

CHRISTIAN ROJAS

Department of Resource Economics
University of Massachusetts-Amherst
219 Stockbridge Hall
Amherst, MA 01003
Ph: 413-545-2496
rojas@isenberg.umass.edu,
webpage: <http://www.christianrojas.net>

Education

Ph.D. Economics, Virginia Tech, 2005

M.A. Economics, Virginia Tech, 2003

B.A. Economics, Pontificia Universidad Católica del Ecuador, 2000.

Research and Teaching Interests

Industrial Organization, Applied Microeconomics and Econometrics, Experimental Economics

Employment and Experience

Assistant Professor, Department of Resource Economics, University of Massachusetts-Amherst, September 2006-

Research Team Member at the Food Marketing Policy Center, University of Connecticut and University of Massachusetts, 2003-, <http://www.fmpc.uconn.edu/>

Visiting Assistant Professor of Economics, School of Social Sciences, University of Texas at Dallas, September 2005-May 2006

Manager, Laboratory for the Study of Human Thought and Action, Virginia Tech, August 2004-May 2005, <http://lshta.vt.edu>

Research/Teaching Assistant and Instructor Virginia Tech, 2001-2005

Research Grants

Healy Endowment Grant - University of Massachusetts: "Testing Economic Theories of Collusion with Economic Experiments," 2009-2010 [\$7,000].

National Science Foundation Grant SES-0820312: "Competitive and Welfare Effects of Vertical Integration and Vertical Restraints: Empirical Evidence," 2008-2010 [\$114,000]

USDA-NRI - 2008-35400-18700: "Incorporating Buyer Market Power and Product Differentiation in the Food Supply Chain," Nathalie Lavoie (PI), Christian Rojas, Dan Lass, Julie Caswell, 2008-2010. [\$168,789]

Food Marketing Policy Center, University of Massachusetts: Annual subcontract grant as part of Special Grant from the Cooperative State Research, Education, and Extension Service, United States Department of Agriculture to the University of Connecticut. 2007- 2011. Julie Caswell (PI 2007-2010) Nathalie Lavoie, Christian Rojas (PI 2010-2011), Dan Lass, [\$60k to \$85k per year].

National Science Foundation: Grant SES-0526229: “The Role of Information and Monitoring on Cartel Stability: An Experimental Assessment,” 2005-2007. [\$5,500]

Papers (published or circulating at journals)

Industrial Organization

1. C. Rojas. 2011. The Role of Information and Monitoring on Collusion. Forthcoming. *RAND Journal of Economics*.
2. Tax Incidence when Quality Matters: Evidence from the Beer Market. 2011. (with T. Shi). Forthcoming. *Journal of Agricultural and Food Industrial Organization*.
3. C. Rojas. 2008. “Price Competition in U.S. Brewing.” *Journal of Industrial Economics*, 56, 1-31 [lead article]
4. C. Rojas and E. Peterson. 2008. “Demand for Differentiated Products: Price and Advertising Evidence from the U.S. beer Market.” *International Journal of Industrial Organization*, 26, 288-307.
5. D. Huang, C. Rojas and F. Bass. 2008. “What Happens when Demand is Estimated with a Misspecified Model?” *Journal of Industrial Economics*, 56, 809-39.
6. C. Rojas, A. Andino and W. Purcell. 2008 “Retailers’ Response to Wholesale Price Changes: New Evidence from Scanner-Based Quantity-Weighted Beef Prices.” *Agribusiness: An International Journal*, 24, 1-15 [lead article]

Experimental and Education

7. C. Eckel, P. Grossman, K. Johnson, A. de Oliveira, C. Rojas and R. Wilson. 2011. “Social Norms of Sharing in High School: Teen Student Giving in the Dictator Game”, Forthcoming. *Journal of Economic Behavior and Organization*.
8. C. Rojas, 2010. “Market Power and the Lerner Index: A Classroom Experiment.” *Journal of Industrial Organization Education*. 5(1), 1-19.
9. C. Dave, C. Eckel, C. Johnson and C. Rojas, 2010. “Eliciting Risk Preferences: When is Simple Better?” *Journal of Risk and Uncertainty*, 41, 219-43.
10. A. Basuchoudhary, C. Metcalf, K. Pommerenke, D. Reiley, C. Rojas, M. Rostek and J. Stodder. 2008. “Price Discrimination and Resale: A Classroom Experiment.” *Journal of Economic Education*, 40, 229-244.
11. C. Eckel, K. Johnson, C. Montmarquette and C. Rojas. 2007. “Debt Aversion and the Demand for Loans for Post-Secondary Education.” *Public Finance Review*, 35, 233-62.
12. S. Ball, C. Eckel and C. Rojas. 2006. “Technology Improves Learning in Large Principles of Economics Classes: Using our WITS.” *American Economic Review (Papers and Proceedings)*, 96, 2.

Working Papers

1. S. Wang, C. Rojas and N. Lavoie. “Buyer Market Power and Vertically Differentiated Retailers. 2011.” R&R, *Journal of Agricultural and Food Industrial Organization*.
2. C. Rojas. 2011. “The Effect of Mandated Exclusive Territories in the US Brewing Industry.” R&R, *B.E. Journal of Economic Analysis & Policy*.

3. C. Rojas. 2011. "Testing Price and Advertising Models in the U.S. Beer Industry", invited to the Beeronomics special issue in the *German Journal of Agricultural Economics*.
4. C. Rojas and D. Huang. 2011. "The Outside Good Bias in Logit Models of Demand with Aggregate Data." 2010. (with D. Huang). Under review.
5. C. Rojas and R. Tiwary. 2011. "An Analysis of the Determinants of Tax Pass-Through Rates: Evidence from the U.S. Beer Market."
6. L. Baraldi and C. Rojas. 2011. "Cost pass-through with Network Externalities." Under review.
7. C. Eckel, P. Grossman, K. Johnson, A. de Oliveira, C. Rojas and R. Wilson. 2011 "On the Development of Risk Preferences: Experimental Evidence"
8. C. Eckel, P. Grossman, K. Johnson, A. de Oliveira, C. Rojas and R. Wilson. 2011. "(Im)patience among Adolescents: A Methodological Note."

Work in Progress

1. Welfare effects of Vertical Integration: An Empirical Analysis of the Soft Drinks Industry.
2. The Intended and Unintended Consequences of Price Ceiling Regulation: the Case of Credit Interest Rate Regulation in Ecuador
3. Market Definition and Dominance: The Case of Mobile Telephony in Ecuador.
4. Local Buyer Market Power and Horizontally Differentiated Manufacturers (with S. Wang, C. Bauner and N. Lavoie).

Seminars and Conferences

Conference-Seminar Presentations:

- "An Analysis of the Determinants of Tax Pass-Through Rates: Evidence from the U.S. Beer Market." SEA, November, 2011.
- "Brewing Experiments", Keynote Speaker, II Beeronomics Conference, Freising, Germany, September, 2011.
- "Regulatory Intervention in the Mobile Market," National Telecommunications Regulator, Quito-Ecuador, August, 2011.
- "Welfare effects of Vertical Integration: An Empirical Analysis of the Soft Drinks Industry." IIOC, April, 2011; SEA, November, 2011.
- "The Unintended Consequences of Price Ceiling Regulation: the Case of Credit Interest Rate Regulation in Ecuador," Ministry of Economic Policy, Quito-Ecuador, October, 2010.
- "Tax Incidence when Quality Matters: Evidence from the Beer Market", Universidad de las Américas (sponsored by Interamerican Development Bank), Quito, Ecuador, July 2010.
- "Using Technology in the Classroom to Enhance Learning", International Keynote Speaker, National Meeting of Economics Professors, Colombia (2009).
- "Buyer Market Power and Product Differentiation in the Food Industry", AAEA, (2009)

- “Estimation of Demand for Differentiated Products and Applications,” University of Connecticut (2009).
- “Estimating Market Potential in Logit Models of Demand Using Aggregate Data”, IIOC, (2009)
- “The Competitive Effects of Exclusive Contracts: Evidence from the U.S. Beer Industry”: Andean Development Corporation – CAF - Venezuela (2009), University of Massachusetts – Amherst (2007)
- “Price Competition in U.S. Brewing”: Northwestern-Kellogg (2008); Northeastern University (2007); University of Connecticut (2007); University of Massachusetts – Amherst (2006); Towson University (2006); University of Texas-Pan American (2006); St. Cloud State University (2006); Penn State-Erie (2006); University of Texas – Dallas (2005); Southern Economic Association Meetings (2005). IIOC, (2005). Virginia Tech, (2005).
- “The Role of Information and Monitoring on Collusion”: 1st FTC Microeconomics Conference (2008), IIOC (2008) University of Massachusetts (2007); ESA (2006); Virginia Tech (2005).
- “Price Discrimination and Resale: A Classroom Experiment”: ESA (2004).
- Research/Teaching Workshops and Conferences (invited/competitive):*
- NBER IO Summer Institute (2008, 2009, 2010, 2011).
- 1st Meeting of Nobel Laureates in Economics, Lindau, Germany, (2004).
- Mannheim Empirical Research Summer School (MERSS), Mannheim, Germany, (2004).
- NSF Workshop on Classroom Experiments, Williamsburg, Virginia, May (2004).

Courses Taught

- Università degli Studi di Napoli Federico II*, Dipartimento di Economia e Politica Agraria, Portici, Italy (Summer 2009, 2010 & 2011): Industrial Organization (graduate)
- Universidad San Francisco de Quito*, Instituto de Economía, Industrial Organization (summer 2010), short course.
- University of Massachusetts-Amherst* (2006-2011): Industrial Organization, Industrial Organization I & II (graduate), Public Policy in Private Markets (antitrust course).
- University of Texas at Dallas* (2005-2006): Empirical IO (Ph.D.), Managerial Economics
- Virginia Tech (Instructor)* (2002-2004): Microeconomic Theory, Principles of Microeconomics

Awards and Fellowships

- Lilly Fellow, University of Massachusetts, 2011-2012; www.umass.edu/cft/fellowships
- NSF grant to attend 1st Meeting of Nobel Laureates, 2004, www.lindau-nobel.de
- Graduate Student Instructor of the Year, Department of Economics, Virginia Tech, May 2004.
- Fellowship, Swedish International Development Agency (SIDA), Stockholm, Sweden, June 1999.

Fellowship, University of Idaho - PUCE exchange program, 1997-1998.

Advising

PhD: Michael Cohen (2010, UConn), Lisa Li (2007, Resource Economics), Min Yu (Finance & Operations Management, current), Jun Kang (Marketing, current), Gonzalo Hernandez (Economics, current), Francesca Colantouni (Resource Economics, current), Chris Burns (Resource Economics, current)

Master's: Jonathan Farland, Brendan Connelly, Ruchita Tiwary, Bilal Janjua.

Referee Services

Agribusiness (3), *American Economic Review*, *American Journal of Agricultural Economics* (2), *Economics of Education Review* (2), *Economic Inquiry*, *Economics Letters*, *European Review of Agricultural Economics* (2), *Healy Endowment Grant (University of Massachusetts)*, *International Journal of Industrial Organization*, *International Journal of Food Dynamics*, *Journal of Agricultural and Food Industrial Organization* (2), *Journal of Agricultural Economics*, *Journal of Agricultural and Resource Economics*, *Journal of Economic Behavior and Organization* (2), *Journal of Economic Education*, *Journal of Industrial Economics* (5), *Journal of Regulatory Economics*, *Journal of Risk & Uncertainty*, *Managerial and Decision Economics*, *National Science Foundation* (4), *National Tax Journal* (2), *Review of Economic Studies*.

Industry and Other Experience

Outside Accreditation Reviewer (PhD program at the Universidad de Chile), Comisión Nacional de Acreditación, Chile, May, 2009.

Economic Analyst, Interconnection and Regulation, Andinatel S.A., Ecuador, 1998-2001.

Languages

English (fluent), Spanish (native), Italian (conversational)