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Sofia Berto Villas-Boas

Department of Agricultural and Resource Economics

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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.

Professor, Department of ARE, U. C. Berkeley, 2014.

Affiliated Faculty, Gilbert Center, U. C. Berkeley, 2017.

Publications -Peer reviewed

Villas-Boas, S., K. Kiesel, J. Berning, H. Chouinard, J. McCluskey, 2019. "Consumer and Strategic Firm Response to Nutrition Shelf Labels," *American Journal of Agricultural Economics*, forthcoming.

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.

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*, forthcoming.

Bonnet, C., C. Trachtman, M. Van Dop, S. B. Villas-Boas, 2018. "Food Markets' Structural Empirical Analysis: A Review of Methods and Topics," *European Review of Agricultural Economics*, forthcoming.

Fu, Q., S. B. Villas-Boas, and G. Judge, 2018 . "Entropy based European Income Distributions and Inequality Measures ." *Physica A*, forthcoming.

Toledo, C. and S. B. Villas-Boas, 2018. "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*, forthcoming.

Hallstein, E. Hilger, J., A. Stevens, and S. B. Villas-Boas. 2018. "Measuring Willingness to Pay for Environmentally Sustainable Seafood." *Environmental and Resource Economics*, forthcoming.

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*, 12(1): 1-19.

Villas-Boas, S. B., Jenny Fu, G. Judge. 2015. "Benford's Law and the First Significant Digit Distribution of Economic Behavioral Micro Data," *Physica A: Statistical Mechanics and its Applications*, 486 (2017) 711 – 719.

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*, May, 156 (3): 737–758. <https://doi.org/10.1007/s10551-017-3572-9>.

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

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.

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.

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.

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.

Berck, P. and S. B. Villas-Boas, 2015. "A Note on the Triple Difference in Economic Models," *Applied Economics Letters*.

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.

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 Libor 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.

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.

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.

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.”

Taylor, R. S. Kaplan, S. B. Villas-Boas, and K. Jung, 2016. “Soda Wars.” CUDARE Working paper.

Bonnet, C., J. Hilger, and S. B. Villas-Boas, “WTP 4 WEO.” CUDARE Working paper.

Villas-Boas, S. B., K. Kiesel,, Berning, J. P., H. Chouinard, J. McCluskey,2019. “Consumer Demand of Nutritional Claims on Grocery Store Shelf Labels Considering Strategic Supply Responses.” CUDARE Working paper.

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).

Stevens, A., P. Berck, and S. B. Villas-Boas, 2016. “Taxing Bottled Water as an Environmental Policy,” ARE Update, 19 (3).

Kaplan S. B. Taylor and S. B. Villas-Boas, 2019. “Lessons from Berkeley’s Sugar-Sweetened Beverage Election and Tax.” ARE Update 22(4)(2019).

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.”

Carrera, M. and S. B. Villas-Boas, “Generic aversion and observational learning “.in the over-the-counter drug market.”

Bonnet, C., J. Hilger, and S. B. Villas-Boas, “Reduced Form Evidence on Belief Updating under Asymmetric Information - The Case of Wine Expert Opinions.”

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.”

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:

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 Presentations

Invited Seminars at Academic Institutions:

Sofia Villas-Boas -Curriculum vitae

- 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.

Conferences:

- 2019 – Roma Tre, Italy, June.
- 2019 – AEA, Atlanta, January.
- 2018 – AEA, Philadelphia, January.
- 2017 – Conference in Honor of Daniel McFadden’s 80th Birthday, U S California, July
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.

- 2017 - 2017 Hal White Antitrust Conference on June 12–13 in Washington, DC.
- 2017 – NBER, Understanding Productivity Growth in Agriculture Conference, May .
- 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 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:

- 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.

Honors and Fellowships

- 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

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.
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

- EEP 142 - Industrial Organ. with Applications to Agriculture and Natural Resources (until Spring 2016)
- EEP 118 – Applied Econometrics (since Spring 2017)
- ARE 202 - Issues and Concepts in Agricultural Economics (until Spring 2016)
- ARE 242 – Ag Policy (Spring 2017 and 2018)
- ARE 242 Econometrics – since Spring 2020.
- ARE 298 - Thesis Workshop, 2002-2005, 2009 – 2010.

University and Public Service

- 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

- 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- ...

Students

Doctoral Dissertations Chair:

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.
Rocio Titunik, ARE, 2009. Assistant Prof., University of Michigan.
Kristin Kiesel, ARE, 2008. Assistant Prof., Sacramento State University.

Doctoral Thesis Committee Member:

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 Thesis Chair:

Chanakya Varma, EEP, 2019.
Sophie Davis, EEP, Pol Science, 2019.
Spencer Wiggings, EEP, 2019.
Anna Mazur, EEP, 2019.
Emily Yan, EEP, 2019.
Tyler Jacobson, EEP, 2019.
Eric Hernandez, EEP, 2019.
Maggie Deng, 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.
Kourosh 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

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.

Rocio Titiunik, Agricultural and Resource Economics, 2006.

Kristin Kiesel, Agricultural and Resource Economics, 2005.

Jennifer Brown, Agricultural and Resource Economics, 2005. Prize

Mentoring Undergraduate Apprentices

2019- Hoiyu (Yoyo) Ko, Sindhu Sundar, Tyley Jacobsen, Eva Yang, (James) Seung-Moon Kang

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, Kourosh 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 Croks, 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,

Sofia Villas-Boas -Curriculum vitae

- 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

Background

Born June 13, 1971.

Married, four masters (boys).

Portuguese Citizen, U.S. Citizen.