

ANDREW ZEYVELD

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EDUCATION

Michigan State University

Ph.D. in Economics

Expected May 2025

Dissertation: “Essays in Empirical Industrial Organization”

Calvin College

B.A., Mathematics–Secondary Education (with Honors)

May 2019

RESEARCH AREAS

Industrial Organization and Applied Econometrics

WORKING PAPERS

Steering Consumers’ Learning: Evidence from Stockout Substitutions in Curbside Pickup

(Job market paper)

Abstract: Items ordered for curbside pickup sometimes go out of stock. This obliges the store to choose substitutes on the affected consumers’ behalf. Using novel data from a supermarket chain, I show that these “stockout substitutions” influence consumers’ future purchases through the mechanism of learning. The store can, therefore, increase its future profits by selecting stockout substitutes that belong to profitable brands the consumers have never tried before. Some consumers will learn that they like the substitute’s brand and then purchase its (profitable) products on subsequent shopping trips. However, I find that consumers are less likely to accept such substitutes than they are to accept substitutes whose brands are more familiar. To quantify the trade-off between steering consumers’ learning and maximizing the probability of substitutes’ being accepted, I estimate a learning-based model of differentiated products demand. Counterfactual simulations suggest that the profitability of steering consumers’ learning depends on the amount of learning within the relevant product category, as well as on individual consumers’ purchase histories.

Demand Estimation When Consumers’ Preferences Vary over Time

Abstract: This paper shows that workhorse demand systems fail to reproduce important substitution patterns when individual consumers’ preferences vary over time. This failure is rooted in the *independence of preferred alternatives (IPA)* properties of conditional and mixed logit, which restrict the relationship between consumers’ purchases and their preferences among unpurchased goods. To assess the empirical relevance of the IPA properties, I employ novel data from stockout substitutions in curbside pickup. For the two product categories that I study, I document substitution patterns that are inconsistent with the IPA property of conditional logit. As for mixed logit, its IPA property proves consistent with the substitution patterns in one of the two product categories. To quantify the benefits of relaxing the IPA property of mixed logit, I compare the model’s goodness of fit with that of mixed probit (which does not display an IPA property). In keeping with the descriptive evidence, the results of this comparison vary by product category.

This version: October 8, 2024

WORKS IN PROGRESS

Choice Set–Dependent Preferences in Grocery Purchases
(with Mike Conlin, Katie Harris-Lagoudakis, and Ted O’Donoghue)

AWARDS, SCHOLARSHIPS, AND GRANTS

Graduate Student Award, SEA Meetings 2023
Summer Research Fellowship, MSU Department of Economics 2021–2023

PRESENTATIONS

2024: EARIE Annual Conference, MSU Applied Micro Seminar, MSU Grand River Workshop
2023: SEA Annual Meetings, MSU Empirical Micro Lunch
2022: MSU Red Cedar Workshop

TEACHING EXPERIENCE

Michigan State University

Instructor: Microeconomic Theory (Master of Public Policy Program) 2023
Teaching Assistant: Advanced Microeconomics, Intermediate Microeconomics, Introduction to Microeconomics, American Industry: Structure and Behavior, Law and Economics, Introduction to Macroeconomics 2019–present

Wyoming Public High School

Student Teacher: AP Calculus, AP Statistics, Precalculus, Geometry Essentials 2018

RESEARCH EXPERIENCE

Research Assistant, Professor Mike Conlin Spring 2021–Spring 2022

UNIVERSITY SERVICE

Organizer of Preparation Panel for Preliminary Exams 2022
Graduate Student Mentor 2021

SOFTWARE SKILLS

Python (JAX, Polars, etc.); Slurm Workload Manager; Stata

REFERENCES

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