

YIRAN GONG, PH.D.
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Dr. Gong applies economic and statistical methods to complex litigation and advisory matters. Her areas of interest include antitrust and competition. She has coauthored published research on topics in empirical industrial organization and quantitative marketing. Prior to joining Analysis Group, Dr. Gong was a Term Adjunct Assistant Professor at Queen's University.

EDUCATION

2024 Ph.D., economics, Queen's University, Kingston, Canada
2018 M.A., economics, McGill University, Montreal, Canada
2017 B.S., economics (with honors), Zhejiang University, Hangzhou, China

PROFESSIONAL EXPERIENCE

2025-Present Analysis Group ULC
 Associate
2018-2025 Queen's University
 Term Adjunct Assistant Professor, Teaching Fellow, Research Assistant
2017-2018 McGill University
 Teaching Assistant

ARTICLES AND PUBLICATIONS

"Why Do Some New Products Fail? Evidence from the Entry and Exit of Vanilla Coke," with Robert Clark, *International Journal of Industrial Organization* (2024)

PRESENTATIONS AND SPEAKING ENGAGEMENTS

"Estimating Pure Characteristics Demand Models with Supply-Side Optimization," 58th Annual Meetings of the Canadian Economics Association (May 31, 2024)

"Welfare Effects of New-Product Introduction: An Application of Characteristics Models with Options," 21st Annual International Industrial Organization Conference (April 21, 2023)

"Why Do Some New Products Fail? Evidence from the Entry and Exit of Vanilla Coke," 56th Annual Meetings of the Canadian Economics Association (June 3, 2022)

SELECTED HONORS AND AWARDS

2021-2022 Morgan Brown Scholarship, Queen's University
2018-2020 Queen's Graduate Award, Queen's University
2017-2018 International Research Master's Award, McGill University
2015-2016 Provincial Government Scholarship, Zhejiang University

LANGUAGES

Chinese (native), English (proficient)