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Education

- B.A. Economics, Universidade Católica Portuguesa, Lisboa, Portugal, 1994.
Ph.D. Economics, University of California, Berkeley, CA, 2002.

Appointments

- Assistant Professor, Department Ag Resource Economics, UC Berkeley, 2002.
Associate Professor, Department Ag Resource Economics, UC Berkeley, 2008.

Publications

15. Hellerstein, R. and S. B. Villas-Boas, 2009. "Outsourcing and Pass-Through," *Journal of International Economics*, forthcoming.
14. Schlenker, W. and S. B. Villas-Boas, 2009. "Consumer and Market Responses to Mad-Cow Disease," *American Journal of Agricultural Economics*, 91 (4): 1140-1152.
13. Draganska, M, D. Klapper, and S. B. Villas-Boas, 2009. "A Larger Slice or a Larger Pie? Investigating Margins in the Distribution Channel," *Marketing Science*, forthcoming.
12. McCluskey, J. and S. B. Villas-Boas. "Nutritional Labeling and Consumer Choices: A Review," *Annual Review of Resource Economics*, Volume 3, forthcoming.

11. Berck, P., E. Leibtag, A. Solis, and S. B. Villas-Boas, "Patterns of Pass-through of Commodity Price Shocks to Retail Prices," *American Journal of Agricultural Economics*, 2009 Proceedings issue of the AJAE, forthcoming.
10. Villas-Boas, S. B., 2009. "An Empirical Investigation of the Welfare Effects of Banning Wholesale Price Discrimination," *RAND Journal of Economics*, 40 (1): 20-45.
9. Berck, P., J. Brown, J. Perloff, and S. B. Villas-Boas, 2008. "Sales: Tests of Theories on Causality and Timing, *International Journal of Industrial Organization*, 26 (6): 1257-1273.
8. Villas-Boas, S. B. and J. M. Villas-Boas, 2008. "Learning, Forgetting, and Sales," *Management Science*, 54 (11): 1951-1960.
7. Brown, J., J. Hastings, E. Mansur and S. B. Villas-Boas, 2008. "Reformulating Competition: Gasoline Content Regulation and Wholesale Gasoline Prices," *Journal of Environmental Economics and Management*, 55 (1): 1-19.
6. Villas-Boas, S. B., 2007. "Vertical Relationships between Manufacturers and Retailers: Inference With Limited Data," *The Review of Economics Studies*, 74 (2): 625-652.
5. Villas-Boas, S. B., 2007."Using Retail Scanner Data for Upstream Merger Analysis: Counterfactual Experiments in the Retail Coffee Market ",*Journal of Competition Law and Economics*, 3 (4) : 689-715.
4. Kiesel, K. and S. B. Villas-Boas, 2007. "Got Organic Milk? Consumer Valuations of Milk Labels after the Implementation of the USDA Organic Seal", *Journal of Agricultural & Food Industrial Organization*, 5 (1), Art 4.

3. Villas-Boas, S. B. and R. Hellerstein, 2006. "Identification of Supply Models of Manufacturer and Retailer Oligopoly Pricing," *Economics Letters*, 90(1):132-140.
2. Huang, R., J. M. Perloff, and S. B. Villas-Boas, 2006. "Effect of Sales on Brand Loyalty," *Journal of Agricultural and Food Industrial Organization*: 4 (1), Art. 1.
1. Villas-Boas, S. B., 2006. "An Introduction to Auctions," *Journal of Industrial Organization Education*, 1 (1), Art. 5.

Working Papers under Submission

- Bonnet, C., P. Dubois, and S. B. Villas-Boas, 2009. "Empirical Evidence on the Role of Non Linear Wholesale Pricing and Vertical Restraints on Cost Pass-Through."
- Chambolle, C. and S. B. Villas-Boas, 2007. "Buyer Power Through Producer Differentiation," CUDARE Working Paper # 1042, submitted.
- Hilger, J., G. Rafert and S. B. Villas-Boas, 2008. "Expert Opinion and the Demand for Experience Goods: An Experimental Approach," CUDARE W. Paper, # 1049, revision and resubmission requested *Review of Economics and Statistics*.
- Gicheva, D., J. Hastings, and S. B. Villas-Boas, 2008. "Revisiting the Income Effect: Gasoline Prices and Grocery Purchases", NBER Working Paper 13614, CUDARE W. Paper, # 1044, under submission.
- deJanvry, A., E. Sadoulet, and S. B. Villas-Boas, 2008. "Short on Shots: Can Calls on Self Restraint be Effective in Managing the Scarcity of a Vital Good," CUDARE W. Paper, # 1013, revision and resubmission requested *Journal of Economic Behavior & Organization*.

Kiesel, K. and S. B. Villas-Boas, 2008. "Another Nutritional Label: Experimenting with Grocery Store Labels and Consumer Choice," CUDARE working paper #1060, 2008.

Hallstein, E. and S. B. Villas-Boas, 2009. "Are Consumers Color Blind? An Empirical Investigation of a Traffic Light Advisory for Sustainable Seafood." *Revise and resubmit Journal of Environmental Economics and Management*.

Other publications

Hilger, J. G. Rafert, and S. B. Villas-Boas, 2008. "Expert Opinion and the Demand for Wine," Giannini Foundation of Agricultural Economics , ARE Update, 11 (6).

Kiesel, K. and S. B. Villas-Boas, 2007. "Assessing Consumer Valuations for Milk Labeling: Implementation of the USDA Organic Seal," ERS USDA Report.

Kiesel, K. and S. Villas-Boas, 2007. "USDA-Organic—What is it Worth to the Consumer?" Giannini Foundation of Agricultural Economics, ARE Update, 11 (2).

Huang, R. J. Perloff, S. B. Villas-Boas, 2005. "Effects of Sales on Brand Loyalty," Giannini Foundation of Agricultural Economics, ARE Update, 8 (4).

Villas-Boas, S. B. 2004. "Vertical Contracts Between Manufacturers and Retailers: Inference With Limited Data - The Case of Yogurt," Giannini Foundation of Agricultural Economics, ARE Update, 8 (2).

Working Papers in progress

Beckert, W., D. McFadden, and S. B. Villas-Boas. "Econometric Analysis of Market Share Data."

Judge, G. and Sofia B. Villas-Boas, “An Information Theoretic Approach To Understanding and Predicting Dynamic Economic Processes,” in progress.

Abrantes-Metz, R., G. Judge, and S. B. Villas-Boas. “Tracking the Libor Rate.”

Abrantes-Metz, R., G. Judge, and S. B. Villas-Boas. “On Detecting Agent's Non Competitive Influence on Market Data.”

Hastings, J. and S. B. Villas-Boas, “Environmental Regulation and Arbitrage in Wholesale Gasoline.”

Finan, F., M. Price, and S. B. Villas-Boas. “The Sideways Effects of Wine: An Empirical Analysis.”

Kiesel, K., J. McCluskey, H. Chouinard, and S. B. Villas-Boas, “Grocery Store Shelf Labels, Nutrition Information, and Consumer Choice.”

Hallstein, E. and S. B. Villas-Boas. “Consumer Demand for Environmentally Sustainable Seafood: An Empirical Investigation of the FishWise Environmental Labeling Program in Retail Grocery.”

Professional Activities

Editorial Board:

Associate Editor, American Journal of Agricultural Economics, 2010-2013.

Associate Editor, Journal of Agricultural & Food Industrial Organization.

Associate Editor, Journal of Industrial Organization Education.

Articles Refereed for:

American Economic Review, Econometrica, The Review of Economic Studies, Journal of the European Economic Association, RAND Journal of Economics, Marketing Science, Journal of Marketing Research, National Science Foundation, Journal of Economics and Management Strategy, Journal of Industrial Economics, American Journal of Agricultural Economics, California Agriculture, Journal of Agricultural & Food Industrial Organization, Agricultural Economics, Southern Economic Journal, European Review of Agricultural Economics, Review of Agricultural Economics, United States Department of Agriculture Economic Research Service , Quantitative Marketing and Economics, Giannini Foundation of Agricultural Economics.

Affiliation:

INFORMS.

Executive Council Western Agricultural Economics Association (WAEA).

American Agricultural Economics Association (AAEA).

American Economic Association (AEA).

Association of Environmental and Resource Economists (AERE)

European Association for Research in Industrial Economics (EARIE).

Invited Presentations

Invited Seminars at Academic Institutions:

2009- Hong Kong University of Science and Technology.
University of Wisconsin.

2008- University of Illinois, Urbana-Champaign
Iowa State University, Economics
University of California, Davis, Ag Econ.
University of California, Davis Economics

2007 - New York Fed.
University of California, Berkeley.

2006 - INRA/IDE, Toulouse, France
University of California, Berkeley,
University of California, San Diego,
University of Michigan.

2005 – University of California, Berkeley,
University of California, Santa Cruz,
Stanford University
University of Nebraska, Lincoln.

2003 – University of North Carolina,
Kansas State University,
Federal Trade Commission,
University of California, Davis.

2002 – University of California, Los Angeles,
Princeton University,
New York University,
Columbia University,
Boston University,
University of California at Berkeley,
Northwestern University.

2001 – University of Chicago
Stanford University,
Universidade Católica Portuguesa,
Universidade Nova de Lisboa.

Conferences:

2009 – Second Annual Federal Trade Commission & Northwestern University
Microeconomic Conference, Washington, November.

2009 – NBER Industrial Organization Program Meeting, Discussant, February.

2008 – Marketing Science, Vancouver, June..

2007 – Marketing in Israel Conference, Israel, December.

2007 - Monetary Policy and the Monetary Transmission Mechanism in Open Economies,
Hong Kong, June.

2007 - Competitive Forces Affecting the Wine and Winegrape Industries: An
International Conference on World Wine Markets, Davis, California, August.

2006 – Federal Reserve Bank of Chicago, *Firms' Price Choices: Exchanging Insights
between Industrial Organization, Marketing Science and Macroeconomics*,
December.

Sofia Villas-Boas -Curriculum vitae

2006 – Center for the Study of Energy Markets’ Inaugural Gasoline and Oil Markets Research Conference, U.C. Berkeley energy Institute, December.

2006 – 20th Summer Conference on Industrial Organization, The University of British Columbia, Sauder School of Business, Kelwna, BC, Canada, July.

2006 – American Agricultural Economic Association (AAEA) Annual Meeting, “*Contracts: Empirics*”, Long Beach, July.

2005 – Giannini Foundation Research Symposium and Annual Meeting, “*Information, Institutions and Industrial Organization*”, U.C. Davis, April.

2004 – 31st European Association Research Industrial Economics Conference (EARIE), Berlin –Germany, September.

2004 – 6th Conference of Institut National Recerche Agronomique -Institut D’Economie Industrielle (INRA-IDEI), Toulouse – France, June.

2002 - NBER Summer Institute Productivity and Industrial Organization Workshop, July.

2002 - Strategy Research Conference at Harvard Business School, October.

Other Invited Talks/ Conferences:

2009 – Assistant Professor Lunch on Tenure Process, February.

2009 – Association of Environmental Professionals 2009 Conference, March.

2008 – CNR Outreach, U. C. Berkeley, June.

2007 - CNR Research Showcase, “*U Eat I Talk*”, U. C. Berkeley, February.

2006 - Cal Day, “*Short on shots*”, U. Berkeley, April.

2005 – Panel and Discussion, “*Balancing Family and an Academic Career*”, U. C. Berkeley, November.

Honors and Fellowships

CNR Junior Faculty and CE Specialist Award, 2008.

U.C. Berkeley Regents Junior Faculty Fellowship, 2007.

Sarlo Distinguished Grad. Stud. Mentoring Award (w/ Max Auffhammer), 2007.

Young Economist Award, European Association Research Ind. Econ., 2004.
Competition Policy Center Thesis Prize (joint w/ Justine Hastings), 2002.
Fellowship from Calouste Gulbenkian Foundation, Portugal, 2001.
Fellowship from Luso-American Foundation for Development, Portugal, 2000.
Fellowship from Fundação para a Ciencia e Tecnologia, 1996-99.
Fellowship from Luso-American Foundation for Development, 1996-99.
Award Banco de Portugal, best GPA in the B.A. in Economics at Universidade Católica Portuguesa, 1994.
Excellence Award Banco Português de Investimento and from the Alumni Association of Universidade Católica Portuguesa, 1994.

Grants

National Research Initiative Grant USDA-NRICGP, 2008-2010
(co-PI Jill McCluskey, Hailey Chouinard)
Giannini Foundation Mini-Grants, 2003-2004, 2004-2005, 2005-2006,
2006-2007, 2007-2008, 2008-2009, 2009-2010.
AES Grant, 2002-2008, 2008-2010.
COR Junior Faculty Research Grant, Berkeley, 02-03, 03-04, 04-05, 05-06.
COR Grant, Berkeley, 06-07, 07-08, 08-09, 09-10.
USDA Coop, 2003, 2008.
France Berkeley Fund, 2009.

Advising

Doctoral Dissertations Adviser:

Leslie Martin, ARE, in progress.

Rocio Tituink, ARE, 2009. Assistant Prof., University of Michigan.

Kristin Kiesel, ARE, 2008. Assistant Prof., Sacramento State University.

Doctoral Thesis Committee:

Shanthi Nataraj, ARE, in progress.
Phu Viet Le, ARE, in progress.
Carlos Noton, Economics, in progress.
Guillermo Noguera, Economics, in progress.
Eric Hallstein, Energy and Resources, in progress.
Nicholas Li, Economics, in progress.
Joshua Palmer, Economics, in progress.
Hugo Salgado Cabrera, ARE, 2008.
Lingyn Nie, ARE, 2008.
Nathan Miller, Economics, 2008.
Andres Aradillas-Lopez, Economics, 2005.
Gerardo Zuniga Villasenor, Economics, 2005.
Rebecca Hellerstein, Economics, 2003.

Orals Thesis Committee for thirty six Graduate Students, 2002- present

Agricultural and Resource Economics
Economics
Energy and Resources

Undergraduate Senior Thesis Advisor:

Christen Love, EEP 2010.
Yi Yang, EEP, 2010.
Taj Walton, EEP 2010.
Ashley Trott, EEP, 2011.
Sarah Wong, EEP, 2010.
Rishi Deka, Economics, 2009.
Shahana Swaminathan, EEP, 2009.
Blake Shurtz, EEP, 2009.
Joe Perla, EEP, 2009.
Ashley Spalding, EEP, 2009.
Desirae Early, 2008.

Barruch Ben-Zekry, EEP, 2008.

John Silva, EEP, 2009.

Elizabeth Creed, EEP, 2008

Sharon Chan, EEP, 2008.

Jamie Wilson, Environmental Economics and Policy (EEP), 2005.

Robert Wagner, Economics, 2005.

Second Year Project Adviser

Tiffany Shih, Agricultural and Resource Economics, 2010.

Lydia Ashton, Agricultural and Resource Economics, 2010.

Alex Solis, Agricultural and Resource Economics, 2009.

Jessica Rider, Agricultural and Resource Economics, 2009.

Leslie Martin, Agricultural and Resource Economics, 2008.

Rocio Titiunik, Agricultural and Resource Economics, 2006.

Kristin Kiesel, Agricultural and Resource Economics, 2005.

Jennifer Brown, Agricultural and Resource Economics, 2005.

Mentoring Undergraduate Apprentices

2009	Rica Garcia, Jennifer Kao, Tulsi Patel, David Garber, Keiko Ohashi, Furai Xi, Sam Holmberg
2008 -	Prashant Shukla, Christen Love, Maggie Crawford, Courtney Groden, Victoria Eng, Kevin Kailath, Fukumi Watanabe
2007-	Barruch Ben-Zekry, Hillary Carson, Rishiraj Deka, Vivian Lee-Su, Prashant Shukla, Chris Lau SPUR: Hahnia Kwan, Natalie Kwan, Jonathan Lee, Fanny Yan.
2006-	Kyle Birchard, Grant Chen, Elizabeth Creed, Patricia Javier
2005-	Amy Leung, Katan Patel
2004-	Elise Krumholz

Teaching

EEP 142 - Industrial Organ. with Applications to Agriculture and Natural Resources

ARE 202 - Issues and Concepts in Agricultural Economics

ARE 298 - Thesis Workshop, 2002-2005, 2009 – present.

University and Public Service

Second Year Project ARE Committee, 2008-2009.

CNR Course and Curriculum Committee Chair, 2008-2009.

Committee for 2009 CNR Commencement Speaker, 2009.

AAEA selection committee, 2008, 2009.

Undeclared major Faculty Adviser, 2006- 2008.

Co-chair of Placement Committee for ARE PhD students, 2002, 2003, 2004, 2005, 2006.

Subcommittee on Curriculum and Enrollment of the College of Natural Resources, 2003.

Committee on Environment and Business Program Major, 2002.

Committee for the AAEA dissertation award for the year of 2003.

Industry/ University Alliances

Main Contact and Development of Data Sharing Agreement between Large Retail Chain and the University of California, Berkeley, 2004 - ...

SIEPR-Giannini Data Center, joint with Liran Einav, 2008- ...

Background

Born June 13, 1971.

Married, four masters (boys).

Portuguese Citizen, U.S. resident.