



# **Duong Dang**

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Department of Economics  
University of Wisconsin-Madison  
1180 Observatory Drive, Rm 7226  
Madison, WI 53706

Phone: (201) 875-7494  
Email: [dqdang@wisc.edu](mailto:dqdang@wisc.edu)  
Website: [duongqdang.github.io](https://duongqdang.github.io)  
Citizenship: Vietnam

## **Education**

**University of Wisconsin - Madison** – Ph.D. in Economics (*Expected May 2025*)

**University of Wisconsin - Madison** – M.S. in Economics (2022)

**Australian National University** – Bachelor of Economics, Honours (2018)

## **Dissertation**

“Essays in Macroeconomics”

Job market paper abstract (“Customer Capital and Firm Innovation”): This paper studies the interaction between customer capital and firm innovation. I develop a step-by-step innovation model where households form deep habits in consumption. These habits act as customer capital for firms: they can increase sales today, at a loss to current profits, to enjoy higher and more inelastic demand in the future. By changing future demand, customer capital affects firms' incentive to innovate. From data on public US firms, I find evidence of demand side effects. When a sector's outputs are consumed more by old households - those with stronger habits, the most productive firms in the sector increase their R&D investment relative to the others. I apply the model to quantify the effects of changes in aggregate customer capital arising from aging demographics. Under the model, the composition shift towards old households over the 1980-2019 period could account for over a quarter of the observed trends in increasing revenue productivity dispersion between firms, increasing concentration, and increasing aggregate markups. The model also shows how customer capital affects the outcomes of innovation policies. With customer capital, innovation subsidies have significantly larger impacts on concentration and markups, around three times as much as an environment without.

## **References**

*Dean Corbae*

University of Wisconsin -  
Madison  
608-262-3281  
[dean.corbae@wisc.edu](mailto:dean.corbae@wisc.edu)

*Rishabh Kirpalani*

University of Wisconsin -  
Madison  
608-890-1289  
[rishabh.kirpalani@wisc.edu](mailto:rishabh.kirpalani@wisc.edu)

*Paolo Martellini*

University of Wisconsin -  
Madison  
[martellini@wisc.edu](mailto:martellini@wisc.edu)

## **Research Fields**

Macroeconomics

## **Research Papers**

“Customer Capital and Firm Innovation”, Job Market Paper

## **Publications**

“Exorbitant Privilege and the Sustainability of US Public Debt” (with Jason Choi, Diego Perez, and Rishabh Kirpalani), *AEA Papers and Proceedings*, May 2024

“The Secular Decrease in UK Safe Asset Market Power” (with Jason Choi, Diego Perez, and Rishabh Kirpalani), *AEA Papers and Proceedings*, May 2023

## **Teaching Experience**

*Teaching Assistant at University of Wisconsin – Madison:*

Undergraduate Statistics for Economics – Fall 2023

PhD Macroeconomic Theory II - Spring 2021



PhD Macroeconomic Theory I - Fall 2020, Fall 2021  
Undergraduate Introductory Macroeconomics – Spring 2020

### **Research Experience and Other Employment**

Research Assistant for Rishabh Kirpalani, Fall 2022 – Spring 2023  
Research Assistant for Dean Corbae, Spring 2022

### **Honors, Scholarships and Fellowships**

Alice Gengler Wisconsin Graduate Fellowship, Department of Economics, UW-Madison – 2024  
Juli Plant Grainger Institute Dissertator Fellowship, Department of Economics, UW-Madison – 2024  
Summer Research Scholarship, Department of Economics, UW-Madison – 2021

### **Conferences and Seminars**

2024: UMN-UW Joint Graduate Workshop; North America Summer Meeting of the Econometric Society, Nashville, Tennessee; Asia Meeting of the Econometric Society, East/Southeast Asia, Ho Chi Minh City, Vietnam

### **Service**

Refereeing: *Journal of Money, Credit, and Banking*  
Organizer of Finance, Macro, and International Reading Group, UW-Madison (2022)

### **Technical Skills** – Python, Julia, MATLAB, Stata