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EDUCATION

Ph.D. in Economics, University of Illinois at Urbana-Champaign (expected Spring 2019).

M.Sc. in Economics, Universidad de San Andrés, Argentina, 2011.

B.A. (*Licenciatura*) in Economics, Universidad Nacional de Mar del Plata, Argentina, 2009.

FIELDS OF RESEARCH INTEREST

Primary: Empirical Industrial Organization, Applied Econometrics.

Secondary: Agricultural Economics, International Trade.

PUBLICATIONS

The Micro-D classification: a new approach to identifying differentiated exports (with Federico Bernini, Juan Carlos Hallak, and Alejandro Vicondoa). *Economía*, 2018, 18(2), 59-85.

Preferences, market structure, and welfare evaluation in the Argentinean frozen fried potato industry: a case in Buenos Aires Province (with Victoria Lacaze). *Agribusiness*, 2012, 28(3), 341-360.

WORKING PAPERS

Job market paper*:* Pricing strategy heterogeneity in retail gasoline markets (with Carlos Hurtado).

Firm performance and organizational disruption: evidence from U.S. airline mergers (with Jorge Lemus and Guillermo Marshall).

WORK IN PROGRESS

New goods with new attributes: combining revealed and stated preferences to assess the effect of a novel quality label in the food industry (with Victoria Lacaze).

A nonparametric density-based likelihood ratio test for normality.

Soda consumption and brand loyalty.

Other publications

González, J. (2012). Preferencias por papas prefritas congeladas: el método de Rosen, in: Espejel, J.; Camarena, D. C; y Salgado, L. (eds.) Marketing agroalimentario: aplicaciones metodológicas.

González, J. (2012), Escapar de la primarización: producción y exportación de alimentos de calidad en el Mercosur, Documento de Trabajo Premio Jóvenes, Red Sudamericana de Economía Aplicada, 1, 1-41.

González, J. and Rodríguez, E. M. (2011). Influencia de los atributos en la formación de precios de hortalizas congeladas, *Revista FACES*, 38-39.

González, J. and Rodríguez, E. M. (2011). Limitantes para la implementación de Buenas Prácticas Agrícolas en la producción de papa en Argentina, *Revista Agroalimentaria*, *17*(33), 63-84.

González, J. and Rodríguez, E. M. (2010). Factores que condicionan la aplicación de Buenas Prácticas Agrícolas: un enfoque cualitativo, *Revista Nexos*, *27*, 19-26.

González, J. (2011). Buenas Prácticas Agrícolas: factores que condicionan su implementación. El caso de la producción de papa en Argentina, Saarbrücken: Editorial Académica Española.

Rodríguez, E. M.; Lupín, B.; Lacaze, M. V.; and González, J. (2011). La producción sustentable de fibras textiles, Mar del Plata: Pincu.

AWARDS AND DISTINCTIONS

Robert W. Harbeson Memorial Dissertation Fellowship, University of Illinois at Urbana-Champaign. 2018.

ICAE travel grant. 2012, 2015, 2018.

LACEA-LAMES Annual Meeting student grant. 2016, 2018.

Paul W. Boltz Fellowship, University of Illinois at Urbana-Champaign. 2016.

Member of the UIUC team at the World Championship of Econometrics (Econometric Game), Amsterdam. 2015 (2nd place) and 2016.

Summer Fellowship, University of Illinois at Urbana-Champaign. 2014 and 2015.

Graduate Fellowship, University of Illinois at Urbana-Champaign. 2013-2014.

First prize Young Economists Contest of Red Sudamericana de Economía Aplicada [South American Network of Applied Economics]. 2011.

Partial tuition waiver. Master in Economics. Universidad de San Andrés. 2010.

Economic award to academic performance. Universidad Nacional de Mar del Plata. 2008.

RESEARCH EXPERIENCE

University of Illinois at Urbana-Champaign

Research assistant to Guillermo Marshall, 2015-.

Research assistant to Tim Schmidt-Eisenlohr, 2015.

Research assistant to David Molitor, 2014.

Universidad Nacional de Mar del Plata

Research fellowships awarded by Science and Technological Innovation Office, 2008-2014.

Research assistant to Elsa M. Rodríguez, 2009-2012.

TEACHING EXPERIENCE

Instructor

Fisheries Economics, Universidad Tecnológica Nacional, Mar del Plata, Argentina, 2013.

Teaching assistant

University of Illinois at Urbana-Champaign

Economic Principles, 2017-.

Universidad Nacional de Mar del Plata

Agricultural Economics, 2009-2013.

Microeconomics I, 2008-2013.

International Economics, 2009-2010.

Macroeconomics I, 2006-2009.

Technical proofreader: Explorando los contenidos elementales de Microeconomía. Editors: Ana Julia Atucha and Patricia Gualdoni.

PRESENTATIONS AT ACADEMIC SEMINARS AND CONFERENCES

2018: American Economic Association Annual Meeting (scheduled); Southern Economic Association Annual Meeting (scheduled); LACEA-LAMES Annual Meeting (scheduled); Illinois ACE's pERE Weekly Seminar (scheduled); Latin American Workshop in Econometrics of the Econometric Society; International Conference of Agricultural Economists (ICAE); Midwest Economics Association Annual Meeting.

2017: LACEA-LAMES Annual Meeting.

2016: Annual Meeting of the Midwest Econometrics Group, LACEA-LAMES Annual Meeting.

2015: ICAE.

2012: ICAE; Argentinean Association of Political Economy (AAEP) Annual Meeting.

2011: Graduate Economics Students National Congress, Argentina; AAEP Annual Meeting; Regional Congress of Agricultural Economics, Chile.

2010: Argentinean Association of Agricultural Economics Annual Meeting.

2009: Argentinean Association of Agricultural Economics Annual Meeting.

DEPARTAMENTAL AND PROFESSIONAL SERVICES

Referee services: Económica.

Organizer of the Summer Grad Student Seminar (Summinar) for Economics, ACE, and Finance Ph.D. students at the University of Illinois at Urbana-Champaign. 2017-2018.

AFFILIATIONS

American Economic Association, The Econometric Society, Agricultural and Applied Economics Association, International Association of Agricultural Economists.

PERSONAL INFORMATION

Citizenship: Argentina.

Languages: Spanish (native), English (fluent).

REFERENCES

Guillermo Marshall

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ABSTRACTS

Pricing strategy heterogeneity in retail gasoline markets (Job Market Paper), with C. Hurtado.

Retail gasoline markets feature high cross-sectional price dispersion and asymmetric cycles in price dynamics, two puzzling phenomena that have gone unrelated largely because the literature defines price cycles at the market level. The aim of this paper is to identify different pricing strategies --indicated by cycling behavior-- at the gas station level, measure their consequences for price-level variability, and explore their determinants. We use daily, station-level gas prices in the U.S., and propose a new cycling indicator that overcomes issues with the existing one. Our results uncover a high degree of heterogeneity in pricing strategies within retail gasoline markets, even among gas stations in close proximity, and regardless of the brand. We exploit this intra-market variation in cycling behavior as an identification strategy, before unavailable, for the estimation of a cycle-induced price gap of -3.43 cents, which makes the pricing strategy one of the most significant determinants of price dispersion. With respect to the reasons that motivate cycling behavior, we rule out conventional forms of collusion and show that some testable predictions of the theory of Edgeworth cycles do not to hold. We contribute to the explanation of cycling heterogeneity by showing that a station's choice of a pricing strategy is related to the type of consumer targeted: non-cycling stations aim to attract inelastic consumers, while cycling stations target price-sensitive, search-intensive consumers.

Other working papers and work in progress

Firm performance and organizational disruption: evidence from U.S. airline mergers, with J. Lemus and G. Marshall.

Merger-induced efficiencies may enhance firm performance, but the challenges associated with organizational consolidation may offset these gains. We use administrative data from the U.S. airline industry to measure the quality added from a merger over time. We leverage unique industry features to separate organizational from non-organizational effects of a merger on quality provision. Organizational effects are found to cause a long-lasting and significant reduction in the quality supplied by a merged firm. Also, we find that merged firms may perform poorly relative to the merging firms' pre-merger performance.

New goods with new attributes: combining revealed and stated preferences to assess the effect of a novel quality label in the food industry, with V. Lacaze.

This paper proposes a method to evaluate the effect on market outcomes of the introduction of a product that possess a hypothetical attribute. We augment the structural demand model estimated with scanner data in Gonzalez & Lacaze (2012) by calibrating the parameter of the preferences for the new attribute with self-collected primary data on willingness-to-pay for sustainably produced potatoes. Our results indicate that the welfare effects depend on the heterogeneous preferences of consumers. Additionally, we use our model to address policy relevant issues such as how much more could producers be paid for these potatoes by means of the additional consumer surplus the processing firms could extract.

A nonparametric density-based likelihood ratio test for normality.

The aim of this paper is to propose a test for normality based on the likelihood ratio approach, using a nonparametric estimation of the sample density. I evaluate the test statistic under different techniques to estimate the density, in particular several specifications of kernel estimation, logspline estimation, and smoothing spline. I use Monte Carlo simulations to analyze the behavior of the statistics under the null, and to compare the power of the proposed test with the existing procedures for testing normality, for different sample sizes and alternative distributions. The results indicate that the goodness-of-fit likelihood ratio test using the smoothing spline estimator is the preferred one among the different density estimators. The proposed test specified in that way outperforms well known normality tests in terms of power under several alternative distributions.

Published work

The Micro-D classification: a new approach to identifying differentiated exports, with F. Bernini, J. C. Hallak, and A. Vicondoa (*Economía*, 2018, 18(2), 59-85).

It is common to assess the evolution of a country's export structure as a manifestation of the extent of progress or stagnation in its development process. Performing this exercise requires determining which features of exported products denote higher stages in that process. We argue that exports of differentiated products, especially when sold to developed countries, signal the acquisition of valuable knowledge that reflects development progress. We propose a new classification, denoted Micro-D, that works at the finest aggregation level in customs nomenclatures to provide a more precise identification of differentiated products. Specifically, the classification uses package size as a proxy for product differentiation to identify differentiated food and beverage exports. Thus, it is especially –though not exclusively– suited to capturing export upgrading in land-abundant developing countries. We apply the Micro-D classification to Argentina in 1998-2011 to deliver a new picture of the country's sources of export upgrading in this period.

Preferences, market structure, and welfare evaluation in the Argentinean frozen fried potato industry: a case in Buenos Aires Province, with V. Lacaze (*Agribusiness*, 2012, 28(3), 341-360).

This study estimates an structural random coefficients discrete choice model of the demand for frozen fried potatoes in an important city of Argentina, Mar del Plata, and exploits it to assess the effect of changes in market structure on consumer welfare. We found that high-income individuals are more concerned about health and nutrition, and that younger and lower-income consumers are more price-sensitive. The results suggest that consumer surplus would decrease with a merger between the two smaller firms in the market, and would increase if the market turned into a single-product-firm industry. The influence of these counterfactual changes would be greater for wealthier and older individuals. This article contributes to the analysis of a food market that is rapidly growing in developing countries and is starting to play a more relevant role in consumers' diet.