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Does Order Takeaway Contribute More Job Opportunities? An Empirical Analysis of the Impact of Meituan Waimai on Local Labor Market

(Abstract Only)

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ABSTRACT

This study intends to examine the impact of Meituan Waimai, a leading Chinese online takeaway platform on local labor market. On the one hand, online takeaway platform may attract more labor due to its flexible job opportunities compared to the traditional industry. On the other hand, to compete with platform, the advance of wages by traditional industry may attract more unemployment and underemployment. Our research plan to replay on an event study (i.e., the entry of Meituan Waimai on different cities in China) using a difference in difference method.

Keywords: online labor market, difference in difference method, empirical analysis

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