

Sher Afghan Asad

Assistant Professor of Economics, Lahore University of Management Sciences

📍 Chicago, IL, USA 🇺🇸 U.S. Permanent Resident

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Applied microeconomist using experimental and administrative data to study the microfoundations of state capacity and market performance.

Research Interests

Applied Microeconomics • Public and Development Economics • Behavioral and Experimental Economics • Economics of Gender and Discrimination

Education

Ph.D., Economics, Iowa State University, 2020

Fulbright Scholar; Prescott Award for Research Creativity

M.Sc., Economics, Lahore University of Management Sciences, 2011

B.Sc. (Hons.), Economics, Forman Christian College, 2010 (Gold Medalist)

Academic Positions

Lahore University of Management Sciences (LUMS) — Assistant Professor of Economics, 2020–Present

Iowa State University — Visiting Assistant Professor, 2024–2025

Peer-Reviewed Publications

- Asad, S.A., Ahmad, H.F., & Majid, H. (2025). Price and Prejudice: Gender Discrimination in Online Marketplaces. *Journal of Development Economics*, 103540.
- 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

- *Technology Without Teeth: Evidence from Voluntary e-POS Adoption* (with Isabelle Cohen)
- *Vulnerable Markets: Impact of Extreme Flooding on Agricultural Supply Networks* (with Omar Gondal & Farah Said)
- *A Theory of Discrimination with Motivated Agents* (with Osama Khan)
- *Do Nudges Induce Safe Driving? Evidence from Dynamic Message Signs* (with Kevin Duncan)
- *Impact of COVID-19 on Fresh Produce Supply Chains* (with Omar Gondal)

Research in Progress

- *Big Push? Experimental Evidence on Compliance Traps* (with Michael Best, Anders Jensen, & Adnan Khan)
- *Improving Property Tax Collection with Computer Vision* (with Adnan Khan, Ben Olken, & Mahvish Shaukat)
- *Auditing from Below: Experimental Evidence on Consumer Receipt Lotteries* (with Isabelle Cohen)
- *From Margins to Mainstream? Gender Discrimination in Online Marketplaces* (with Maham Rasheed)
- *Asymmetric Information and Relational Contracts in Agricultural Supply Chains* (with Omar Gondal & Farah Said)

Book Chapters and Other Scholarly Contributions

- Asad, S.A. (forthcoming). Taxation in Pakistan: Challenges, Reforms, and the Case for a Scientific Approach. In R. Pande (Ed.), *Routledge Handbook of Contemporary Pakistan (2nd ed.)*. Routledge.

Competitive Research Grants

- Private Enterprise Development in Low-Income Countries (PEDL), CEPR — GBP 40,000 (2025)
- International Growth Centre (IGC) — Multiple grants totaling over GBP 400,000 (2021–2025)
- J-PAL Governance Initiative — USD 75,000 (2023)
- J-PAL Agricultural Technology Adoption Initiative (ATAI) — USD 30,000 (2023)
- Russell Sage Foundation — USD 7,500 (2019)

Total competitive research funding (as PI or co-PI): over USD 1.5 million.

Selected Presentations

Upcoming: AEA Annual Meetings (ASSA), Philadelphia (2026); PEDL Early Career Researcher Workshop, Yale University (2025)

Major Conferences: Econometric Society World Congress (2024); NBER Summer Institute (2024, 2021); Advances with Field Experiments (Chicago, LSE, Boston University)

Invited Seminars and Workshops: World Bank, Washington DC; ICTD–IDS; Western Economic Association (Seattle); Paris Dauphine, PSL University

Teaching Experience

Courses Designed and Taught: Microeconomic Theory (Graduate), Public Finance, Principles of Microeconomics, Intermediate Microeconomics, Game Theory, Development Economics, and Behavioral Economics.

Institutions: Lahore University of Management Sciences (LUMS), 2020–Present; Iowa State

University, 2024–2025.

Mentoring: Supervised over ten undergraduate and master’s theses in development, behavioral, and experimental economics.

Student evaluations consistently above departmental averages.

Policy Engagement and Applied Research

World Bank Group — Consultant, Poverty & Equity Global Practice (2024–2025)

Conducted fiscal incidence and distributional analysis for Sri Lanka’s *Public Finance Review* and *Country Climate and Development Report (CCDR)*.

GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) — International Consultant (2024–Present)

Advised on the modernization of subnational property taxation, including the transition to market-based valuation systems and institutional coordination for local revenue mobilization.

Adam Smith International (FCDO–SEED Programme) — Advisor (2023–2024)

Designed and implemented a randomized field experiment to evaluate behavioral and enforcement-based interventions for improving tax compliance in the hospitality sector.

Awards and Honors

Fulbright Fellowship (2015–2020)

Prescott Research Scholarship, Iowa State University (2019)

Outstanding Student Award & Magna Cum Laude, Forman Christian College (2010)

Service

Research Committee, Seminar Committee, Curriculum Review Committee, Micro/IO Cluster Committee, Search Committee (LUMS)

Reviewer: *ICTD Publications*, *Economic Inquiry*, *Economics Bulletin*, *PLOS ONE*

Professional Affiliations and Research Networks

J-PAL Invited Researcher

Approved Principal Investigator eligible for Weiss Fund for Research in Development Economics Research Grantee, International Growth Centre (IGC)

Research Grantee, Private Enterprise Development in Low-Income Countries (PEDL)

Director, Public Finance Research Cluster, Mahbub ul Haq Research Centre (MHRC)

Member, American Economic Association (AEA)

Member, Econometric Society

Member, Economic Science Association (ESA)

Technical Skills

Stata • R • Python • ArcGIS • SQL • LaTeX • oTree

Updated: October 2025