

# Tan Gan

August, 2024

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**Citizenship:** China

## Fields of Concentration:

Mechanism Design, Contract Theory, Robust Design  
Digitalization, Organizational Economics

## Desired Teaching:

Microeconomics

## Committee (Alphabetic Order):

Prof. Dirk Bergemann (chair)  
Prof. Johannes Hörner

Prof. Marina Halac  
Prof. Ryota Iijima

## Degrees:

Ph.D., Economics, Yale University, 2024  
B.S., Mathematics, Peking University, 2018

## Publications:

“The Economics of Social Data” Rand Journal of Economics, 2022, 53 with Dirk Bergemann and Alessandro Bonatti

“Optimal Contingent Delegation” Journal of Economic Theory, 2023, 208 with Ju Hu and Xi Weng

## Working Papers:

“Robust Advertisement Pricing” with Hongcheng Li

“From Doubt to Devotion: Trials and Learning-Based Pricing” with Nicholas Wu

“Managing Persuasion Robustly: The Optimality of Quota Rules” with Dirk Bergemann and Yingkai Li

“Misaligning Incentives in Team: Unique Implementation under Contracting Frictions” with Carlo Cusumano and Ferdinand Pjeroth

“Gacha Game: When Prospect Theory Meets Optimal Pricing”

**Selected Fellowships and Awards:**

George Trimis Prize for Distinguished Dissertation in Economics, Yale, 2024  
Carl Arvid Anderson Prize Fellowship, Yale, 2021-2022  
Gold Medal, the 8<sup>th</sup> S.T. Yau College Student Mathematics Contests, 2017  
Top Talents in Applied Mathematics Fellowship, PKU, 2016-2018

**Professional Service:**

Referee: Econometrica, Review of Economic Studies, AER, AER Insight, Rand Journal of Economics, Journal of Economics & Management Strategy, Econometrica technique referee, AER Insight technique referee.  
Organizer: Young Economists Symposium (2022), Yale University

**Teaching Experience:**

Fall 2024, MG 465, Managerial Economics (Master), LSE  
Fall 2022, Microeconomic Theory (Ph.D.), TA to Prof. Larry Samuelson  
Fall 2021, Microeconomic Theory (Ph.D.), TA to Prof. Larry Samuelson  
Fall 2020, Intermediate Microeconomic Theory, TA to Prof. Ryota Iijima  
Spring 2018, Microeconomic Theory (Ph.D.), TA to Prof. Ju Hu (PKU)

**Seminar and Conference Presentations:**

2024: SITE, EC, StonyBrook Conference, SEA Conference, Helsinki GSE, Bonn, UBC, UCL, USC, Boston University, LSE, Bristol, HKU, Pittsburgh, UNC, Washington St. Louis  
2023: SITE, Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (JIE fellows), StonyBrook Conference, SEA Conference  
2022: Econometric Society Summer Meeting (NA), StonyBrook Conference, YES Conference (Yale), SEA Conference  
2021: Econometric Society Summer Meeting (Asia, China) INFORMS Annual, Game Theory Society World Conference  
2020: Econometric Society World Congress, YES Conference (Upenn)

**Languages:**

Mandarin Chinese (native), English.