

Manfei Li

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Research Interests: Applied Microeconomics, Consumer Economics, Demographic Economics
Research Topics: Consumer Preferences, Demographic Trends, Luxury Expenditure

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REFERENCES

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EDUCATION

2017 – 2022	Ph.D. Economics	University of Munich (LMU Munich)
2016 – 2017	M.Sc. Economics	London School of Economics and Political Science (LSE)
2012 – 2016	B.Sc. Economics	Beijing Institute of Technology

VISITS

2014 – 2015	Visiting Student	University of Paderborn
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JOB MARKET PAPER

Are Millennials Spoiled Kids? Age and Generation Effects on Luxury Expenditure

Most Inspirational Conference Paper Award, European Academy of Management (EURAM) 2021 Conference, June 2021

Millennials have attracted attention in marketing research because they spend a higher share of their expenses on luxury goods than any preceding generation. However, it remains unclear to which extent this is explained by their young age. In this paper, I study the influence of age and generation effects on luxury expenditure. Using panel data on consumption behavior from the US, I separately identify age and generation effects on luxury expenditure using a variety of different approaches. First, I estimate panel regression models including a full set of age and generation dummies plus a long list of other demographic characteristics. Next, I leverage tools from supervised machine learning, which allow for flexibly non-linear and interactive relationships between the variables. All approaches consistently show that, conditional on age and other demographics, Millennials spend less on luxury goods than the preceding generations, both in absolute terms and as a share of total expenditure. The high luxury expenditure of Millennials observed in the cross section can be fully attributed to their young age. These results challenge the conventional view of Millennials as a spoiled generation indulging in luxury.

WORKING PAPERS

Restrictive Fertility Policy and Elderly Suicides: Evidence from China (with Uwe Sunde, LMU Munic)

This paper presents an empirical investigation of the hypothesis that exposure to the restrictive fertility policies of the Chinese “Later, Longer, Fewer” campaign in the 1970s contributes to the dynamics and patterns of elderly suicides in China in the period 2004 – 2017. We apply an identification strategy that exploits variation in exposure to this policy across birth cohorts, time and space that is based on the quasi-random timing of the implementation of the fertility policies across Chinese provinces. The results show that cohorts with a greater exposure to the restrictive fertility policy in the 1970s exhibit higher suicide rates during old ages.

WORK IN PROGRESS

Consumer Revolution, Intercontinental Trade, and Economic Growth (with Uwe Sunde, LMU Munich)

This paper develops a theoretical framework to explain consumer revolution in early modern Europe and the subsequent economic growth from the demand side of the economy.

PRESENTATIONS

2021 European Academy of Management (EURAM) – Annual Conference; European Society for Population Economics (ESPE) – Annual Conference; CESifo Conference on Macroeconomics and Survey Data; LMU Munich Macro Seminar; ifo Center for Labor and Demographic Economics

TEACHING

Tutorials	Macroeconomics 2	WS2021/22, SS2021, WS2020/21, SS2020
Seminars	Economics of Demographic Change	SS2021
	Human Capital and Development	SS2021, SS2020
	Economics of Religion	WS2020/21, SS2019
	Measurement of Preferences	WS2019/20
Theses	1 Master thesis	SS2021
	4 Bachelor theses	WS2019/20 SS2020

HONORS AND GRANTS

2021 Most Inspirational Conference Paper Award, European Academy of Management (EURAM) 2021 Conference

2017 — 2020 German Research Foundation (DFG) Scholarship for Doctoral Studies, LMU Munich

2014 — 2015 German Academic Exchange Service (DAAD) program “International Study and Training Partnership (ISAP)”, University of Paderborn

2012 — 2016 University Scholarship for Outstanding Students, Beijing Institute of Technology

SERVICE TO THE PROFESSION

Conference Organization: Inaugural Munich Young Economists’ Meeting (Kochel am See), 2019

Conference Referee: Inaugural Munich Young Economists’ Meeting (Kochel am See), 2019

EXPERIENCE

2017–Present	Research and Teaching Assistant, Chair for Population Economics, Department of Economics, LMU Munich
2018–2020	Women's Representative at the Department of Economics, LMU Munich
2015–2026	Intern, Siemens China, Beijing

TECHNICAL SKILLS

Python, Stata, Wolfram Mathematica, Matlab, \LaTeX , LibreOffice, MS Office

LANGUAGES

Chinese (native), English (proficient), German (basic)

PERSONAL INFORMATION

Born	December 3, 1993 (Gansu, China)
Citizenship	Chinese

Last updated: October, 2021