Spring 2013

Alberto Salvo

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ACADEMIC POSITIONS

Kellogg School of Management, Northwestern University
- Assistant Professor (September 2005-)

Northwestern University
- Research Affiliate at the Center for the Study of Industrial Organization (September 2005-)
- Affiliated Faculty Member of the Transportation Center (November 2010-)

EDUCATION

Ph.D. in Economics, London School of Economics, July 2005
- Thesis Title: "Price Competition, Mergers and Structural Estimation in Oligopoly"
- Advisee to Professors John Sutton and Peter Davis
- Research Affiliate at the Suntory-Toyota International Center for Economics (2001-2005)

M.Sc. in Economics, London School of Economics, July 2000
- Gained *Distinction*

B.Sc. in Industrial Engineering, University of São Paulo (EP-USP), December 1994
- Ranked 3rd place among 550 students (*top 1%*) – Conde Armando Álvares Penteado Award, among others

RESEARCH INTERESTS

Industrial Organization, Energy & Environmental Economics, International Trade, Applied Microeconomics:
- Consumers, Energy and the Environment
- Consumer Choice and Competition in Markets Undergoing Socioeconomic Transformation
- Oligopoly and Trade

PUBLICATIONS

1. Salvo, A. and C. Huse (forthcoming). "Build It, But Will They Come? Evidence from Consumer Choice between Gasoline and Sugarcane Ethanol," *Journal of Environmental Economics and Management*

2. Deltas, G., A. Salvo and H. Vasconcelos (2012). "Consumer-Surplus-Enhancing Collusion and Trade," *RAND Journal of Economics*, 43(2), pp. 315-328

3. Deltas, G., A. Salvo and H. Vasconcelos (2012). "Social-Welfare-Enhancing Collusion and Trade." In: *Recent Advances in the Analysis of Competition Policy and Regulation*, edited by Joseph E. Harrington, Yannis Katsoulacos, and Pierre Regibeau, pp. 140-160. Elgar Publishing

4. Salvo, A. and C. Huse (2011). "Is Arbitrage Tying the Price of Ethanol to that of Gasoline? Evidence from the Uptake of Flexible-Fuel Technology," *Energy Journal*, 32(3), pp. 119-148

5. Salvo, A. (2010). "Inferring Market Power under the Threat of Entry: The Case of the Brazilian Cement Industry," *RAND Journal of Economics*, 41(2), pp. 326-350
   - An earlier version of this paper won an *Antitrust Policy Award* from the Brazilian Ministry of the Treasury in November 2007.

6. Salvo, A. (2010). "Trade Flows in a Spatial Oligopoly: Gravity Fits Well, But What Does it Explain?," *Canadian Journal of Economics*, 43(1), pp. 63-96
   - This paper won the *Robert Mundell prize* for the best article by a young economist published in 2010 in the Canadian Journal of Economics, awarded by the Canadian Economics Association.

7. Salvo, A. (2010). "Sequential Cross-border Mergers in Models of Oligopoly," *Economica*, 77(306), pp. 352-383

8. Salvo, A. (2009). "Cut-throat Fringe Competition in an Emerging Country Market: Tax Evasion or the Absence of Market Power?," *Journal of Industrial Economics*, 57(4), pp. 677-711
   - This paper won a *Young Economists' Essay Award* from the European Association for Research in Industrial Economics (in 2007).

9. Huse, C. and A. Salvo (2006). "Estimation and Identification of Demand and Supply." In: *Quantitative Methods Applied to Antitrust and Regulation*, edited by Eduardo P. S. Fiuza and Ronaldo Seroa da Motta (Instituto de Pesquisa Econômica Aplicada, IPEA), pp. 23-151. Brasília: SDE (Ministry of Justice) [In Portuguese]

10. Salvo, A. and D. F. Spulber (2006). "Cemex: International Market Maker in Cement." *Journal of Strategic Management Education*, 3, pp. 1-24

PUBLISHED POLICY PAPERS

1. Salvo, A. (2008). "A Cautionary Note on the Applicability of the Bresnahan-Lau Framework." *Revista de Direito da Concorrência*, 18 (special edition on cartels), pp. 11-59 [In Portuguese, prepared for the Administrative Council for Economic Defense—CADE, Brazilian Ministry of Justice]

WORKING PAPERS

1. (Joint with Alon Eizenberg) "Grab them Before they Go Generic: Habit Formation and the Emerging Middle Class," Mimeo, Hebrew University of Jerusalem and Northwestern University [latest version: March 2013]

2. (Joint with Franz M. Geiger, Northwestern Chemistry) "Fuel Mix and Air Quality during the 2009-2011 Natural Experiments in the São Paulo Metropolitan Area," Mimeo, Northwestern University [latest version: October 2012, embargoed as per candidate journal policy]

3. "Raising the Salience of Prices across Alternative Motor Fuels: Consumer Experiments at Brazilian Gas Stations," Mimeo, Northwestern University

4. "Social Effects and Alternative Motor Fuels: Consumer Experiments at Brazilian Gas Stations," Mimeo, Northwestern University

WORK IN PROGRESS

(Joint with Alon Eizenberg) "Pricing and Entry in the Wake of an Emerging Middle Class"

(Joint with Franz M. Geiger, Northwestern Chemistry) "Ground and Air Traffic, Meteorology, Air Pollution and Health" [supported by Northwestern's ISEN, Kellogg's GM Research Center, and Kellogg's CRTI]

(Joint with Franz M. Geiger and Mona Shrestha, Northwestern Chemistry, Joel Brito and Paulo Artaxo, Physics Institute at the University of São Paulo) "Fuel Mix and Air Quality, with a Focus on Aerosol Particles" [supported by Northwestern's ISEN]

"The Consumer Welfare Effect of Ethanol"

(Joint with Tiago Pires) "The Tip of the Iceberg: Actual Trade Flows Understate the Extent of Globalization"

(Joint with George Deltas and Helder Vasconcelos) "Market Allocation Schemes"

TEACHING POSITIONS AND RECOGNITION

MBA
"International Business Strategy," Kellogg School of Management, 2006-
- Nominee for Kellogg's L. G. Lavengood Outstanding Professor of the Year Award: 2006/07, 2008/09, 2009/10, 2010/11
- For perspective: "overall performance (in) top 20 percent among all Kellogg faculty for the Spring Quarter of 2011 as measured by the Teacher-Course Evaluations" (source: letter from Kellogg's Dean in August 2011)

Graduate/Advanced Undergraduate
"CO_2 Science, Engineering and Policy," Northwestern University, 2013/2014 (**Under Development**)
- Sponsored by the University's Initiative for Sustainability and Energy, to be taught with planetary scientist Andy Jacobson and atmospheric chemist Franz M. Geiger

Summer Course/Undergraduate
"Industrial Organization and Antitrust Policy," London School of Economics, 2004, 2005, as a "Lecturer"
"Industrial Organization and Antitrust Policy," London School of Economics, 2003, as a "Teaching Assistant" to Professor Roman Inderst

Undergraduate
"Microeconomic Principles II," London School of Economics, 2000/01, 2001/02, 2002/03, as a "Teaching Assistant" to Professor Frank Cowell
- Recipient of two Economics Department Quality Teaching Awards: 2000/01, 2002/03

VISITORSHIPS

Yale School of Management, Yale University
- July 2009 - June 2010

HONORS, GRANTS, SCHOLARSHIPS AND FELLOWSHIPS

2011-13	Research Booster Grant, Initiative for Sustainability and Energy at Northwestern University (ISEN), matching funds by the General Motors Research Center for Strategy in Management and the Center for Research in Technology & Innovation (CRTI)
2011	Robert Mundell prize for the best article in the Canadian Journal of Economics in 2010 by a young economist
2010-11	Research Booster Grant, Initiative for Sustainability and Energy at Northwestern University (ISEN)
2007	Young Economists' Essay Award (European Association for Research in Industrial Economics, EARIE)
2007	Antitrust Policy Essay Award (3rd place, SEAE, Ministry of the Treasury, Brazil)
2003	Quality Teaching Award (Department of Economics, London School of Economics)
2001-2004	CAPES Research Fellowship (Ministry of Education, Brazil)
2001	Quality Teaching Award (Department of Economics, London School of Economics)
2000-2001	LSE Research Fellowship (Department of Economics, London School of Economics)
1999	Winner (Top 5%) of the European Campus Competition (Barclays Capital, Europe)
1999-2000	British Chevening Scholarship (Foreign & Commonwealth Office, UK)
1994	Conde Armando Álvares Penteado Award (Ranked 3rd in the School, EP-USP, São Paulo)
1994	Otto Ruprecht Bekman Award (Best dissertation in the Department, EP-USP, São Paulo)
1994	Gastão Vidigal Award (Top Economics student, GV Foundation for Economic Research, São Paulo)
1993	Unibanco Award for Academic Distinction (Unibanco Bank, São Paulo)
1991-1994	Garantia Award for Academic Distinction (Garantia Investment Bank, São Paulo)

RESEARCH PRESENTATIONS & INVITED WORKSHOPS

2013	American Economic Association, Yale-NUS College, INSEAD, National University of Singapore (joint Economics Dept/Business School), University of Massachusetts at Amherst, Workshop on Energy Policy and Environmental Economics at Cornell University (planned)
2012	State of São Paulo's Environmental Authority (CETESB), Hebrew University of Jerusalem, Advanced Research Projects Agency—Energy Workshop (by invitation), Energy Institute at UC Berkeley, Northwestern University (Kellogg Marketing), Northwestern-Toulouse Conference, Energy Camp at UC Berkeley (by invitation), NBER Summer Institute—IO (new format, co-author presented), Marketing Science Emerging Markets Conference (Wharton), Meetings of the Brazilian Econometric Society, Hong Kong University of Science & Technology
2011	American Economic Association, Northwestern University (Transportation Center), Columbia University (Economics/GSB), University of California-Berkeley Bioeconomy Conference (by invitation), International Industrial Organization Conference, Iowa State Bioenergy Camp (by invitation), North American Summer Meetings of the Econometric Society, University of Illinois at Urbana-Champaign (ACE)
2010	Yale University (International Trade), Illinois Economics Association (DePaul University)
2009	Utah Winter Business Economics Conference, International Industrial Organization Conference (Northeastern University), Yale University (Summer Applied Micro Workshop), Yale School of Management (Faculty Seminar—Visitor)
2008	Brazilian Antitrust Authority (CADE), International Industrial Organization Conference, Canadian Economics Association (UBC), K.U. Leuven, Southern Economic Association
2007	American Economic Association, Purdue University, UC at Berkeley, International Industrial Organization Conference (Georgia Tech), DePaul University, NBER Summer Institute—IO (Discussant: Mark Roberts), EARIE (University of Valencia), Washington University (Olin)
2006	Meetings of the Brazilian Econometric Society, Institute for Applied Economic Research (IPEA), Carnegie Mellon University (Heinz/Tepper), EARIE (University of Amsterdam), North American Summer Meetings of the Econometric Society (University of Minnesota), International Industrial Organization Conference (Northeastern University)
2005	University of Illinois at Urbana-Champaign, Institute for Fiscal Studies, Fundação Getulio Vargas (EESP and EPGE), PUC Rio, Brazilian Antitrust Authorities (CADE and SDE), Northwestern University (Kellogg), Northeastern University, NYU Stern, UBC Sauder, University of Warwick, Università Bocconi, Universitat Pompeu Fabra

2004 Meetings of the Brazilian Econometric Society, London School of Economics

REFEREEING ACTIVITIES

Referee for *American Economic Review*; *Brazilian Review of Econometrics*; *Economica*; *Economic Journal*; *Economics Bulletin*; *Energy Journal*; *European Economic Review*; *Information Economics and Policy*; *International Journal of Industrial Organization*; *International Tax and Public Finance*; *Journal of Applied Econometrics*; *Journal of Economics and Management Strategy*; *Journal of the European Economic Association*; *Journal of Industrial Economics*; *Journal of the Japanese and International Economies*; *Journal of Law, Economics, & Organization*; *Journal of Political Economy*; *Journal of Public Economics*; *National Science Foundation*; *Oxford Economic Papers*; *RAND Journal of Economics*, *Review of Economics Studies*; *Review of Industrial Organization*; *Southern Economic Journal*

OTHER PROFESSIONAL ACTIVITY

Co-organizer of the 2008/09 and 2011/10 Kellogg Strategy seminar

Member of the Selection Committee (Applied Microeconomics) for the 2006 Meetings of the Brazilian Econometric Society

Advisor and Instructor to the Brazilian Government on Antitrust Policy
2004-2006: Secretariat for Economic Law (SDE, Ministry of Justice)
2007-2008: Administrative Council for Economic Defense (CADE, Ministry of Justice)

NON-ACADEMIC EMPLOYMENT

Procter & Gamble, Brazil (Finance Department, including different assignments in Financial Planning, Logistics, Sales and Recruiting), 1995-1999
1997 Senior ("Group") Manager
1996 Department Manager
1995 Supervisor

LANGUAGES

English, Portuguese, Spanish (Fluent Spoken and Written)

RECENT MEDIA COVERAGE

Fast Company, 10/15/2012: Major Companies Start To Think Local Abroad
Morningstar, 8/27/2012: Buying Behaviors of Emerging Middle Classes
Wall Street Journal (Ideas Market blog), 7/25/2012: At the End of the Day
Financial Times, 7/13/2012: Something for the weekend
HBR Blog, 7/11/2012: The Curious Case of the Emerging Middle Class
HBR's Morning Advantage, 7/5/2012: How to win over developing-world shoppers
Science, April 2012, Vol. 336, no. 6079, pp. 292-293: Biofuels and City Air: A Marginal Effect