

SHUYANG SI

International Business School Suzhou (IBSS)
Xi'an Jiaotong-Liverpool University
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CURRENT FACULTY APPOINTMENT

Xi'an Jiaotong-Liverpool University Assistant Professor Department of Economics International Business School of Suzhou (IBSS)	September 2021 to present
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OTHER APPOINTMENTS

Cornell University TREESPEAR Faculty Associate Cornell University Think-tank for Resources, Energy, and the Environment: Science and Policy-related Economic Analysis and Research (TREESPEAR)	2021 to present
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EDUCATION

Cornell University , Ithaca, NY Ph.D. in Applied Economics and Management	August 2021
Cornell University , Ithaca, NY M.S. in Applied Economics and Management	September 2020
University of California at Davis , Davis, CA M.S. in Agricultural and Resource Economics	August 2015
Purdue University , West Lafayette, IN B.S. in Agricultural Economics	June 2013
China Agricultural University , Beijing, China B.S. in Economics and Management of Agriculture & Forestry B.A. in English	June 2011

FIELDS OF INTEREST

Agricultural and Applied Economics

Energy and Environmental Economics

Food and Agricultural Economics

Policy Analysis & Data Analysis

AWARDS AND HONORS

George F. Warren Award for Outstanding Paper, Second Place	2021
Cornell University Heslop Endowment Summer Fellowship	2021
Cornell University Aplin Endowment Summer Fellowship	2020
Cornell Dyson Graduate Student – Research Excellence Award	2020
Third place team, The Data Open at Cornell Datathon Competition, presented by Citadel and Citadel Securities	October 2019
UC-Davis Fellowship for Excellence in Graduate Research	Summer 2017
Exxon-Mobil ITS-Davis Corporate Affiliate Fellowship	2017

PEER-REVIEWED PUBLICATIONS

Si, Shuyang, Mingjie Lyu, C.-Y. Cynthia Lin Lawell, and Song Chen. (2021). The effects of environmental policies in China on GDP, output, and profits. Energy Economics, 94, 105082.

Abstract: Critics of environmental policies often claim that such policies decrease productivity and profits. The effects of environmental policies on productivity, GDP, output, and profits is in part an empirical question, however, and may vary by firm, industry, sector, and type of policy. This paper examines the effects of environmental policies in China on GDP, industrial output, and new energy sector profits using province-level panel data over the period 2002 to 2013. Our econometric method employs instruments to address the potential endogeneity of the policies. We find that policies involving financial incentives or monetary awards have the potential of increasing the output and/or profits in some energy-related industries or sectors, but potentially at the cost of GDP in non-energy industries or sectors. In contrast, command and control policies and non-monetary awards appear to decrease GDP, output, and/or profits.

Si, Shuyang, Mingjie Lyu, C.-Y. Cynthia Lin Lawell, and Song Chen. (2018). The effects of energy-related policies on energy consumption in China. Energy Economics, 76, 202-227.

Abstract: This paper examines the effects of different types of energy-related policies on different types of energy consumption in China. We collect and construct a novel, comprehensive, and detailed data set on province-level energy-related policies that includes specific types of energy-related command and control policies; financial incentives; awards; intellectual property rights; and education and information policies. Our econometric method employs instruments to address the potential endogeneity of the policies. According to our results, some types of energy-related policies have been effective in reducing energy consumption. However, many other policies have the possibly unintended or even perverse consequence of increasing rather than decreasing energy consumption. Our results on the mixed effectiveness of energy-related policies in China in

reducing energy consumption have important implications for the design of energy-related policies in China and elsewhere.

OTHER PUBLICATIONS

Si, Shuyang. (2021). Empirical analyses of food and energy economics and policy in China. Ph.D. dissertation, Cornell University.

WORKING PAPERS

Si, Shuyang, Aaron A. Adalja, Miguel I. Gómez, C.-Y. Cynthia Lin Lawell, and Chen Zhu. (2022). Food safety and restaurant food. Working paper, Cornell University.

Abstract: Food safety is a major global public health issue. In this paper we analyze the effects of a media and policy event regarding food safety on the supply and demand for restaurant food. The food safety-related event we examine is a media and policy event regarding the discovery by China’s customs of “Zombie meat” – meat that has been frozen for decades and is therefore beyond its expiration date – being smuggled into China in June 2015. We apply a regression discontinuity approach to a unique daily spatially-disaggregated order-level restaurant dataset of 1.6 million dining orders of 1,215 different dishes placed in 58 restaurants across multiple cities in China. Results suggest that customers who ordered meat dishes following the Zombie meat event tended to order more expensive meat dishes, perhaps because they viewed these more expensive dishes as having higher quality and more fresh meat. We supplement our analysis with an empirical model of consumer demand, and similarly find that after the Zombie meat event, consumers in Beijing and Tianjin were more likely to buy more expensive pork dishes. Our results suggest that a possible means by which restaurants can weather food safety crises is to offer high quality dishes and to establish and maintain a reputation for quality.

Si, Shuyang, James A. Chalfant, C.-Y. Cynthia Lin Lawell, and Fujin Yi. (2022). The effects of China’s biofuel policies on agricultural and ethanol markets. Working paper, Cornell University.

Abstract: This paper examines the effects of the E10 ethanol-blend policy and the ethanol production subsidy in China on ethanol supply, ethanol plant entry, ethanol prices, corn production, wheat production, cassava production, crop prices, and gasoline prices. We use instrumental variables to address the endogeneity of prices in our econometric models of ethanol supply, ethanol plant investment, and feedstock crop production. We use vector autoregression models and Granger causality tests to examine the relationships among ethanol price, corn price, gasoline price, the E10 ethanol-blend policy, and the ethanol production subsidy. Our results indicate that the E10 ethanol-blend policy has a positive effect on ethanol supply, ethanol plant entry, and corn production, but no significant effect on the supply elasticity, wheat production, or cassava production. When the E10 ethanol-blend policy is in place, ethanol price has a net negative effect on ethanol plant entry. The production subsidy has a negative effect on wheat production and cassava production, but no significant effect on ethanol supply or ethanol plant entry. We also find that ethanol policies such as the E10 policy and the ethanol subsidy can Granger-cause feedstock price and gasoline price, but generally does not Granger-cause ethanol price. The ethanol price Granger-causes feedstock prices and gasoline price. Feedstock prices Granger-cause each other.

WORKS IN PROGRESS

- Si, Shuyang, Aaron A. Adalja, Miguel I. Gómez, C.-Y. Cynthia Lin Lawell. (2022). The effects on Nutritional Label information on consumer healthy diet choices. Working Paper, Cornell University.
- Si, Shuyang, Aaron A. Adalja, Miguel I. Gómez, C.-Y. Cynthia Lin Lawell. (2022). The effects of Covid-19 on consumer purchase decisions, evaluated at the post-pandemic era. Working Paper, Cornell University.
- Si, Shuyang, Jieyin (Jean) Zeng, and C.-Y. Cynthia Lin Lawell. (2022). The effects of renewable energy policies in China on renewable energy companies: An event study.

PRESENTATIONS

- “Food safety and restaurant food”. Poster presentation. Agricultural and Applied Economics Association Annual Meeting. August 2021.
- “Food safety and restaurant food”. Industry Studies Association Annual Conference. Massachusetts Institute of Technology. June 2021.
- “Food safety and restaurant food”. Xi’an Jiaotong-Liverpool University. April 2021.
- “Food safety and restaurant food”. Xi’an Jiaotong University. February 2021.
- “Food safety and restaurant food”. Applied Economics and Policy (AEP) seminar. Cornell University. December 2020.
- “The effects of environmental policies in China on GDP, output, and profits”. CURB In Your Own Backyard: Innovative Perspectives on the Environment. Cornell University. October 2020.
- “Food safety and restaurant food”. Northeast Agricultural and Resource Economics Association (NAREA) Annual Meeting. June 2020.
- “The effects of media and policy on the supply and demand for restaurant food”. Business of Food Annual Meeting. Cornell University SC Johnson College of Business. June 2020.
- “Food safety and restaurant food”. Cornell University. June 2020.
- “Food safety and restaurant food”. 2nd year paper presentation. Cornell University. May 2020.
- “The effects of energy policies in China on GDP, output, and profits”. Interdisciplinary Ph.D. Workshop in Sustainable Development (IPWSD). Columbia University. April 2020.

“The effects of media and policy on the supply and demand for restaurant food”. 2nd year paper presentation. Cornell University. January 2020.

“The effects of media and policy on the supply and demand for restaurant food”. Business of Food Annual Meeting. Cornell University SC Johnson College of Business. April 2019.

SERVICE

Professional for Peer-Reviewed Journals

Referee, Agribusiness: An International Journal (2021)

Xi'an Jiaotong-Liverpool University

Head of Carbon Neutral IBSS

2021-present

Member of IBSS Sustainability Committee

2021-present

CONSULTING

HaoLinJu Supermarket Co., Ltd., Hubei, China

Marketing Strategy Consultant

2021-present

RESEARCH EXPERIENCE

Cornell University TREESPEAR

Faculty Associate

2021-present

Cornell University Think-tank for Resources, Energy, and the Environment: Science and Policy-related Economic Analysis and Research (TREESPEAR)

Cornell University TREESPEAR

Graduate Research Associate

2017-2021

Cornell University Think-tank for Resources, Energy, and the Environment: Science and Policy-related Economic Analysis and Research (TREESPEAR)

Cornell University DEEP-GREEN-RADAR

Graduate Research Associate

2017-2020

Cornell University Dynamics, Economics, Econometrics, Policy, and Games: Rigorous Environmental, Energy, Natural Resource, Agriculture, and Development Analysis and Research (DEEP-GREEN-RADAR)

Institute of Transportation Studies, University of California at Davis

Graduate Student Researcher

2015-2018

Supervisor: Professor C.-Y. Cynthia Lin Lawell

Agricultural and Resource Economics, University of California at Davis

Graduate Student Researcher

2014-2017

Supervisor: Professor C.-Y. Cynthia Lin Lawell

Undergraduate Research Program (URP), China Agricultural University

Empirical Research on Fresh Ag-products in Mountainous Rural Areas - Take Hui County, Henan Province, China as an Example. 2010
Status Evaluation of Chinese Rural Markets and Retail Stores 2010-2011
Status Evaluation of Big Crop Growers' Subsidies. 2009-2010

TEACHING EXPERIENCE

Xi'an Jiaotong-Liverpool University

Mathematics for Economics Spring 2022
Financial Econometrics Fall 2021

Cornell University

Behavioral Economics and Managerial Decisions Spring 2021
Environmental and Resource Economics Fall 2020
Economics of Advertising Spring 2020
Consumer Behavior Fall 2019

University of California at Davis

Intermediate Microeconomics: Imperfect Competition, Markets & Welfare Spring 2018
Intermediate Microeconomics: Imperfect Competition, Markets & Welfare Winter 2018
Financial Management of the Firm Fall 2017
Intermediate Microeconomics: Theory of Production and Consumption Spring 2017
Intermediate Microeconomics: Imperfect Competition, Markets and Welfare Winter 2017
Operations Research and Management Science Fall 2016
Natural Resource Economics Spring 2016
Analysis for Operations and Production Management Winter 2016
Natural Resource Economics Spring 2015
Natural Resource Economics Spring 2014

Private Tutor

2018-2020

MEDIA CITATIONS

“Contrary to conventional wisdom, market-based or incentive-based environmental policies may actually benefit regulated firms in traditional & #GreenEnergy, by spurring innovation & improvements in production processes, says @CornellDyson economists”. Cornell Dyson on Twitter, @DysonSchool. 12 March 2021.

URL: <https://twitter.com/CornellDyson/status/1370449513262022657>

“Les politiques environnementales ne sont pas toujours mauvaises pour les entreprises, selon une étude”. Camparaland. 25 February 2021.

URL: <https://comparaland.com/science-societe-et-autres-fadaises/les-politiques-environnementales-ne-sont-pas-toujours-mauvaises-pour-les-entreprises-selon-une-etude/>

“Research finds that environmental policy is not always bad for business”. Florida News Times. 23 February 2021.

URL: <https://floridanewstimes.com/research-finds-that-environmental-policy-is-not-always-bad-for-business/147873/>

“Les politiques environnementales ne sont pas toujours mauvaises pour les entreprises, selon une étude”. Citizen Side. 23 February 2021.

URL: <https://www.citizenside.fr/politiques-environnementales-mauvaises-entreprises-etude-sciencedaily/>

“La politique environnementale n’est pas toujours mauvaise pour les entreprises, selon les résultats de l’étude”. Genius Science. 23 February 2021.

URL: <https://genius-science.fr/2021/02/23/la-politique-environnementale-nest-pas-toujours-mauvaise-pour-les-entreprises-selon-les-resultats-de-letude/>

“Environmental policy can also improve your business. – Science Inquirer”. jioforme. 23 February 2021.

URL: <https://www.jioforme.com/environmental-policy-can-also-improve-your-business-science-inquirer/195514/>

“Las políticas ambientales no siempre son malas para las empresas, según un estudio”. Nuevo Periodico. 23 February 2021.

URL: <https://nuevoperiodico.com/las-politicas-ambientales-no-siempre-son-malas-para-las-empresas-segun-un-estudio/>

“Environmental policies not always bad for business, study finds”. My Droll. 23 February 2021.

URL: <https://mydroll.com/environmental-policies-not-always-bad-for-business-study-finds/>

“Contrary to conventional wisdom, market-based or incentive-based environmental policies may actually benefit regulated firms in traditional & #GreenEnergy, by spurring innovation & improvements in production processes, says @CornellDyson economists.” Cornell CALS on Twitter, @CornellCALS. 23 February 2021.

URL: <https://twitter.com/CornellCALS/status/1364310217668911106>

“Las políticas ambientales no siempre son malas para los negocios, según un estudio”. Science-things. 23 February 2021.

URL: <http://www.science-things.com/releases/2021/02/210222192825.htm>

“Environmental policies not always bad for business, study finds”. ScienceDaily. 22 February 2021.

URL: <https://www.sciencedaily.com/releases/2021/02/210222192825.htm>

“Environmental policies not always bad for business, study finds”. Cornell CALS News. 22 February 2021.

URL: <https://cals.cornell.edu/news/environmental-policies-not-always-bad-business-study-finds>

“A @CornellGrad student’s analysis of Chinese policies found that, contrary to conventional wisdom, market-based or incentive-based policies may actually benefit regulated firms in the traditional and “green” energy sectors.” Cornell Chronicle on Twitter, @CornellNews. 22 February 2021.

URL: <https://twitter.com/CornellNews/status/1363880015465742337>

- “Environmental policies not always bad for business, study finds”. Cornell Chronicle. 22 February 2021.
URL: <https://news.cornell.edu/stories/2021/02/environmental-policies-not-always-bad-business-study-finds>
- “Shuyang Si awarded Cornell Dyson Graduate Student -- Research Excellence Award”. Cornell University Think-tank for Resources, Energy, and the Environment: Science and Policy-related Economic Analysis and Research (TREESPEAR). November 2020.
URL: http://treespear.dyson.cornell.edu/shuyang_si_awards_DysonResearchExcellence.html
- “Dyson celebrates 2020 faculty, staff, and student award recipients”. Dyson Business Feed. 22 June 2020.
URL: <https://business.cornell.edu/hub/2020/06/22/dyson-2020-award-recipients/>
- “A study from #CornellDyson’s Shuyang Si and Professor Lawell took all of #China’s #energy policies into account and estimated the overall effect of the policies together”. Cornell Dyson on Twitter, @DysonSchool. 19 May 2019.
URL: <https://twitter.com/CornellDyson/status/1130095764133302273>
- “A fresh look at #China’s energy policy shows mixed results→<http://bit.ly/2tsuWc> New Study from #CornellDyson doctoral student Shuyang Si, and Associate Professor C.-Y. Cynthia Lin Lawell”. Cornell Dyson on Twitter, @DysonSchool. 15 April 2019.
URL: <https://twitter.com/CornellDyson/status/1117789684774645761?s=17>
- “A study from #CornellDyson’s Shuyang Si and Professor C. Y. Cynthia Lin Lawell finds that not all Chinese energy policies are effective”. Cornell Dyson on Twitter, @DysonSchool. 9 March 2019.
URL: <https://twitter.com/CornellDyson/status/1104426657438490624>
- “Not all China energy policies are effective, study finds”. The Cornell Daily Sun. 5 March 2019.
URL: <https://cornellsun.com/2019/03/05/not-all-china-energy-policies-are-effective-study-finds/>
- “A fresh look at #China’s energy policy shows mixed results ... New Study from doctoral student Shuyang Si, and Associate Professor C.-Y. Cynthia Lin Lawell”. Cornell Dyson on Twitter, @DysonSchool. 19 February 2019.
URL: <https://twitter.com/CornellDyson/status/1098054651939876864>
- “A fresh look at China’s energy policy shows mixed results”. Cornell Chronicle. 14 February 2019.
URL: <http://news.cornell.edu/stories/2019/02/fresh-look-chinas-energy-policy-shows-mixed-results>
- “Honors and awards”. UC-Davis Agricultural and Resource Economics Year in Review 2017.
URL: https://arefiles.ucdavis.edu/uploads/filer_public/4e/bd/4ebd6843-0165-4260-9436-de83f0036a9b/are_2017_year_in_review_newsletter.pdf

SKILLS

Computer Languages

STATA, MATLAB, R, M.S. Office, Unix Shell

Languages (ordered by proficiency)

Mandarin, English, Japanese

REFERENCES

C.-Y. Cynthia Lin Lawell (Chair)
Associate Professor and Robert Dyson Sesquicentennial Chair in Environmental, Energy and Resource
Economics
Charles H. Dyson School of Applied Economics and Management
Cornell University
Email: clinlawell@cornell.edu

Miguel I. Gómez
Robert G. Tobin Professor of Food Marketing
Charles H. Dyson School of Applied Economics and Management
Cornell University
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Aaron A. Adalja
Assistant Professor of Food and Beverage Management
School of Hotel Administration
SC Johnson College of Business
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Updated January 2022