Chan (2022). Quality Competition and Market-Share Leadership in Network Industries. *Berkeley Electronic Journal of Theoretical Economics*, <https://doi.org/10.1515/bejte-2020-0188>. (SSCI; 科技部經濟學期刊評等B+級期刊)
- Juin-Jen Chang; Yi-Ling Cheng\*; Shin-Kun Peng (2021, May). Trade, Emissions, and Policy (Non-)Compliance: Implications for Firm Heterogeneity. *Review of International Economics*, <https://doi.org/10.1111/roie.12552>. (SSCI; 科技部經濟學期刊評等B+級期刊)
- Yi-Ling Cheng; Takatoshi Tabuchi (2020, Mar). First Mover Advantage by Product Proliferation in Multiproduct Duopoly. *International Journal of Economic Theory*, 16(1), 106-118. (SSCI; 2019前科技部經濟學期刊評等B+級期刊; 2019後科技部經濟學期刊評等B級期刊)
- Yi-Ling Cheng\*; Hai-Han Kao (2019, Jun). Product Quality and Endogenous Firm Objectives. *Asia-Pacific Journal of Regional Science*, 3 (3), 813-830. (Econlit)
- Yi-Ling Cheng; Takatoshi Tabuchi (2018, Aug). Multiproduct Oligopoly and Trade Between

Asymmetric Countries. *Review of International Economics*, Vol.26, Issue3, pp. 507-741. (SSCI; 科技部經濟學期刊評等B+級期刊).

- Yi-Ling Cheng; Juin-Jen Chang (2017, Sep). The Quality of Intermediate Goods: Growth and Welfare Implications. *Economic Record*, Vol. 93, pp. 434-447. (SSCI; 2019前科技部經濟學期刊評等B級期刊; 2019後科技部經濟學期刊評等B+級期刊).
- Juin-Jen Chang; Yi-Ling Cheng; Shin-Kun Peng (2017, Mar). Social Comparisons in Consumption, International Capital Flows and Tax Competition. *International Journal of Economic Theory*, Vol.13, pp.47-71. (SSCI; 2019前科技部經濟學期刊評等B+級期刊; 2019後科技部經濟學期刊評等B級期刊)
- Yi-Ling Cheng\*; Shin-Kun Peng (2014, Jul). Price Competition and Quality Differentiation with Multiproduct firms. *Journal of Economics*, Vol. 112, pp.207-223. (SSCI ; 2019前科技部經濟學期刊評等B級期刊; 2019後科技部經濟學期刊評等B+級期刊)
- Yi-Ling Cheng\* (2014, Jan). Vertical Product Differentiation under Demand Uncertainty. *Economic Modelling*, Vol. 36, pp. 51-57. (SSCI; 2019後科技部經濟學期刊評等B級期刊)
- Yi-Ling Cheng, Shin-Kun Peng. (2012, Jul). Quality and Quantity Competition in Multiproduct Duopoly. *Southern Economic Journal*, Vol. 79, pp. 180-202. (SSCI ; 2019前科技部經濟學期刊評等B+級期刊; 2019後科技部經濟學期刊評等B+級期刊)
- Yi-Ling Cheng, Shin-Kun Peng and Takatoshi Tabuchi. (2011, Sep). Multiproduct Duopoly with Vertical Differentiation. *Berkeley Electronic Journal of Theoretical Economics*, vol. 11, Iss.1. (SSCI ; 2019前科技部經濟學期刊評等B+級期刊; 2019後科技部經濟學期刊評等B+級期刊)

### Conference papers

- Yi-Ling Cheng and Ya-Yuan Chan " Quality Competition and Market-Share Leadership in Network Industries," *Macroeconometric Modelling Workshop, MMW 2021*. (2021總體計量模型研討會) Taipei, Taiwan, 2021/12/01-2.
- Juin-Jen Chang, Yi-Ling Cheng and Shin-Kun Peng, " Trade, Emissions, and Policy (Non-)Compliance: Implications for Firm Heterogeneity," *The 59th European Regional Science Association Congress*. Lyon, France, 2019/08/27-30.
- Yi-Ling Cheng and Takatoshi Tabuchi, " First Mover Advantage by Product Proliferation in Multiproduct Duopoly," *The Asia Pacific Industrial Organization Conference (APIOC)*. Melbourne, Australia, 2018/12/13-15.
- Yi-Ling Cheng and Takatoshi Tabuchi, " First Mover Advantage by Product Proliferation in Multiproduct Duopoly," *The inaugural 2017 SMU Conference on Urban and Regional Economics*. Singapore, 2017/12/18-19.
- Juin-Jen Chang, Yi-Ling Cheng and Shin-Kun Peng, "Social Comparisons in Consumption, International Capital Flows and Tax Competition," *The 56th European Regional Science Association Congress*. Vienna, Austria, 2016/08/23-26.

- Yi-Ling Cheng and Juin-Jen Chang, 2014, "Quality of Intermediate Goods: The Growth and Welfare Implications." The Fourth Asian Seminar in Regional Science. Seoul, Korea, 2014/08/05-07.
- Yi-Ling Cheng and Juin-Jen Chang, 2014, "Quality of Intermediate Goods: The Growth and Welfare Implications." The Public Economic Theory (PET) 14th International Conference. Seattle, US, 2014/07/11-13.
- Yi-Ling Cheng and Juin-Jen Chang, 2014, "Quality of Intermediate Goods: The Growth and Welfare Implications." Asian Meeting of the Econometric Society, Taipei, Taiwan, 2014/6/20-22.
- Yi-Ling Cheng, "Vertical Product Differentiation under Demand Uncertainty." Third Asian Seminar in Regional Science. National Dong Hwa University, Hualien, Taiwan, 2013/08/07-08.
- Yi-Ling Cheng, "Vertical Product Differentiation under Demand Uncertainty." The Public Economic Theory (PET) 13th International Conference. Portugal, Lisbon, 2013/07/05-07.
- Yi-Ling Cheng, Shin-Kun Peng and Takatoshi Tabuchi, "Multiproduct Duopoly with Vertical Differentiation." The 11th Society for the Advancement of Economic Theory (SAET) conference. Ancao (Faro), Portugal, 2011/06/26-07/01.
- Yi-Ling Cheng and Shin-Kun Peng, "Quality and Quantity Competition in Multiproduct Duopoly." The 10th Society for the Advancement of Economic Theory (SAET) conference. Singapore, 2010/08/13-15.

### **Grants and Professional Activities**

#### *MOST projects (科技部專題研究計畫):*

- 科技部110學年度專題計畫：MOST 110-2410-H-110-077, "Multiproduct Manufacturing, Distribution Channels, and Product Quality", (Principal Investigator, 2021/08 ~2022/07)
- 科技部109學年度專題計畫：MOST 109-2410-H-110-056, "Quality Competition under Imperfect Information", (Principal Investigator, 2020/08 ~2021/07)
- 科技部108學年度專題計畫：MOST 108-2410-H-110-007, "Trade, Pollution and Environment Policy: Implications for Firm Heterogeneity", (Principal Investigator, 2019/08 ~2020/07)
- 科技部107學年度專題計畫：MOST 107-2410-H-110-007, "Vertical Product Differentiation with Network Externalities", (Principal Investigator, 2018/08 ~2019/07)
- 科技部106學年度專題計畫：MOST 106-2410-H-110-080, "Product Proliferation and First Mover Advantage in a Multiproduct Duopoly", (Principal Investigator, 2017/08 ~2018/07)
- 科技部105學年度專題計畫：MOST 105-2410-H-110-090, "General Equilibrium Models of Multi-product Oligopoly and Trade", (Principal Investigator, 2016/08 ~2017/07)
- 科技部104學年度專題計畫：MOST 104-2410-H-029-004, "Social Comparisons in

Consumption, International Capital Flows and Tax Competition”, (Principal Investigator, 2015/08 ~2016/07)

- 國科會103學年度專題計畫：NSC 103-2410-H-029 -003, “Vertical Differentiation in an Asymmetric Two-sided Market”, (Principal Investigator, 2014/08 ~2015/07)
- 國科會 102 學年度 專題計畫：NSC 102-2410-H-029-002, ”Spatial sorting of Heterogeneous Quality Firms, Trade Liberalization and Wage Inequality”, (Principal Investigator, 2013/08 ~2014/07)
- 國科會101學年度專題計畫：NSC 101-2410-H-029-002, “Quality, Growth and the Welfare Implication”, (Principal Investigator, 2012/02 ~2013/07)

*Academic Service:*

- Annals of Regional Science, Editorial Board.
- 經濟論文(Academia Economic Papers), Reviewer.
- 經濟論文叢刊 (Taiwan Economic Review) , Reviewer.
- Review of Industrial Organization, Reviewer.
- Economic Modelling, Reviewer.
- Economics Letters, Reviewer.
- Japanese Economic Review, Reviewer.

*Teaching:*

- 取得英國劍橋大學語言測評院開設之英語教學認證【Certificate in EMI Skills】。
- 109學年獲教學優良課程「總體經濟學（一）」。(大學部必修課程)
- 109學年獲教學優良課程「產業經濟學（一）」。(碩士班課程，全英授課)