

# Sher Afghan Asad

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Work Authorization: US Permanent Resident (Green Card Holder)

I am a behavioral and public economist with data-intensive academic and policy research expertise. My current research focuses on the economic development of low- and middle-income countries, particularly on taxation, market frictions, and discrimination.

## Education

<b>Iowa State University (ISU)</b> Ph.D. Economics, Fulbright Scholar	<b>Ames, IA, USA</b> 2020
<b>Lahore University of Management Sciences (LUMS)</b> MSc. Economics	<b>Lahore, Pakistan</b> 2011
<b>Forman Christian College University</b> BSc. Honors (Gold Medalist)	<b>Lahore, Pakistan</b> 2010

## Professional Experience

<b>Iowa State University</b> Visiting Assistant Professor	<b>Ames, IA, USA</b> 2024 - Present
<b>Lahore University of Management Sciences (LUMS)</b> Assistant Professor (on leave)	<b>Lahore, Pakistan</b> 2020 – Present
<b>Iowa State University (ISU)</b> Graduate Research Assistant	<b>Ames, IA, USA</b> 2017 – 2018
<b>Center for Economic Research in Pakistan (CERP)</b> Research Associate	<b>Lahore, Pakistan</b> 2012 – 2018
<b>Punjab Skills Development Fund</b> Technical Officer	<b>Bahawalpur, Pakistan</b> 2011 – 2012

## Policy Experience

<b>World Bank Group</b> Short Term Consultant	<b>Washington DC, USA</b> 2024 - Present
<b>GOPA Worldwide Consultants / GIZ (Germany)</b> Good Financial Governance & Local Revenue Expert	<b>Punjab, Pakistan</b> 2024 - Present
<b>Adam Smith International (ASI) / FCDO</b> Adviser / Consultant	<b>KPK, Pakistan</b> 2023 - Present
<b>Consortium for Development Policy Research (CDPR)</b> Economist	<b>Pakistan</b> 2022 - 2023
<b>British High Commissioner / REMIT</b> Tax Expert	<b>Pakistan</b> 2022
<b>Mahbub ul Haq Research Center (MHRC)</b> Fellow and the Director of Public Finance Cluster	<b>Pakistan</b> 2021 - Present
<b>MindLab Behavioural Insights Unit (BIU)</b> Member Advisory Committee	<b>KPK, Pakistan</b> 2021 – Present

## **Research Fields**

Applied Microeconomics, Behavioral Economics, Public Finance, Development Economics, Economics of Discrimination

## **Research Methods**

Causal Inference, Randomized Controlled Trials, Impact Evaluations, Field and Lab Experiments, Empirical Estimations, Structural Estimations, and Applied Theory.

## **Skills**

Econometrics, data wrangling, data mining, modeling, hypothesis testing, A/B testing, data visualization, dashboard development, exploratory analysis, data validation, machine learning, and language processing.

## **Publications**

Asad, S. A., Banerjee, R., & Bhattacharya, J. (2023). Do workers discriminate against their out-group employers? Evidence from an online platform economy, *Journal of Economic Behavior and Organization*, 216, 221-242

## **Working Papers**

1. Price and Prejudice: Gender Discrimination in Online Marketplaces (*with Husnain Ahmad and Hadia Majid*)
2. A Theory of Discrimination with Motivated Agents (*with Osama Khan*)
3. Impact of COVID on Fresh Produce Supply Chains: Evidence from Pakistan (*with Omar Gondal*)
4. Do Nudges Induce Safe Driving? Evidence from Dynamic Message Signs (*with Kevin Duncan*)

## **Research in Progress**

1. Leveling the Tax Playing Field: Evidence from Pakistan (*with Michael Best, Anders Jensen, and Adnan Khan*)
2. Exploring the optimality of taxpayers' enforcement allocation (*with Michael Best, Anders Jensen, and Adnan Khan*)
3. Using Machine Learning Algorithm to Assess Property Values for Efficient Taxation (*with Adnan Khan, Ben Olken, and Mahrish Shaukat*)
4. Optimality of Tax Expenditures: Evidence from Pakistan (*with Obeid ur Rehman*)
5. Asymmetric information, relational contracts, and prices: Evidence from the supply chain in Pakistan (*with Omar Gondal and Farah Said*)

## **Research Partners**

Khyber Pakhtunkhwa Revenue Authority

Punjab Revenue Authority

The Urban Unit, Government of the Punjab

Excise, Taxation, and Narcotics Control Department, Government of Punjab

Federal Board of Revenue, Government of Pakistan

Agriculture Department, Government of the Punjab

## **Research Reports**

Asad, S. A., Gondal, O. H., Said, F., Awais, Z., & Qayum, M. (2023). Understanding fresh produce supply chain dynamics and price wedges: Evidence from Pakistan, International Growth Centre, PAK-22066

Asad, S. A., Gondal, O. H., Nabi, I., Awais, Z., & Qayum, M. (2022). Impact of COVID-19 on fresh produce supply chains: Evidence from Pakistan, International Growth Centre, PAK-21112

M Best, A Khan, A Prat, M Rehman, SA Asad, K Hussain, AO Majid; 2017, Motivating Bureaucrats: Autonomy vs Performance Pay for Public Procurement in Pakistan, International Growth Centre, Reference No: S-37407-PAK-1

## Policy Reports

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ):** Study Report on Improving Coordination, Cooperation, and Communication between Actors Involved in Punjab’s UIPT Administration

**Pakistan Business Council:** Research Report on Informality and Tax Evasion in the Wholesale & Retail Trade and the Real Estate Sector (with Umair Javed and Hamid Ateeq Sarwar)

**Punjab Revenue Authority (PRA):** Policy Brief on Electronic Invoice Monitoring Systems and Tax Compliance in Punjab (with Michael Best, Anders Jensen, Adnan Khan, Hamza Afsar, and Zarnaab Ather)

**Agriculture Department, Government of Punjab:** Policy Brief on Impact of COVID on Fresh Produce Supply Chain (with Omar Gondal, Ijaz Nabi, Shirin Naz, and Irfan Dogar)

**British High Commission’s Revenue Mobilization Investment and Trade (REMIT) / Consortium for Development Policy Research (CDPR), Tax Expert:** Pre-budget (2022-23) consultation sessions with tax officers, tax policy experts, industry representatives, politicians, and academics.

**Punjab Revenue Authority (PRA), Principal Investigator:** Impact assessment of the Punjab Infrastructure Development Cess (PIDC) Act 2015.

## Grants

J-PAL Governance Initiative	with Michael Best and Anders Jensen	2023	USD 75,000
J-PAL ATAI	with Omar Gondal and Farah Said	2023	USD 30,000
International Growth Centre	with Michael Best and Anders Jensen	2023	GBP 77,000
International Growth Centre	with Omar Gondal and Farah Said	2023	GBP 40,000
LUMS	with Omar Gondal and Farah Said	2022	PKR 500,000
International Growth Centre	with Michael Best and Anders Jensen	2022	GBP 20,000
LUMS	with Omar Gondal	2022	PKR 1,000,000
International Growth Centre	with Omar Gondal	2022	GBP 20,000
LUMS	with Husnain Ahmad and Hadia Majid	2021	PKR 900,000
International Growth Centre	with Omar Gondal	2021	GBP 20,000
International Growth Centre	with Michael Best, Anders Jensen, and Adnan Khan	2021	GBP 20,000
J-PAL Governance Initiative	with Michael Best, Anders Jensen, and Adnan Khan	2021	USD 5,450
International Growth Centre	with Michael Best	2021	GBP 20,000
Russell Sage Foundation		2019	USD 7,500
Iowa State University	with T. Ditonto, D. Andersen, and J. Bhattacharya	2019	USD 8,000

## Popular Press

Asad, Sher Afghan. “Rationalizing Tax Expenditures in Pakistan,” Insights for Change: Consortium for Development Policy Research, January 2023, <https://cdpr.org.pk/wp-content/uploads/2023/01/Rationalizing-Tax-Expenditures-in-Pakistan.pdf>

Asad, Sher Afghan and Gondal, Omar Hayat. “Role of Supply Chains in Determining Farmers’ Productivity and Consumer Prices,” Pakistan Dialogues: Mahbul ul Haq Research Center, 16 September 2022, <https://mhrc.lums.edu.pk/role-of-supply-chains-in-determining-farmers-productivity-and-consumer-prices/>

“CDPR holds workshop on ‘tax reforms for inclusive, sustainable growth’,” Business and Finance: Business Recorder, 16 April 2022, <https://www.brecorder.com/news/40167608/cdpr-holds-workshop-on-tax-reforms-for-inclusive-sustainable-growth>

Newman, Andy. “Doing Tiny Jobs for Tinier Pay.” Times Insider, The New York Times, 15 November 2019, <https://www.nytimes.com/2019/11/15/nyregion/mechanical-turk-amazon-labor.html>

## **Selected Presentations and Invited Seminars**

Paris Dauphine, PSL University	France	2024
Western Economic Association International	Seattle, USA	2024
Advances with Field Experiments	University of Chicago	2023
BREW-ESA	Bangalore, India	2022
3rd IDSC of IZA/University of Luxembourg	Online Workshop	2020
NBER Summer Institute, IT and Digitization	Virtual	2020
ASSA Annual Meetings	San Diego	2020
Advances with Field Experiments	University of Chicago	2019
Advances with Field Experiments	Boston University	2018

## **Courses Taught**

Public Finance, Advanced Behavioural Economics, Insights from Behavioural Economics for Policy Making, Introduction to Game Theory, Principles of Microeconomics, Intermediate Microeconomics

## **Advisees**

Master Thesis		
Huzaima Quddus	LUMS	2022-23
Undergraduate Thesis		
Fatima Afzal, Fahad Amir, and Mohammad Zubairi	LUMS	2021-22
Zainab Azfar Nizami and Marjan Hussain	LUMS	2021-22
Taimoor Naem	LUMS	2021-22
Taha Allawala, Haleema Habib, and Asma Majeed	LUMS	2020-21

## **Major Committee Assignments**

Curriculum Review Committee, Micro, IO, and Game Theory Cluster Committee, Research Committee, Search Committee, Events Committee

## **Professional Societies Membership**

American Economic Association	2016-Present
Economic Science Association	2022-Present
Econometric Society	2023-Present

## **Selected Conferences and Workshops**

Advances with Field Experiments	Chicago, Illinois	2023
ASSA Annual Conference	Atlanta, Georgia	2019
ASSA Annual Conference	Philadelphia, Pennsylvania	2018
IFREE Graduate Student Workshop in Experimental Economics	Orange, California	2018
Advances with Field Experiments	Chicago, Illinois	2017
ASSA Annual Conference	Chicago, Illinois	2017

## **Referee Services**

Economics Bulletin, Economic Inquiry, PLOS ONE

## **Fellowships and Academic Honors**

Prescott Scholarship	Iowa State University	2019
Fulbright Foreign Student Program	Fulbright Program	2015-20
Outstanding Student Award	Forman Christian College	2010
Dr. E D Lucas Medal	Forman Christian College	2010

Magna cum Laude  
USAID Talent Scholarship

Forman Christian College  
Forman Christian College

2010  
2006-10

## **Other Professional Positions and Activities**

Senator	Graduate and Professional Students Senate	Iowa State University	2018-2020
President	Fulbright Students and Scholars Club	Iowa State University	2018-2019
Member	Emerging Leaders Academy	Iowa State University	2017-2018
President	Economics Graduate Student Association	Iowa State University	2017-2018
President	Pakistan Student Association	Iowa State University	2016-2017

## **Other Information**

Software: Stata, Python, R, ArcGIS, Matlab, oTree, LaTeX