Readme File for
"The Value of Reputation in Trade: Evidence from Alibaba"

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1. Data

The data of this paper are obtained from Aliexpress.com and include transactions and product listings (with at least one order) in the category of "women's tank top" from February 2014 to January 2015. The final data consist of 584,894 transactions from 5,392 sellers, 383,430 buyers, and 16,995 listings over the period of 12 months.

While the authors do not have the rights to distribute the data, information for current product listings can be accessed on aliexpress.com. A dictionary of the variables, measuring the characteristics of product listings, sellers, and transactions, is reported in the Online Appendix of the paper.

2. Program files

The following do files are used to perform the empirical analysis in the paper:

Program file	Purpose
peer.do	peer-group analysis (Table 1)
RDD.do	regression-discontinuity-design (RDD) analysis (Table 2)
textual.do	textual analysis of the feedback data (Table 3 and Figure 5)
gravity.do	heterogeneous RDD effects across import countries (Table 4)

The program files used for the structural estimation of the model and counterfactual analysis are listed below:

Program file	Purpose
recover_mkt_fe.do	Recovers market fixed effect
estimate_bycountry_friction_fucntion.do	Estimates the coefficients needed to compute country-specific information friction
generate_by_country_friction.do	Computes country-specific information friction
main_reputation_exportgrowth_figure.m	Simulates export growth across countries when reputation regime exists using estimated market fixed effects, quality distribution parameters, reputation information friction

	and cost parameters and simulating a panel of firms for two scenarios (with v.s. without reputation regime)
main_estimate_parameter.m	Uses moment matching to recover parameters in the structural model
simulate_one.m	Makes productivity draws and simulates the reputation and sales evolution over time when there is a reputation regime
simulate_one_nolearn.m	Makes productivity draws and simulates the reputation and sales evolution over time when there is no reputation regime
solvemain.m	Solves the dynamic programming problem faced by the seller