SEMINAR

Rising Retail Concentration: Superstar Firms and Household Demand

By Prof. Justin Hilyin LEUNG

Assistant Professor
Strategy and Policy
National University of Singapore (NUS)

Date: 18 November 2022 (Friday)
Time: 10:30AM – 12:00NN
Venue: WYL314, 3/F, Dorothy Y. L. Wong Building, Lingnan University

ABSTRACT:

This paper documents an increase in household concentration in the US retail sector from 2004-2019. Despite a growing number of stores, households visit fewer stores, do more one-stop shopping, and increasingly shop at different retailers from each other. We find that the increasing availability of superstar retailers, rises in product variety within stores, and increases in households' opportunity cost of time contribute to these trends. We develop a model that can rationalize these results. Our calibrated model shows that household concentration is tightly linked to markups and that its rise led to a 5 percentage point increase in aggregate markups.

BIOGRAPHY:

I am an applied micro-economist. I currently work as an assistant professor at the National University of Singapore. I obtained a PhD degree in Economics at the University of Chicago Booth School of Business. My research interests include labor economics, public economics, and industrial organization.

Welcome to join !

Registration is required

Register Here: