

# Ayesha Ali

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MGSHSS  
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## Research Interests

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I am an applied micro-economist and do research on developing countries in the areas of Energy, Information, and Political Economy.

## Education

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- **Ph.D. Economics** (November 2016)  
University of Toronto, Canada
- **MA International Policy Studies** (June 2009)  
Stanford University, USA
- **MA Economics** (August 2007)  
University of British Columbia, Canada
- **Bachelors in Commerce, Joint Honors in Economics and Finance** (June 2006)  
McGill University, Canada

## Work Experience

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- **Assistant Professor** (August 2016—present)  
Department of Economics, LUMS
- **Consultant** (July 2009—August 2011)  
The World Bank Group
- **Economic Policy Specialist** (August 2009—June 2010)  
Competitiveness Support Fund (USAID and Pakistan Ministry of Finance)
- **Visiting Scholar** (May 2008 —August 2008)  
Independent Evaluation Office of the International Monetary Fund

## Publications (Refereed)

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1. [Book Chapter] "Greening Energy Provision in Urban Pakistan", with Sardar Mohazzam, Saleem Ali, in *Urban Studies and Entrepreneurship*, ed. Muhammad Naveed Iftikhar, David Audrestch, Jonathan Justice, Springer (2020).
2. [Journal] "*Inverted HVAC: Greenifying Older Buildings, One Room at a Time.*", with Samar Abbas, Abu Bakar, Yasra Chandio, Khadija Hafeez, Tariq M. Jadoon, Muhammad Hamad Alizai, **ACM Transactions on Sensor Networks (TOSN)**, 14, 3-4, Article 26 (November 2018), 26 pages. DOI: <https://doi.org/10.1145/3229063>
3. [Journal] "*Investor Focused Placement and Sizing of Photovoltaic Grid-Connected Systems in Pakistan*", with Hayat Ullah, Ijlal Kamal and Naveed Arshad, **Renewable Energy**, Volume 121, Pages 460-473 June 2018. DOI: <https://doi.org/10.1016/j.renene.2017.12.048>

## Working Papers

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1. "*Examining Internet Censorship through an Economic Lens*", with Ihsan Ayyub Qazi (Under Review at Economics Letters).
2. "*Electricity Outages and Employment: Evidence from Energy Prices and Thermal Power Plants in Pakistan*".
3. "*Countering Misinformation on Social Media through Educational Interventions*", with Ihsan Ayyub Qazi.
4. "*The Effect of Reward and Reprimand Policies in Reducing Electricity Distribution Losses*", with Javed Younas, Khusrav Gaibulloev.

5. *"Do Political Dynasties Hinder Development? Evidence from Natural Disaster in Pakistan"*, **International Growth Center Working Paper**, 2017.

#### Conference Papers and Posters (Refereed)

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1. [Poster] *"The Economic Impact of Internet Censorship"*, with Ihsan Ayyub Qazi, Poster Presentation at **AEA Annual Meetings**, January 2020. (Invited for a Video Interview to be Featured on the AEA Website)
2. [Poster] *"Understanding the Effect of Digital Literacy on the Spread of Misinformation: Evidence from Pakistan"*, with Ihsan Ayyub Qazi, Poster Presentation at **AEA Annual Meetings**, January 2020.
3. [Poster] *"The Effect of Reward and Reprimand Policies in Reducing Electricity Distribution Losses"*, with Javed Younas, Khusrav Gaibulloev, Poster Presentation at **AEA Annual Meetings**, January 2019.
4. [Conference] *"Inverting HVAC for Energy Efficient Thermal Comfort in Populous Emerging Countries"*, with Khadija Hafeez, Yasra Chandio, Abu Bakar, Affan A. Syed, Tariq M. Jadoon, Muhammad Hamad Alizai, **In Proceedings of the ACM International Conference on Systems for Energy-Efficient Built Environments (BuildSys '17)**. ACM, New York, NY, USA, Article 18, 10 pages. DOI: <https://doi.org/10.1145/3137133.3137137>

#### Invited Presentations

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1. *"Countering Misinformation on Social Media through Educational Interventions"*
  - **Facebook**, Menlo Park, CA, USA (July 2019)
  - **Massachusetts Institute of Technology**, Sloan School of Management, Cambridge, MA, USA (July 2019)
  - **Lahore School of Economics**, Applied Development Economics Conference, Lahore (Sep 2019)
  - **American University of Sharjah**, UAE (Nov 2019)
  - [Poster] **American Economic Association Annual Meeting**, San Diego, USA (Jan 2020)
2. *"Do Reward and Reprimand Policies Work in Electricity Distribution Losses?"*
  - [Poster] **American Economic Association Annual Meeting**, Atlanta, USA (Jan 2019)
  - **Middle Eastern Economic Association Annual Meeting**, Atlanta, USA (Jan 2019)
3. *"Economic Consequences of Internet Censorship?"*
  - [Poster] **American Economic Association Annual Meeting**, San Diego, USA (Jan 2020)

#### Policy Work/Other Articles

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1. *"Fake News and the General Election"*, with Rubab Zahra Sarfraz, **Express Tribune**, July 8, 2018
2. *"Entrepreneurship in the IT Industry in Pakistan"*, **Background Paper for World Bank Finance and Private Sector Development**, September 2011, with Daud Munir
3. *"Rent-seekers or Entrepreneurs"*, **Dawn Economics and Business Review**, Feb 28, 2011.
4. *"Institutional Reforms for Competitiveness – Recent Developments"*, Chapter in **Pakistan State of Competitiveness Report**, Competitiveness Support Fund: Islamabad, September 2010.
5. *"IMF's Role in Delivering Trade Policy Advice to Bangladesh"*, **Background Paper for the IMF's Independent Evaluation Office**, August 2008.

#### Research Funding and Grants

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1. **Facebook Research Award (PI)**, *"Countering Deepfake Misinformation Among Low Digital Literacy Populations"*, 2020, Amount: \$90,000
2. **Facebook Research Award (PI)**, *"Understanding the Impact of Digital Literacy on Misinformation in Pakistan"*, 2019, Amount: \$50,000
3. **DAAD Grant (Co-PI)**, *"Greenifying Older Buildings in Emerging Countries"*, 2019-2022, Amount: €120,000
4. **International Growth Center Grant (PI)**, *"Do Political Dynasties Hinder Development"*, 2015-16, Amount: ~\$10,000

## Teaching

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1. Intermediate Microeconomics, LUMS, Fall 2016, Spring 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2020
2. Development Economics, LUMS, Fall 2016, Fall 2019, Spring 2020
3. Topics in Energy Economics, LUMS, Spring 2019, Spring 2020
4. Energy Economics: An Interdisciplinary Approach, LUMS, Spring 2018
5. Electricity Markets Professionals Program, Module 2, Sep 2019

## Departmental and University Services

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- **Convener and Member**, Microeconomics Cluster Economics Department
- **Member**, Development Cluster Economics Department
- **Member**, Department Climate Committee
- **Member**, University Conservation Committee
- **Member**, University Committee on Data Science Program
- **Member**, MGSHSS Academic Honesty and Disciplinary Committee

## Service to the Profession

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- **Journal Referee**
  - a. Defence and Peace Economics
- **Conference Discussant**
  - a. "Women's Transport and Labor Market Outcomes A Randomized Control Trial in Urban Pakistan" - by Kate Vyborny and Erica Field, Lahore School of Economics Applied Development Economics Conference, Sep 2019.
  - b. "Effect of gasoline prices on car fuel efficiency: Evidence from the Lebanon" - by Walid Marrouch et al., 39th MEEA/ASSA Annual Meeting, Atlanta, USA, Jan 2019.
  - c. "Do Perceptions of Scientists and Economists Differ on Climate Change? Preliminary survey results from the Mediterranean" - Work by Mine Cinar et al., 39th MEEA/ASSA Annual Meeting, Atlanta, USA, Jan 2019.
  - d. "Do Electoral Quotas Make Government Programs Work Better, and for Whom? Evidence from India" - by Saad Gulzar (Stanford University) et al., Lahore School of Economics Conference on Applied Development Economics, Sep 2018.
- **Panelist**
  - a. "Consultation on strengthening Media and Information Literacy Competencies of Youth in Pakistan" organized by UNESCO and Pakistan Peace Collective, July 2020.
  - b. "Developing Electricity Market for Future", PIDE Roundtable, July 2020.
  - c. "Optimizing Renewable Energy Resources in Pakistan" Workshop at SBASSE LUMS, April 2019.

## Thesis Committee Service

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1. **[Supervisor]** Nida Zafar (MS Economics, In Progress)  
Thesis: *"The Role of Price Incentives in Electricity Conservation"*
2. **[Supervisor]** Zahra Mughis (MS Economics, In Progress)  
Thesis: *"Determinants of Intended Tax Compliance in Future Taxpayers in Urban Pakistan"*
3. **[Committee Member]** Ruqia Hassan (MS Economics, In Progress)  
Thesis: *"Conceptualization of the Mother in Large Scale Sample Data"*
4. **[Committee Member]** Rubab Zahra Sarfraz (MS Computer Science, 2018)  
Thesis: *"Measuring the Impact of Fake News in Developing Regions"*  
SBASSE, LUMS, Pakistan.

## Honors and Awards

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- Facebook Integrity Foundational Research Award, 2019 & 2020
- Royal Bank Graduate Fellowships in Public and Economic Policy, 2015
- Ranjit Kumar Graduate Fellowship, 2015
- Ontario Graduate Scholarship, 2014
- Canadian Society for Labour markets Research Network (CSLRN) Fellowship, 2013
- University of Toronto Graduate Fellowship, 2011-2015
- Stanford IPS Class of 2009 Commencement Speaker, 2009
- William J. Fulbright Scholarship for Graduate Studies, 2007

- Sir Edward Beatty Gold Medal in Economics, 2006