

C.V. José Luis MORAGA-GONZÁLEZ

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1. PERSONAL DETAILS

Address: University of Groningen, Department of Economics and Econometrics, Postbox 800, 9700 AV Groningen, The Netherlands

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Gender: Male; **Citizenship:** Spanish; **Date of Birth:** December, 6, 1969

2. EDUCATION

1993-1997: Ph.D. in Economics, Universidad Carlos III de Madrid.

1987-1993: Diploma in Economics (Economic Analysis and Quantitative Economics), Universidad Complutense de Madrid.

3. APPOINTMENTS

2005-present: Professor (Industrial Organization)

Dep. of Economics and Econometrics, University of Groningen.

2004-2005: Associate Professor (Microeconomics)

Dep. of Economics, Erasmus University Rotterdam.

2001-2004: Assistant Professor (Microeconomics)

Dep. of Economics, Erasmus University Rotterdam.

2000-2001: Post-doc Tinbergen Institute Rotterdam.

1998-2000: Marie Curie post-doc fellowship

(Host Institution: Tinbergen Institute Rotterdam).

1997-1998: Post-doc Researcher, Institute of Economics, University of Copenhagen.

1993-1997: Teaching Assistant, Universidad Carlos III de Madrid.

4. GRANTS AND AWARDS

Marie Curie Excellence Grant, for research on search and switching costs, 2007 (1.2 m. Euro).

NWO Fellowship, Research on Networks of R&D Collaboration (joint with Sanjeev Goyal) 2002-2005. Grant holder: A. Konovalov (Econometrics Institute, EUR).

Award Mario Henrique Simonsen to the best article published in *Revista Brasileira de Economia* 2003-2004

Post-doctoral research contract, Tinbergen Institute and Erasmus University Rotterdam (academic years 2000/01 and 2001/2002)

Marie Curie Research Training Grant (TMR Programme), position held at Erasmus University, academic years 1998/99 and 1999/2000.

Post-doctoral research contract at Centre for Industrial Economics, Institute of Economics, University of Copenhagen (academic year 1997/98).

Erasmus Program graduate fellowship, Free University Berlin, (Fall semester, academic year 1996/97).

Summer Graduate Student Workshop in Experimental Economics, Student Fellowship, University of Arizona (summer 1996)

5. RESEARCH AFFILIATIONS

Current:

IESE Business School Barcelona (Center SP-SP), University of Navarra, Spain (as of June 2008).

SOM research fellow (as of October 2005)

Research Fellow of CESifo (as of March 2002)

Associate Research Fellow of Tinbergen Institute (as of October 2005)

Research Fellow of ENCORE (Economics Network for Competition and Regulation, Amsterdam) (as of 2004)

Past:

Research Fellow of Tinbergen Institute (May 2003 - September 2005).

Junior Research Fellow of Tinbergen Institute (June 2002-April 2003)

6. PUBLICATIONS

6.1 Main refereed journal publications

1. "Coupon-Advertising under Imperfect Price Information" (joint with Emmanuel Petrakis), *Journal of Economics and Management Strategy*, vol. 8-4, 523-544, 1999.
2. "Quality Uncertainty and Informative Advertising", *International Journal of Industrial Organization* 18-4, 615-640, 2000.
3. "R&D Networks" (joint with Sanjeev Goyal), *Rand Journal of Economics* 32-4, 686-707, 2001.
4. "Environmental Policy in a Green Market", (joint with Noemi Padron), *Environmental and Resource Economics* 22, 419-447, 2002.
5. "We Sold a Million Copies"- The Role of Advertising Past Sales (joint with Paulo K. Monteiro), *Revista Brasileira de Economia* 57 (2), 401-419, 2003.
6. "Firms, Networks and Markets: A survey of Recent Research" (joint with Sanjeev Goyal), *Revue d'Economie Industrielle* 103, 207-230, 2003.
7. "Strategic Pricing, Consumer Search and the Number of Firms" (joint with Maarten Janssen), *Review of Economic Studies*, 71, 1089-1118, 2004.
8. "Trade Policy and Quality Leadership in Transition Economies" (joint with Jean-Marie Viaene), *European Economic Review*, 49, 359-385, 2005.
9. "Truly Costly Sequential Search and Oligopolistic Pricing" (joint with M. Janssen and M. Wildenbeest), *International Journal of Industrial Organization* 23, 451-466, 2005.
10. "Dumping in a Global World: Why Product Quality Matters" (joint with J.-M. Viaene), *The World Economy* 28-5, 669-682, 2005.

11. "Economics: An Emerging Small World" (joint with S. Goyal and M. van der Leij), *Journal of Political Economy* 114-2, 403-412, 2006.
12. "Customer Directed Advertising and Product Quality" (joint with Lola Esteban and Jose M. Hernández), *Journal of Economics and Management Strategy* 15-4, 943-968, 2006.
13. "Segmentation, advertising and prices" (joint with Andrea Galeotti), *International Journal of Industrial Organization*, 26, 1106-1119, 2008.
14. "Maximum Likelihood Estimation of Search Costs" (joint with Matthijs Wildenbeest), *European Economic Review*, 52, 820-848, 2008.
15. "Hybrid R&D" (joint with Sanjeev Goyal and Alexander Konovalov), *Journal of the European Economic Association*, 6-6, 1309-38, 2008.
16. "Platform Intermediation in a Market for Differentiated Products" (joint with Andrea Galeotti), *European Economic Review*, forthcoming.

6.2 Papers under revision for journals

1. "Anti-Dumping, Intra-industry Trade and Quality Reversals" (with Jean-Marie Viaene), revise and resubmit to the *International Economic Review*.

6.3 Book contributions

1. "Consumer Search and Pricing Behavior in Internet Markets" (joint with Maarten Janssen and Matthijs Wildenbeest), in: Eric Brousseau and Nicholas Curien (Eds.): *The Economics of the Internet*, Cambridge University Press, 2007.

6.4 Other publications

1. "Internetmarkten: wie profiteert?" (joint with Maarten Janssen), *Economisch Statistische Berichten*, November 24, 2000, 944-947.
2. "Concurrentie en Internet-Gebruik" (joint with Maarten Janssen), *Maandschrift Economie*, JRG 65, 2001.
3. "Política Comercial en una Economía en Transición," (junto a Jean Marie Viaene), *Información Comercial Española* 796, 21-32, 2002.

6.5 Working papers and research in progress.

1. "Competing for attention in a consumer search model" (with Marco Haan), Tinbergen Institute Discussion Paper # 2009-031/1, The Netherlands, April 2009.
2. "On Mergers in Consumer Search Markets" (with M. Janssen), Tinbergen Institute Discussion Paper # 07-054/1, The Netherlands, June 2007.
3. "Non-Parametric Identification of the Costs of Search in Non-Sequential Search Models" (with Zsolt Sandor and Matthijs Wildenbeest), Tinbergen Institute Discussion Paper # 2007-102/1, The Netherlands, 2007.

4. "Structural Estimation of Search Intensity: Do Non-employed Workers Search Enough?" (joint with P. Gautier and R. Wolthoff), Tinbergen Institute Discussion Paper # 2007-071/3, The Netherlands, 2007.
5. "Strategic Wage Setting and Coordination Frictions with Multiple Job Applications," (with Pieter Gautier), Tinbergen Institute Discussion Paper # 04-063/1, The Netherlands, June 2004.
6. "Transportation Pricing and Market Power in the Natural Gas Industry" (with Remco van Eijkel and Marco Haan).
7. "Mergers, Product Differentiation and Search Costs" (with Vaiva Petrikaite).
8. "Prices and the Number of Sellers" (with Saul Lach).

7. TEACHING EXPERIENCE

Graduate Teaching:

- 1.1. Ph. D. Programme in Economics, Tinbergen Institute
Microeconomics V: Economics of Information (Spring 2003, Spring 2004, Spring 2005, Spring 2006)
The Economics of Organization: Industrial Organization (Spring 1999, Autumn 1999, Autumn 2000)
- 1.2. Ph. D. Programme in Law and Economics (Faculty of Law, EUR)
Industrial Organization (Spring 2002, Spring 2003)
- 1.3. Global Economics Master Programme (Faculty of Business, EUR)
eEconomics (Autumn 2000)
- 1.4. MBA Rotterdam School of Management (EUR)
Pricing strategies (guest lecturer, Spring 2000)

Undergraduate Teaching

- 1.5. Economics Program, Faculty of Economics, Groningen
Microeconomics III (Autumn 2006, 2007, 2008).
- 1.6. Economics Program, Faculty of Economics, EUR.
Industrial Organization (Autumn, 2003)
Games, Strategies and Markets (Autumn 2001, Autumn 2002, Winter 2003, Winter 2004, Winter 2005)
Economics of Internet (Spring 2002)
- 1.7. Econometrics Program, Faculty of Economics, EUR
Economic theory of Industrial Organization (Autumn 2002)
- 1.8. International Prog. in Business Administration, Fac. of Business, EUR
Microeconomics and Markets (Autumn/Winter 2000-2001, Winter 2002, Winter 2003, Winter 2004, Winter 2005)

Other teaching

- 1.9. Dutch Competition Authority (NMA).
Introduction to Industrial Organization (Spring 2002 and Spring 2003).

8. MANAGEMENT

Research Director, Institute of Economics, Econometrics and Finance, University of Groningen (since March 2006).

Member of *Educational Board* Tinbergen Institute (2004-2005)

Coordinator Field courses in Microeconomics; Ph.D. Programme in Economics, Tinbergen Institute (2004-2005)

Organizer of *Seminar Series in Economic Theory* at Erasmus University Rotterdam (2001-2005)

9. PARTICIPATION IN SCIENTIFIC COMMITTEES.

Chair

Program Co-Chair for the *Fifth Spring Meeting of Young Economists*, Oxford University 26, 27 and 28 March 2000.

Member

2007 Meeting of the European Association for Research in Industrial Economics (EARIE), University of Valencia.

2006 Meeting of the European Association for Research in Industrial Economics (EARIE), University of Amsterdam.

2005 Meeting of the European Association for Research in Industrial Economics (EARIE), Universidade Do Porto, Portugal, September 1-4 , 2005.

2002 Meeting of the European Association for Research in Industrial Economics (EARIE), Universidad Carlos III de Madrid, Spain, September 5th – 8th , 2002.

Sixth Spring Meeting of Young Economists, held in Copenhagen University, March 2001.

Jornadas de Economía Industrial 1999-2002, Fundación Empresa Pública, Madrid and Spanish Association for Industrial Economics, Barcelona, 2001.

10. EDITORIAL DUTIES:

Member Editorial Board *Spanish Economic Review* (since 2007)

Member Editorial Board *Investigaciones Economicas* (2002-2005)

Referee for:

- *American Economic Review*
- *Economic Journal*
- *European Economic Review*,
- *Environmental and Resource Economics*,
- *Games and Economic Behavior*
- *International Economic Review*
- *International Journal of Game Theory*
- *International Journal of Industrial Organization*,
- *Journal of Industrial Economics*,

- *Journal of Economic Theory,*
- *Journal of Economics and Management Strategy,*
- *Journal of Environmental Economics and Management,*
- *Journal of the European Economic Association*
- *Journal of Industrial Economics*
- *Journal of Mathematical Economics*
- *Journal of Public Economic Theory,*
- *Management Science*
- *Marketing Science*
- *Rand Journal of Economics*
- *Review of Industrial Organization,*
- *Review of Economic Studies*
- *Spanish Economic Review*
- *Scandinavian Journal of Economics.*

11. SEMINARS AND CONFERENCES

11.1. INVITED SEMINARS

2009: The Hebrew University, U. K. Leuven.

2008: IESE Business School (Barcelona), CERGE-EI (Prague), Tilburg University, CORE Belgium.

2007: Copenhagen Business School, U. Bologna, U. Warwick, U. Málaga, U. Carlos III Madrid.

2006: IAE Barcelona, ENCORE Amsterdam, Pompeu Fabra Barcelona, U. Essex.

2005: U. K. Leuven; U. Utrecht; U. Groningen; U. Cergy-Pontoise; NAKE-day 2005

2004: WZB Berlin; U. Tilburg; University of Amsterdam.

2003: CORE, Belgium; U. Alicante; U. Carlos III Madrid; U. College London; University of Amsterdam.

2002: Free University Berlin; U. Pompeu Fabra; U. Brescia; U. Padova; University of Amsterdam.

2001: U. Carlos III, Madrid; U. Maastricht, U. Zaragoza; University of Amsterdam

2000: U. Crete; U. Vigo.

1999: U. Groningen.

1998: Copenhagen Business School; U. Aarhus

1997: U. Zaragoza

11.2. CONFERENCES

“Competing for attention in a consumer search model,” University of Mannheim Workshop on The Economics of Advertising and Marketing 2008 (Frankfurt).

“Platform Intermediation in a Market for Differentiated Products,” Annual ENCORE Conference 2008 (Hilversum, The Netherlands), EEA 2008 (Milano).

“Non-Parametric Identification of the Costs of Search in Non-Sequential Search Models,” ESEM 2007 (Budapest).

“On Mergers in Consumer Search Markets,” International Industrial Organization Conference 2007 (Savannah, USA), EARIE 2008 (Toulouse).

"Strategic Intermediation in a Two-Sided Market": SEA Conference 2004 (New Orleans, USA), Toulouse conference on two-sided-markets (2006), EARIE 2006 (Amsterdam).

"A Model of Strategic Targeted Advertising," ESEM 2004 (Madrid).

"Two firms is enough for competition; but three or more is better," ESEM 2002 (Venice), EARIE 2002 (Madrid), LACEA 2002 (Madrid), University of Groningen Conference on Market Power, 2002.

"Procompetitive Trade Policies," Royal Economic Society Meetings 2001 (Warwick)

"Customer Directed Advertising and Product Quality," ASSET Meetings 2001 (Crete)

"Taxation, Competition and Quality," XVII Jornadas de Economía Industrial (Barcelona, September 2001)

"Pricing, Consumer Search and the Size of Internet Markets": XVI Jornadas de Economía Industrial (Madrid, September 2000); Royal Economic Society Meetings 2001 (Durham); North-American Summer Econometric Society Meetings 2001, Univ. of Maryland; EARIE 2001, Trinity College (Dublin).

"R&D Networks": EEA 2000 (Bolzano)

"We Sold a Million Copies- The Role of Advertising Past Sales": EARIE 98 (Copenhagen), ASSET 98 (Bologna), XXIII Symposium of Economic Analysis (Barcelona), ESEM 1999 (Santiago de Compostela).

"Quality Uncertainty and Informative Advertising": EARIE 1997 (Leuven), BES&I Meetings 1997 (Athens), ASSET 1997 (Marseille), XXII Symposium of Economic Analysis (Barcelona).

"Promoting Sales Through Coupons in Oligopoly Under Imperfect Price Information": ESEM 1997 (Toulouse), ASSET 1996 (Alicante), II Encontro Galego de Analise Economica 1996 (A Coruna); XII Jornadas de Economía Industrial FEP 1996 (Madrid).

"Maximum Emissions Standards in an Environmentally Differentiated Oligopoly," III Encontro Galego de Analise Economica 1997 (Vigo).

12. OTHER MERITS

Ph.D. supervision

Matthijs Wildenbeest (Erasmus University Rotterdam, completed. Placement: Assistant profesor in tenure-track at the Kelley School of Business, Indiana University)

Remco van Eijkel (University of Groningen, in progress)

Vaiva Petrikaite (University of Groningen, in progress)

Member Ph.D. theses committees

Paolo Vanin, "Industrial Organization, Trade and Social Capital," University Pompeu Fabra, September 2007.

Pim Heijnen, "Strategic Interactions in Environmental Economics," University of Groningen, January 2007.

Marco van der Leij, "The Economics of Networks," Erasmus University Rotterdam, December 2006.

Andrea Galeotti, "On Social and Economic Networks", Erasmus University Rotterdam, March, 2005.

Rob van der Noll, "Essays on Internet and Information Economics," Erasmus University Rotterdam, October 2006.

María Dolores Esteban Alvarez, "Essays on Targeted Advertising", University of Zaragoza, September, 1998.

Undergraduation theses supervision

- Saskia Weerheim (completed, *Cum Laude*)
- Meltem Bayramli (completed)
- Matthijs Wildenbeest (completed, *Cum Laude*) (winner of ENCORE prize to the best thesis in Competition Policy related issues)
- Arnold Leemans (completed, *Cum Laude*)
- Bart Voogt (completed) (ENCORE second prize for the best theses in Competition Policy related issues)
- Jacob Greidanus (in progress)
- Gerhard Dijkstra (in progress)

Other

Participation in Research Project "Políticas Estructurales e Inversión en I+D: Aspectos Dinámicos y de Coordinación" financed by DGICYT, Spanish Minister of Education, Nov. 1996 to Nov. 1999. Head Researcher: Dr. Isabel Sánchez García (Univ. Carlos III Madrid).

Project BEC2002-03524: Targeted Advertising, Competitiveness and Welfare, Ministry of Science and Technology, Spain, funding period 2002-2005.

Project SEJ2005-07074/ECON: Directed and Targeted Advertising, Competitiveness and Welfare, Ministry of Education, Spain, funding period 2005-2008.

Discussant in Jornadas de Economía Industrial XIV, XV and XVI (Fundación Empresa Pública 1998, 1999, Madrid), and XVII (Barcelona, 2001).

13. REFERENCES

Prof. Helmut Bester.

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Homepage: <http://www.eco.uc3m.es/celentani/>

Prof. Sanjeev Goyal

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Prof. Emmanuel Petrakis.

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University Campus at Gallos, Rethymnon 74100

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