

Publications by Research Areas:

[Pricing;](#)

[Economics of Search;](#)

[Vertical Contracting/Merger;](#)

[Antitrust, Law & Economics;](#)

[IP & Innovation;](#)

[Multinational Firms](#)

Pricing

Price Discrimination by Purchase History (or Behavior-Based Price Discrimination):

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Chen, Yongmin and Tianle Zhang. "**Interpersonal Bundling**", *Management Science*, 61: 1456-1471, 2015.

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Zhang, Jie, Scott Savage and Yongmin Chen. "Consumer Uncertainty and Price Discrimination through Online Coupons: An Empirical Study of Restaurants in Shanghai", *Information Economics and Policy*, 33: 43-55, 2015

Sridhar Moorthy, Yongmin Chen, and Shervin Shahrokhi Tehran. "Selling Your Product through Competitors' Outlets: Channel Strategy When Consumers Comparison Shop", *Marketing Science*, 37: 138-152, 2018.

Armstrong, Mark and Yongmin Chen. "**Discount Pricing**", *Economic Inquiry*, 2019.

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