



Sofia Villas-Boas

Sofia Berto Villas-Boas
223 University Hall
University of California, Berkeley
sberto@berkeley.edu
[Webpage](#)
[CV](#)

Professor, Department of Agricultural and Resource Economics, U. C., Berkeley.

APPOINTMENTS

Professor, Department of Agricultural & Resource Economics	2014-
Associate Professor, Department of Agricultural & Resource Economics	2008-2014
Assistant Professor, Department of Agricultural & Resource Economics	2002-2008
Graduate Student Instructor, Dep. of Economics, U Catolica Portuguesa	1993-1996

EDUCATION

PhD Economics <i>University of California, Berkeley</i> Thesis advisors: R. Gilbert, A. Nevo, D. McFadden (Berkeley)	1996-2002
Licenciatura Economics <i>Universidade Catolica Portuguesa</i>	1989-1994
Abitur <i>Deutsche Schule Lissabon</i>	1989

PEER-REVIEWED JOURNAL PAPERS [\[statistics\]](#); [\[ORCID Link\]](#)

- Villas-Boas, S. B., Bonnet, C., Hilger H., 2020. "Random Utility Model, Wine, and Experts." American Journal of Agricultural Economics, forthcoming.
- Villas-Boas, S. B., Bonnet, C., Hilger H., 2020. "Reduced Form Evidence on Belief Updating under Asymmetric Information - The Case of Wine Expert Opinions." European Review of Agricultural Economics, forthcoming.

- Villas-Boas, S., K. Kiesel, J. Berning, H. Chouinard, J. McCluskey, 2020. “Consumer and Strategic Firm Response to Nutrition Shelf Labels,” *American Journal of Agricultural Economics*, 102 (2): 458-479.
- Taylor, R. S. Kaplan, S. B. Villas-Boas, and K. Jung, 2019. “Soda Wars: Effect of a Soda Tax Election on Soda Purchases.” *Economic Inquiry*, Vol 57, (3), July: 1480-1496. Link to [CUDARE Working paper](#).
- Sofia B. Villas-Boas, E. Deakin, B. Taylor, 2019. ”Effects of Peer Comparisons on Low-Promotability Tasks: Evidence from a University Field Experiment.” *Journal of Economic Behavior and Organization*, Volume 158, February, Pages 351-366.
- Sofia B. Villas-Boas, Q. Fu, G. Judge, 2019. ”Entropy Based China Income Distributions and Inequality Measures.”, *China Economic Journal RCEJ*, 12(3):352-368.
- Bonnet, C., C. Trachtman, M. Van Dop, S. B. Villas-Boas, 2019. “Food Markets’ Structural Empirical Analysis: A Review of Methods and Topics,” *European Review of Agricultural Economics*, 47 (2): 819–847.
- Fu, Q., S. B. Villas-Boas, and G. Judge, 2019. ”Entropy based European Income Distributions and Inequality Measures .” *Physica A*, 514 (15) : 686-698.
- Toledo, C. and S. B. Villas-Boas, 2019. “Food Borne Disease Outbreaks, Consumer Purchases and Product Preferences: The Case of the 2010 Salmonella Egg Outbreak in the U.S.”, *Applied Economic Perspectives & Policy*, 41 (3):519-541.
- Hallstein, E. Hilger, J., A. Stevens, and S. B. Villas-Boas. 2019. “Measuring Willingness to Pay for Environmentally Sustainable Seafood.” *Environmental and Resource Economics*, 73: 307–332.
- Fu, Q., S. B. Villas-Boas, and G. Judge, 2018. “Does China Income FSD Follow Benford? Comparison between Chinese Income First Significant Digit Distribution with Benford Distribution,” *China Economic Journal*, 1-19.
- Heredia-Colaco, V., R. C. Vale, S. B. Villas-Boas, 2017. ”Does Fair Trade Breed Contempt? A Cross-Country Examination on the Moderating Role of Brand Familiarity and Consumer Expertise on Product Evaluation,” *Journal of Business Ethics*, 1-22.
- Allain, M-L, C. Chambolle, S. Turolla, and S. B. Villas-Boas, 2017. “The impact of Retail Mergers on Food Prices: Evidence from France”, *Journal of Industrial Economics*, Volume 65, Issue 3, September:469–509. DOI: [10.1111/joie.12153](https://doi.org/10.1111/joie.12153)
- Villas-Boas, S. B., Q. Fu, G. Judge, 2017. “Benford’s Law and the FSD Distribution of Economic Behavioral Micro Data,” *Physica A*, 486 (2017) 711–719 DOI: [10.1016/j.physa.2017.05.093](https://doi.org/10.1016/j.physa.2017.05.093).
- Taylor, R. and S. B. Villas-Boas, 2016. ”Bans vs. Fees: Disposable Carryout Bag Policies and Bag Usage”, *Applied Economic Perspectives and Policy*, volume 38, number 2, 351–372.
- Bonnet, C. and S. B. Villas-Boas, 2016. “Asymmetric Consumer Price Responses and Asymmetric Cost Pass-Through.” *European Review of Agricultural Economics*, Volume 43, Issue 5, December: 781–804.

- Taylor, R. and S. B. Villas-Boas, 2016. "Store Choice among Low Income Households" *American Journal of Agricultural Economics*, March, 98(2): 513–532; doi: [10.1093/ajae/aaw009](https://doi.org/10.1093/ajae/aaw009).
- Berck, P., J. Moe-Lange, A. Stevens, and S. B. Villas-Boas, 2016. "Measuring Consumer Responses to a Bottled Water Tax Policy." *American Journal of Agricultural Economics*, 98(4): 981-996. doi: [10.1093/ajae/aaw037](https://doi.org/10.1093/ajae/aaw037).
- Chambolle, C. and S. B. Villas-Boas, 2015. "Buyer Power Through Producer Differentiation," *International Journal of Industrial Organization*, Volume 43, November 2015, Pages 56–65.
- Villas-Boas, S. B., Jenny Fu, G. Judge. 2015. "Is Benford's Law a Universal Behavioral Theory?," *Econometrics*, 3: 698-708; doi:[10.3390/econometrics3040698](https://doi.org/10.3390/econometrics3040698).
- Berck, P. and S. B. Villas-Boas, 2015. "A Note on the Triple Difference in Economic Models," *Applied Economics Letters*, Volume 23, 2016 - Issue 4: 239-242.
- Villas-Boas, S. B., 2014. "Big Data in Firms and Economic Research," *Applied Economics and Finance*, Vol. 1 (1): 67-72.
- Hallstein, E. and S. B. Villas-Boas, 2013. "Are Consumers Color Blind? An Empirical Investigation of a Traffic Light Advisory for Sustainable Seafood." *Journal of Environmental Economics and Management*, Vol. 66: 52-71.
- Bonnet, C., P. Dubois, D. Klapper, and S. B. Villas-Boas, 2013. "Empirical Evidence on the Role of Non Linear Wholesale Pricing and Vertical Restraints on Cost Pass-Through." *Review of Economics and Statistics*, May, 95(2): 500–515, <https://doi.org/10.1162/REST-a-00267> .
- Kiesel, K. and S. B. Villas-Boas, 2013. "Another Nutritional Label: Experimenting with Grocery Store Labels and Consumer Choice," *International Journal of Industrial Organization*, 31 (2013): 153-163.
- Judge, G. and S. B. Villas-Boas, "An Information Theoretic Approach To Understanding The Micro Foundations of Macro Processes." *Theoretical Economics Letters*, Vol. 3 (1), 2013.
- Abrantes-Metz, R. S. B. Villas-Boas, and G. Judge, 2011. "Tracking the Labor Rate," *Applied Economics Letters*, 18 (10):893-899.
- Kiesel, K., McCluskey, J. and S. B. Villas-Boas. 2011. "Nutritional Labeling and Consumer Choices: A Review," *Annual Review of Resource Economics*, Vol.3: 141-158.
- DeJanvry, Alain, E. Sadoulet, and S. B. Villas-Boas, 2010. "Short on Shots: Are Calls on Cooperative Restraint Effective in Managing a Flu Vaccines Shortage?" , *Journal of Economic Behavior & Organization*, 76: 209-224.
- Hilger, J., G. Rafert and S. B. Villas-Boas, 2011. "Expert Opinion and the Demand for Experience Goods: An Experimental Approach," *Review of Economics and Statistics*, 93 (4): 1289-1296.
- 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.
- 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.

- Villas-Boas, S. B. and J. M. Villas-Boas, 2008. “Learning, Forgetting, and Sales,” *Management Science*, [54 \(11\): 1951-1960](#).
- Draganska, M, D. Klapper, and S. B. Villas-Boas, 2010. “A Larger Slice or a Larger Pie? Investigating Margins in the Distribution Channel,” *Marketing Science*, [29 \(1\): 57-74](#). The INFORMS Society for Marketing Science, FINALIST of the 2020 Long Term Impact Award.
- Hellerstein, R. and S. B. Villas-Boas, 2010. “Outsourcing and Pass-Through,” *Journal of International Economics*, [81: 170-183](#).
- 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](#).
- 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](#).
- 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](#).
- 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](#).
- Villas-Boas, S. B., 2007. “Vertical Relationships between Manufacturers and Retailers: Inference With Limited Data,” *The Review of Economics Studies*, [74 \(2\): 625-652](#).
- Villas-Boas, S. B., 2006. “An Introduction to Auctions,” *Journal of Industrial Organization Education*, [1 \(1\), Art. 5](#).
- 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](#).
- Villas-Boas, S. B. and R. Hellerstein, 2006. “Identification of Supply Models of Manufacturer and Retailer Oligopoly Pricing,” [Economics Letters](#), [90\(1\):132-140](#).

Book Chapters – Peer Reviewed:

- Krovetz, H., R. Taylor, and S. B. Villas-Boas, 2019. “Willingness to Pay for Low Water Footprint Foods during Drought,” in [Agricultural Productivity and Producer Behavior](#), Wolfram Schlenker editor (NBER), The University of Chicago Press: Chapter 8.
- Tractman, C. , M. V. Dop, and S. B. Villas-Boas, 2019. “ Understanding the Influence of Brand Information in Online Purchase Decisions for Health Products.” In: Martínez-López F., Gázquez-Abad J., Roggeveen A. (eds) [Advances in National Brand and Private Label Marketing. NB&PL 2019. Springer Proceedings in Business and Economics. Springer, Cambridge](#).
- Villas-Boas, S. B., Bonnet, C., J. Hilger. 2020. “Random Utility Models, Wine, and Experts.” *American Journal of Agricultural Economics*, forthcoming.

Working Papers under Submission:

- Colaco, V. H, R. C, Vale, and S. B. Villas-Boas, “Because it Looks right! The influence of Ethical certification Marks on Consumer Product Evaluation.”
- Sears, J., J. M. Villas-Boas, V. Villas-Boas, S. B. Villas-Boas, 2020. “Are we #StayingHome to Flatten the Curve,” CUDARE working paper.
- Duran-Micco, Elisa, David McLaughlin, Jeffrey M. Perloff, Tiffany Shih, and Sofia B. Villas-Boas, 2020. ”Does Greater Variete Increase or Decrease Sales? Evidence from a Super Market Chain Quasi-Experiment”.
- Carrera, Mariana P., S. B. Villas-Boas, ”Generic aversion and observational learning in the over-the-counter drug market .”

Working Papers in progress:

- Perloff, J., T. Shih, S. B. Villas-Boas, “Measuring the Effect of Shelf Display Changes on Product Sales.”
- Rausser, G., and S. B. Villas-Boas, “Demand for Search Engines and Implied Firm Behavior”.
- Hamilton, S., E. Ligon, D. Sunding, and S. B. Villas-Boas, “The Impact of AB32 on the Competitiveness of California Food Processing Industries.”
- Anderson, M., Kiesel, K., L. Smialkova, and S. B. Villas-Boas, “Taste and Food Education in Belarusian Secondary Schools.”
- Beckert, W., D. McFadden, and S. B. Villas-Boas. “Econometric Analysis of Extreme Market Share Data.”
- 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. and S. B. Villas-Boas. “The Sideways Effects of Wine: An Empirical Analysis.”

PUBLICATIONS -NON PEER REVIEWED

- Gicheva, D., J. Hastings, and S. B. Villas-Boas, 2010. “Revisiting the Income Effect: Gasoline Prices and Grocery Purchases”, American Economic Review, 100 (May 2010) issue 2: 480–484. (Papers and Proceedings).
- 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).
- Huang, R. J. Perloff, S. B. Villas-Boas, 2005. “Effects of Sales on Brand Loyalty,” Giannini Foundation of Agricultural Economics, ARE Update, 8 (4).
- Kiesel, K. and S. B. Villas-Boas, 2007. “Assessing Consumer Valuations for Milk Labeling: Implementation of the USDA Organic Seal,” ERS USDA Report.

- 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).
- Berck, P., E. Leibtag, A. Solis, and S. B. Villas-Boas, 2009. “Patterns of Pass-through of Commodity Price Shocks to Retail Prices,” [American Journal of Agricultural Economics](#), 91 (5) : 1456-1461, [Papers and Proceedings](#).
- Spalding, A. and S. B. Villas-Boas, 2011. “Investigating Fuel-Cost Pass-Through in Local Milk Markets,” *Giannini Foundation of Agricultural Economics* , ARE Update, 14 (3).
- 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).

PROFESSIONAL ACTIVITIES

Editorial Board:

- Co-Editor, *Journal of Economics and Management Strategy*, 2018- present.
- Associate Editor, *International Journal of Industrial Organization*, 2013- present.
- Editorial Council, *Portuguese Economic Journal*, 2015-present.
- Associate Editor, *American Journal of Agricultural Economics*, 2010- 2013.
- Editorial Council, *Journal of Agricultural and Resource Economics*, 2015-2018.
- Associate Editor, *Journal of Agricultural & Food Industrial Organization*, 2004-2016.
- Associate Editor, *Journal of Industrial Organization Education*, 2005- 2012.
- Co-Editor, *ARE Update*, 2011-2018.

Articles Refereed for:

- *Journal of Political Economy*, *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*, *USDA*, *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*, *BARD - the United States - Israel Binational Agricultural Research & Development Fund*, *Annual Review of Resource Economics*, *European Review of Agricultural Economics*, *Skandinavian Journal of Economics*, *American Economic Journal: Microeconomics*, *Journal of Agricultural and Resource Economics*, *Journal of Public 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 SEMINARS

- Defense Resources Management Institute, Naval Postgraduate School.
- 2020 - Washington State University.
- 2019 - Universidade Catolica Portuguesa, Portugal. Centro di Eccellenza Università Roma Tre, Italy, University of California, Berkeley. Occidental College.
- 2018 – Renmin University, China.
- 2017 – University of Connecticut, University of Illinois, Ohio State University, University of Colorado, Boulder, University of California, Berkeley, University of Massachusetts, Amherst.
- 2016 – University of California, Berkeley, University of California, Davis.
- 2015 – University of California, Berkeley.
- 2014 – Drexel University, University of California, Berkeley.
- 2013 –Texas A & M University, University of Minnesota, University of California, Davis, Stanford University, University of California, Berkeley.
- 2012 - University of California, Berkeley, University of California, Davis
- 2011 – University of California, Berkeley.
- 2010- University of California, Davis.
- 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.

INVITED TALKS AT CONFERENCES

- 2020, AAEA Invited Session,, Kansas City, August .
- 2020, EAAE seminar,Keynote Speaker,, Garda, Italy, May, cancelled COVID-19 .
- 2020, NABE Webinar, May .
- 2019, Bercknomics Conference in Honor of Peter Berck,, Berkeley, August .
- 2019, AEA, Atlanta, January.,
- 2018, AEA, Philadelphia, January.,
- 2017, Conference in Honor of Daniel McFadden’s 80th Birthday, U S California, July.,
- 2017, Rich Gilbert Center Inaugural Conference, September.,
- 2017, Keynote Speaker,, 11º Encontro Anual do Portuguese Economic Journal, Economia do Departamento de Economia e Sociologia, Universidade de Trás-os-Montes e Alto Douro, Portugal, July.
- 2016, NBER, Industrial Organization Program Meeting, Stanford, February,
- 2016, AEA, San Francisco, January.,
- 2015, Heartland Environmental and Resource Economics Workshop, Illinois, October.,
- 2015, AAEA, San Francisco, July.,
- 2014, AEA, Philadelphia, January.,
- 2013, Peder Sather Workshop on Industrial Organization, November.,
- 2013, Fed Reserve Bank of San Francisco, “U.S. Inflation and Price Dynamics”, May.,
- 2013, AEA, S. Diego, January.,
- 2012, AEA, Chicago, January.,
- 2011, USDA , Washington, DC, June.,
- 2011, AEA Denver, January.,
- 2011, Marketing Conference, Paris, January.,

- 2010, EMST Marketing Camp, Berlin, June.,
- 2010, Marketing Science Conference, Cologne, June.,
- 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.,
- 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 Recherche 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:

- 2020 – Cal Day, 2020, April (cancelled, COVID 19).
- 2017 – CNR Homecoming, October.
- 2014 – Environmental Leadership Program Faculty Fair, July.
- 2013 - Women in Economics at Berkeley (WEB) , Women's Mentoring Lunch Panel
- 2013 – CNR OISA Faculty Seminar, November.

- 2011 – Alpha Omega Meeting, CNR, April.
- 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.

STUDENTS

Doctoral Dissertations Chair:

- James Sears, ARE, in progress
- Molly van Dopp, ARE, in progress.
- Rebecca Taylor, ARE, 2017, Assistant Professor, University of Sydney.
- Aluma Dembo, ARE, 2017, Nuttfield Post Doc, Economics, U Oxford..
- Manuel Martins Lopes, Universidade Lusiada, Portugal, in progress.
- Vera Colaço, Management, U. Nova de Lisboa, Portugal, 2014.
- Dilek Uz, ARE, 2016, Assistant Professor. University of Nevada.
- Jessica Rider, ARE, 2013. Economist U.S. Gov. Accountability Office.
- Lydia Ashton, ARE, 2015, Assistant Professor, University of Wisconsin.
- Tiffany Shi, ARE, 2014, Associate Research Economist Precision Health Economics.
- Leslie Martin, ARE, 2012. Assistant Prof. University of Melbourne.
- Rocío Tituínik, ARE, 2009. Assistant Prof., University of Michigan.
- Kristin Kiesel, ARE, 2008. Assistant Prof., Sacramento State University.

Doctoral Thesis Committee Member:

- Sakib Mahmood, ARE 2020.
- Scott Kaplan, ARE, in progress.
- Elisa Micco, ARE, 2020.
- Chaoran Guo, PH, 2018.
- Liang (Jimmy) Lu, ARE, 2017.

- Lei Cheng, ARE, 2016.
- Zhen Lei, ARE, 2016.
- Moon Parks, ARE, 2016.
- Gina Waterfield, ARE, 2015.
- Morten Sæthre, Norwegian School of Economics, 2014.
- Renato Seixas, ARE, 2014.
- Gigi Perry, Haas School of Business, Berkeley, Marketing, 2016.
- Lunyu Xie, ARE, 2013
- Phu Viet Le, ARE, 2013.
- Chantal Toledo, ARE, 2013.
- Anna Spurlock, ARE, 2013.
- John Yasuda, Political Science, 2015.
- Gee Hee Hong, Economics, 2012.
- Ben Crost, ARE, 2011.
- Shanthi Nataraj, ARE, 2010.
- Carlos Noton, Economics, 2010.
- Guillermo Noguera, Economics, 2011.
- Eric Hallstein, Energy and Resources, 2010.
- Nicholas Li, Economics, 2011.
- Joshua Palmer, Economics, 2011.
- 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 2002- present

- Agricultural and Resource Economics
- Economics

- Energy and Resources
- Public Policy
- Political Science
- Haas Business School
- Public Health

Masters Thesis Chair

- Carla Aguilar De la Fuente, MDP, 2018.

Undergraduate Senior/Honors' Thesis Chair:

- Ariana Jessa, EEP, 2020.
- Jerry Zhu, EEP, 2020.
- Young Park, ES, 2020.
- Xinyue Gao, EEP, 2020.
- Ryan Andresen, 2020.
- Michael Chien, 2020.
- Chauncey Quam, 2020.
- Young Park, 2020.
- Benjamin Hicks, 2020.
- Kipper Breven, 2020.
- Isabelle Myers, 2020.
- David Coates, 2020.
- Josh Dibble, 2019.
- Tyler Jacobson, EEP, 2019.
- Maggie Deng, EEP, 2019.
- Maria Otero, EEP and CRS, 2019.
- Chanakya Varma, EEP, 2019.
- Sophie Davis, EEP, Pol Science, 2019.
- Spencer Wiggings, EEP, 2019.
- Anna Mazur, EEP, 2019.
- Emily Yan, EEP, 2019.

- Eric Hernandez, EEP, 2019.
- Emily Yan, ESPM, 2018.
- Alison Griffith, ESPM, 2017.
- Hannah Krovetz, EEP, ES, 2016.
- Alex Berry, EEP, 2015.
- Sarnai Amar, EEP, 2015.
- Samantha Derrick, EEP, 2014.
- Samantha Cano, EEP, 2014.
- Kourosch Adlparvar, EEP, 2014.
- Judy Li, ES, EEP, 2014.
- Michelle Nacouzi, EEP, 2014.
- Leah Samuel, Economics, 2013.
- Daniel Pasternak, EEP 2012
- Elizabeth Chan, EEP 2012
- Jonathan Guy, EEP 2012, Melis Medal.
- Dana Goin, EEP, 2011
- Ashley Trott, EEP, 2011.
- Brynna Bunnag, EEP 2011.
- Kimitaka Nakazawa, EEP, PMB, 2011.
- Chun Yin Alessandro Ku, EEP , 2011.
- Sam Holmberg, EEP, 2010.
- Christen Love, EEP 2010.
- Yi Yang, EEP, 2010.
- Taj Walton, EEP 2010.
- 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

- Jed Silver, Agricultural and Resource Economics, 2019.
- Qianmiao Chen, Agricultural and Resource Economics, 2019.
- Molly Van Dop, Agricultural and Resource Economics, 2017.
- Scott Kaplan, Agricultural and Resource Economics, 2016.
- Kwabena Donkor, Agricultural and Resource Economics, 2015.
- Ellen Lin, Agricultural and Resource Economics, 2015.
- Rebecca Taylor, Agricultural and Resource Economics, 2013. Prize.
- Gavin McCormick, Agricultural and Resource Economics, 2012.
- Abu Nayeem, Agricultural and Resource Economics, 2012.
- Lilia Chaidez, Agricultural and Resource Economics, 2011.
- Renato Seixas, Agricultural and Resource Economics, 2011.
- Yongdong Liu, Agricultural and Resource Economics, 2011.
- 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.
- Rocío Titunik, Agricultural and Resource Economics, 2006.
- Kristin Kiesel, Agricultural and Resource Economics, 2005.
- Jennifer Brown, Agricultural and Resource Economics, 2005. Prize

Mentoring Undergraduate Apprentices

- 2020 - Javier Duarte, Ammar Bhajji, Yeeun Moon, Susie Warner, Cesar Madrigal, Hyewon Lee, Grace Huang, Zixia Huang, Jackie Copfer, Nica Campbell, Rupsha Debnath, Cesar Emmanuel Madrigal, Christina Chao, Michael Quiroz, Sahil Dhandi, Aaron Saliman, Deborah Chen, Gustavo Gurrola, Yingxi Zhou, Jooee Karwande, Ines Robo, Ariana Jessa, Jerry Zhu, Drake Hayes, Young Park, Sahil Dang, Lila Englander, Kaylee Popovich, Marine Science, Jenny Yu, Leonard Qian, David Coats.
- 2019- Drake Hayes, Emaan Siddique, April You, Ryan Andresen, Tyler Jacobson, Hoiyu (Yoyo) Ko, Sindhu Sundar, Eva Yang, (James) Seung-Moon Kang, Copeland Laris, Elisa Thomas, SoYun Kim, Kimberly Robledo, Jason Liu, Michael Quiroz, Anqi Chen, Amanda Gold, Julie Maeng, Ryan Andresen, Nan Hou, Youssef Andrawis, David Coates, Josh Dibbles, Isabelle Meyers, Liam Howell, Ben Hicks, Renee Serota, Matt Chill, Yihui Zhu, Kipper Breven, Jenny Yu, Matt Chill.
- 2018- Anna Mazur, Owen Shao, Sirjan Kafle, Arman Cuneo, Lillian Holmes, Nora Abushaaban, Khushi Patel, Eva Yang, Teresa Yu, Seung-Moon Kang, Hoiyu (Yoyo) Ko, Echo Sun, Jiaru Cai, Jiayi Guo, Claudia Johan, Sanchit Kapoor, Paul Shao, Thomas Poloniato, Selena Kim.
- 2017 - Abigail Kirk, Christina Kaser, Emily Barber, Poojan Thakrar, Nick Atchinson, Saranbyamba Batdorj, Austin Olah, Yichi Zhang.
- 2016- David Castaneda, Kai Sheng, Sammy Gold, John Yaw, Yiting Chen, Kevin Ong, Yuqiao Liang, Sofia Gomez-Gudiel.
- 2015 Ben Miroglio, Edwin Tanudjaja, Kevin Jung, Kate Adolph, Emma Roos-Collins, Xin Yi Zhang, Crystal Tsai.
- 2014- Corinna Su, Katherine Kai, Nikhil Rao, Samantha Derrick, Kourosch Adlparvar, Kate Adolph, Tian Shen, Sarah Zou, Tess Webb Dunlap, Claire Kelly, Edwin Tanudjaja, Gary Richmond, Lucas Segil, Valentina Fung.
- 2013 - Angela Hu, Daniel Sparks, Joanne Jiang, Nelya Trofimuk, Samantha Derrick, Kathy Hua, Ye Zheng, Diana Li, Ishita Arora, Caitlin Crooks, Ben Miller, Kate Adolph, Samantha Derrick, Lucas Segil, Valentina Fung, Nikhil Rao, Selina Shen, Sarah Zou.
- 2012 - Fanglin Sun, Selina Li, Mounir Fellahi, Kevin Tanouye, Ishita Arora, Karen Yao, Caitlin Crooks, Brian Mitchell, Zack Froeberg, Jonathan Arenas, Diana Li, Nelya Trofimuk
- 2011 - Hannah Markee, Erika Rothschild, Michael Chung, Roni Hilel, Robert Lee, Natalie Goldberg, Xiao Lu Wang, Lewis Bichkoff, Caitlin Crooks, Xiao Han, Raymond Gong, Eben Margolis, Ronald Chan, Peter Conner, Andrew Udeshi, Yann Panassie, Hana AlBarazi, Kyle Kennely
- 2010 Michelle Kim, Adrineh Minassian, Jennifer Kao, Julie Zhu. Breig, Zachary, Caldwell, Sydnee, Cortez, John, Goin, Dana, Hau, Leslie, Kwan, Catherine, Ohnsat, Steven, Parks, Moon, Clement Kao, Farah Ereqat, Ellie Laidlaw, Colin Kerrigan, Ting Yin (Tiffany) Wong, Alfredo Garcia, Sabine Johnson.
- 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, Mukund Ramachandran 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

AWARDS

- Finalist to the INFORMS Society of Marketing Science 2020 Long Term Impact Award, 2020.
- College of Natural Resources Distinguished Teaching Award, 2017
- 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

- NIH Evidence Grant, with Stanford, UCSF, 2018-2022.
- USDA cooperative grant, 2016-2019.
- Cal Recycling Grant, 2016-2017.
- FoodAPS, University of Kentucky Center for Poverty Research, University of Illinois, USDA, 2015-16.

- CARB Grant 2013-2014
- California Sea Grant, 2013.
- 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, 2010-11, 2017-2018, 2019-2020.
- 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, 10-11.
- USDA Coop, 2003, 2008.
- France Berkeley Fund, 2009.

TEACHING

- Spring Semester, [EEP 118 Applied Econometrics](#) Formulation of a research hypothesis and definition of an empirical strategy. Regression analysis with cross-sectional, time-series, and panel data; econometric methods for the analysis of qualitative information; hypothesis testing. The techniques of statistical and econometric analysis are developed through applications to a set of case studies and real data in the fields of environmental, resource, and international development economics. Students learn the use of a statistical software for economic data analysis.
- Spring Semester, [ARE 212 Econometrics: Multiple Equation Estimation](#) Introduction to the estimation and testing of economic models. Includes analysis of the general linear model, asymptotic theory, instrumental variable, and the generalized method of moments. In addition, a survey of time series and limited dependent variables.
- Spring Semester, [DEVP 225 Innovation, Product Development, and Marketing](#) This course will introduce the basic concepts of innovation, product development, and marketing in developing countries. Students will analyze alternative knowledge and innovation systems, and the role of public and private sector interactions. The course will also introduce models of technology transfers, adoption, and diffusion of technology, as well as introduce students to basic principles of marketing, assessment of consumer choices, and the challenge of bringing to market efficient solutions to meet customer needs.

UNIVERSITY AND PUBLIC SERVICE

- Committee 2020, AAEA meetings.
- CNR Committee Climate Literacy, 2020.
- IIOC Program Committee, Industrial Organization Society, 2020.
- EAAE Seminar Program Committee, Garda Italy, 2020.

- IIOC Program Committee, Industrial Organization Society, 2019.
- Chair of the CNR Honors Program, 2016- present.
- Topic Leader, Food and Agricultural Marketing Section, 2018 AAEA meetings.
- Campus Ad Hoc Review Committee Chair, U. C. Berkeley, 2018.
- Campus Ad Hoc Review Committee Member, U. C. Berkeley, 2017.
- IIOC Program Committee, Industrial Organization Society, 2018.
- Chair, AE Recruiting Committee, ARE, 2017-2018.
- Member, CNR Dean Search Committee, 2017-2018.
- Reviewer, Food and Agricultural Marketing Section of the 2017 AAEA Meetings.
- Member, Student Faculty Relations Committee, CNR, 2016-present.
- Scientific Committee, 11º Encontro Anual do Portuguese Economic Journal, Economia do Departamento de Economia e Sociologia, Universidade de Trás-os-Montes e Alto Douro, Portugal, July, 2017.
- Vice Chair, Department of Agricultural and Resource Economics, 2015-2018.
- CNR Food Systems minor Review Committee, 2015
- Scientific committee, 9th Meeting of the Portuguese Economic Journal”, 2015.
- Task Force on Graduate Student and Postdoc Professional Development, U. C. Berkeley, 2013-14.
- COMS, elected Member, U. C. Berkeley, 2012- 2014.
- COMS, elected Member, U. C Berkeley, 2014- present
- EXCOM, CNR, U. C. Berkeley, 2013- present., chair 2013-2014.
- Recruiting Committee, ARE, U. C. Berkeley, 2012-2013.
- Committee for the AAEA dissertation award for the year of 2012, 2013.
- EARIE conference Scientific Committee, 2012, 2013.
- Assoc of Southern-European Economic Theorists, Scientific Committee, 2011.
- Co-chair of Placement Committee for ARE PhD students, 2010-present.
- Second Year Project ARE Committee, 2008-2009, 2009-2010, 2010-2011.
- CNR Course and Curriculum Committee Chair, 2008-2009.
- Committee for 2009 CNR Commencement Speaker, 2009.
- AAEA selection committee, 2008, 2009, 2010, 2011, 2012. 2013

- 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

- Lead for Data Sharing Agreement between Large Retail Chain and the University of California, 2004 - present.
- [SIEPR-Giannini Data Center](#), 2008-present (joint with Liran Einav, 2008- 2012).
- Board Member, [Fishwise](#).

BACKGROUND

- Born June 13, 1971.
- Married, four masters (boys).
- Portuguese Citizen, U.S. Citizen.
- Languages: Portuguese, Spanish, French, German, and English.