

**C.V. José Luis MORAGA-GONZÁLEZ**

Born on December, 6, 1969, in Madrid (Spain).

**1. CONTACT DETAILS**

**Correspondence:** Department of Economics, VU University Amsterdam, De Boelelaan 1105, 1081 HV Amsterdam, The Netherlands,

or

Department of Economics, Econometrics and Finance, University of Groningen, PO Box 800, 9700AV Groningen, The Netherlands.

**E-mail:** [jose.l.moraga@gmail.com](mailto:jose.l.moraga@gmail.com)

**Homepage:** <http://www.tinbergen.nl/~moraga/>

**2. EDUCATION**

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

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

**3. WORK EXPERIENCE**

Since 01/09/2011:

Professor of Microeconomics, Department of Economics, Free University Amsterdam (4days/week)

Professor of Industrial Organization, Department of Economics, Econometrics and Finance, University of Groningen (1 day/week)

Earlier:

Professor of Industrial Organization, Department of Economics, Econometrics and Finance, University of Groningen

Professor of Economics at IESE Business School (Part time).

Associate Professor (Microeconomics), Department of Economics, Erasmus University Rotterdam.

Assistant Professor (Microeconomics), Department of Economics, Erasmus University Rotterdam.

Post-doctoral researcher, Tinbergen Institute Rotterdam.

Marie Curie post-doctoral researcher (Host Institution: Tinbergen Institute Rotterdam).

Post-doctoral researcher, Institute of Economics, University of Copenhagen.

Teaching Assistant, Universidad Carlos III de Madrid.

#### 4. GRANTS AND AWARDS

**ICREA Research Professor** (on leave)

**Marie Curie Excellence Grant**, for research on search and switching costs, 2007-2011 (1.2 m. Euro).

**NWO Post-doc 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

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

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

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

#### 5. RESEARCH AFFILIATIONS

##### Current:

**Research Fellow of Tinbergen Institute** (as of October 2011).

**CEPR Research Fellow** (as of February 2011)

**Center PPSRC, IESE Business School, 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:

**Associate Research Fellow of Tinbergen Institute** (October 2005-September 2011)

**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 Kononov), *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*, 53, 417-428, 2009.
17. "Competing for attention in a consumer search model," (with Marco Haan), *The Economic Journal* 121, 552-579, 2011.
18. "Semi-Nonparametric Estimation of Consumer Search Costs" (with Zsolt Sandor and Matthijs Wildenbeest), *Journal of Applied Econometrics*, to appear.

## **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*.
2. "Consumer Search Costs and the Incentives to Merge under Bertrand Competition," (with Vaiva Petrikaite) revised and resubmitted to the *Rand Journal of Economics*.

## **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, Ch. 16, pp. 460-483.
2. "Economic Implications of Forward Contracting" (joint with Remco van Eijkel), in: Catrinus J. Jepma (Ed.): *Gas Market Trading*, Energy Delta Institute, Drukkerij van Denderen B.V., Groningen, The Netherlands, 2009, Ch. 4, pp. 124-65. (ISBN: 978-90-814387-1-1.)
3. "Comparison Sites" (joint with Matthijs Wildenbeest), in Martin Peitz and Joel Waldfogel (editors), *Handbook of the Digital Economy*, Oxford University Press, 2012.

#### **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," (joint with Jean Marie Viaene), *Información Comercial Española* 796, 21-32, 2002.

#### **6.5 Working papers**

1. "Do Firms Sell Forward for Strategic Reasons? An Application to the Wholesale Market for Natural Gas" (with Remco van Eijkel), Tinbergen Institute Discussion Paper # TI 2010-058/1, The Netherlands, June 2010; IESE Business School Working Paper WP-864, June 2010.
2. "On the Identification of the Costs of Simultaneous Search," Tinbergen Institute Discussion Paper # TI 2010-066/1, The Netherlands, July 2010; IESE Business School Working Paper WP-867, July 2010.
3. "Non-sequential Search Equilibrium with Search Cost Heterogeneity," IESE Business School Working Paper WP-869, July 2010.
4. "Asymmetric Price Effects of Competition" (with Saul Lach), Tinbergen Institute Discussion Paper # 09-049/2, The Netherlands, May 2009; CEPR Discussion Paper 7319, June 2009; IESE Business School Working Paper WP-797, June 2009.
5. "On Mergers in Consumer Search Markets" (with M. Janssen), Tinbergen Institute Discussion Paper # 07-054/1, The Netherlands, June 2007.
6. "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.
7. "Strategic Wage Setting and Coordination Frictions with Multiple Job Applications," (with Pieter Gautier), Tinbergen Institute Discussion Paper # 04-063/1, The Netherlands, June 2004.

## 6.6 Research in progress.

1. "Transportation Pricing and Market Power in the Natural Gas Industry" (with Remco van Eijkel and Marco Haan).
2. "Economies of Search" (with Vaiva Petrikaite).
3. "Consumer Search and Prices in the Automobile Market" (with Zsolt Sandor and Matthijs Wildenbeest).
4. "Structural Estimation of Switching Costs," (with Linda A. Toolsema)

## 7. TEACHING EXPERIENCE

### Graduate Teaching:

- 1.1. Ph. D. Programme in Economics, Tinbergen Institute
- 1.2. Executive MBA, IESE Business School
- 1.3. Ph. D. Programme in Law and Economics (Faculty of Law, EUR)
- 1.4. Global Economics Master Programme (Faculty of Business, EUR)
- 1.5. MBA Rotterdam School of Management (EUR)
- 1.6. Executive MBA, IESE Business School, Barcelona

### Undergraduate Teaching

- 1.7. Bachelor in the Liberal Arts and Sciences, Amsterdam University College
- 1.8. Economics Program, Faculty of Economics, Groningen
- 1.9. Economics Program, Faculty of Economics, EUR.
- 1.10. Econometrics Program, Faculty of Economics, EUR
- 1.11. International Prog. in Business Administration, Fac. of Business, EUR
- 1.12. Amsterdam University College, Amsterdam.

### Other teaching

- 1.13. Dutch Competition Authority (NMA).

## 8. MANAGEMENT

- Member of the *Board of Directors* of the *Tinbergen Institute* (as of April 2012).
- Administrator *European Association for Research in Industrial Economics* (EARIE) Executive Committee (2010-2013).
- *Research Director*, Institute of Economics, Econometrics and Finance, University of Groningen (March 2006-September 2009).
- Organizer the Institute of Economics, Econometrics and Finance *Seminar Series* at University of Groningen (2007-2009).
- Member of *Educational Board* of the 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. ORGANIZATION OF CONFERENCES AND WORKSHOPS

- 2<sup>nd</sup> Workshop on Search and Switching Costs, University of Groningen, May 23-24, 2011.
- III Conference on the Economics of Advertising and Marketing, IESE Business School, June 11-12, 2010.
- Research Workshop on Industrial Organization: Search and Matching, IESE Business School June 8, 2010.
- 1<sup>st</sup> Workshop on Search and Switching Costs, University of Groningen, December 17-18, 2009.

## 10. PARTICIPATION IN SCIENTIFIC COMMITTEES.

- *European Association for Research in Industrial Economics (EARIE)*: 2010, Istanbul; 2009, Ljubljana; 2007, Valencia; 2006 Amsterdam; 2005, Porto; 2002, Madrid.
- Sixth Spring Meeting of Young Economists, Copenhagen, March 2001.
- *Jornadas de Economía Industrial 1999-2002*, Fundación Empresa Pública, Madrid and Spanish Association for Industrial Economics, Barcelona, 2001.
- Co-Chair of the Scientific Program for the *Fifth Spring Meeting of Young Economists*, Oxford University 26, 27 and 28 March 2000.

## 11. 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*.

## 12. TALKS, SEMINARS AND CONFERENCES

### 12.1. INVITED TALKS

**2010:** *The Economic Journal* invited session on Search and the Internet, Royal Economic Society Conference, University of Surrey (March 29-31, 2010).

### 12.2. INVITED SEMINARS

**2012:** Stockholm School of Economics (January 20), University of Amsterdam (January 27), Kelley School of Business (Indiana University, March 20), European University Institute, Florence (April 3), University of Vienna (April 19), Paris School of Economics (May 21), University of Bristol (June 12), The Hebrew University (June 19).

**2011:** Erasmus University Rotterdam (March 31), University of Bologna (December 1).

**2010:** University of Helsinki (October 8); University of Mannheim (September 21); University Pablo de Olavide, Seville (May 31), Humboldt University Berlin (May 17), University of Cambridge (May 10), UAB-IAE, Barcelona (May 4), University Carlos III Madrid (April 21).

**2009:** University of Valencia, The Hebrew University, U. K. Leuven, Pompeu Fabra University

**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 University, U. Essex.

**1997-2005:** U. K. Leuven; U. Utrecht; U. Groningen; U. Cergy-Pontoise; NAKÉ 2005, WZB Berlin; U. Tilburg; U. Amsterdam, CORE Belgium; U. Alicante; U. Carlos III; UCL London; Free University Berlin; U. Pompeu Fabra; U. Brescia; U. Padova; U. Maastricht, U. Zaragoza; U. Crete; U. Vigo, Copenhagen Business School; U. Aarhus

### 12.3. CONFERENCES

**2012:**

- “Heterogeneous Price Information and the Effects of Competition,” IIOC (George Mason University, Arlington, Virginia, US, March 16-18).
- “Consumer Search Costs and the Incentives to Merge under Bertrand Competition,” CESifo Conference in Applied Microeconomics (Munich, March 9-10)

**2011:**

- “On the Identification of the Costs of Simultaneous Search,” ESEM 2011 (Oslo, August 25-29).
- “Do Firms Sell Forward Contracts for Strategic Reasons? An Application to the Wholesale Market for Natural Gas,” EEA 2011 (Oslo, August 25-29).
- “Do Firms Sell Forward Contracts for Strategic Reasons? An Application to the Wholesale Market for Natural Gas,” Royal Economic Society Conference, Royal Holloway, University of London, April 18-20.

**2010:**

- “Mergers, Product Differentiation and Search Costs,” Industrial Organization Workshop, University Pompeu Fabra, December 9.
- “Consumer Search and Prices in the Automobile Market,” EEA 2010 (Glasgow, August 23-26).
- “Asymmetric Price Effects of Competition,” EARIE 2010 (Istanbul, September 2-4); ASSET Meetings 2010 (Alicante, October 29-30).
- “Do Firms Sell Forward Contracts for Strategic Reasons? An Application to the Wholesale Market for Natural Gas,” Center for Industrial Economics Workshop (Copenhagen Business School, October 14-15).

**2009:**

- "Mergers, Product Differentiation and Search Costs," EARIE 2009 (Ljubljana).
- "Transportation Pricing and Market Power in the Natural Gas Industry," IV Congress of the Spanish Energy Economics Association, Seville, January 2009.
- "Competing for attention in a consumer search model," ESEM 2009 (Barcelona).
- "Do Firms Sell Forward Contracts for Strategic Reasons? An Application to the Wholesale Market for Natural Gas," IV Congress of the Spanish Energy Economics Association, Seville, January.

**2008:**

- "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).
- "On Mergers in Consumer Search Markets," EARIE 2008 (Toulouse).

**2007:**

- "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).

**2006:**

- "Strategic Intermediation in a Two-Sided Market": Toulouse conference on two-sided-markets (2006), EARIE 2006 (Amsterdam).

**1997-2005:**

- "Strategic Intermediation in a Two-Sided Market": SEA Conference 2004 (New Orleans, USA)
- "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).

### 13. OTHER MERITS

#### Ph.D. supervision

- Allard van der Made (“*The Microeconomics of Strategic Activism*,” University of Groningen, January 2010). First placement: Post-doc researcher at Saint Louis University, Brussels.
- Bastiaan Overvest (“*Essays on the Theory of Collusion*,” University of Groningen, September 2009). First placement: Dutch Competition Authority.
- Matthijs Wildenbeest (“*Consumer search and oligopolistic pricing: a theoretical and empirical inquiry*”, Erasmus University Rotterdam, June 2007). First placement: Assistant professor in tenure-track at the Kelley School of Business, Indiana University.
- Remco van Eijkel (“*Competition and Strategic Behavior in Energy Markets*,” University of Groningen, June 2011). First placement: Post-doctoral researcher at the University of Groningen.
- Vaiva Petrikaite (“*The Effects of Costly Consumer Search on Mergers and Cartels*”, May 2012). First placement: Post-doctoral researcher at the University of Groningen.

#### Member Ph.D. theses committees

- David Horan, European University Institute, April 4, 2012.
- Igor Sloev, University Carlos III Madrid, May 13, 2011.
- Nicholas Vikander, Erasmus University Róterdam, March 31, 2011.
- Bastian Westbrock, “Inter-firm Networks: Economic and Sociological Perspectives, Utrecht School of Economics, November 26, 2011.
- Alexei Parakhonyak, “Essays on Consumer Search, Dynamic Competition and Regulation,” Erasmus University Rotterdam 2010.
- Riemer Faber, “Prices and Price Setting,” Erasmus University Rotterdam, April 27, 2010.
- Ronald Wolthoff, “Essays on Simultaneous Search Equilibrium,” Free University of Amsterdam, 2008.
- Marielle Non, “Essays in Consumer Search and Interlocking Directorates”, Erasmus University Rotterdam, 2008.
- 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.

### **Other**

- Leader Project ALCOA Foundation on *Energy Efficiency in Buildings*, IESE Business School, October 2010-September 2011.
- 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.