

# CARLOS NOTON

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CONTACT INFORMATION	Assistant Professor Center for Applied Economics Department of Industrial Engineering University of Chile	<a href="mailto:cnoton@dii.uchile.cl">cnoton@dii.uchile.cl</a> Phone: + 56 22 9784047 Beauchef 851, Santiago, Chile Homepage: <a href="http://www.dii.uchile.cl/~cnoton">www.dii.uchile.cl/~cnoton</a>
RESEARCH INTERESTS	Industrial Organization, Applied Econometrics, Quantitative Marketing, Consumer Behavior.	
APPOINTMENTS	<b>Compass Lexecon</b> <i>Vice President</i>	December 2021 – Present
	<b>Universidad de Chile</b> <i>Assistant Professor</i> <i>CEA - Department of Industrial Engineering</i>	September 2012 – Present
	<b>Millenium Institute for Research in Market Imperfections and Public Policy</b> <i>Research Associate</i> <i>MIPP</i>	2015 – Present
	<b>University of Warwick</b> <i>Assistant Professor</i> <i>Economics Department</i>	September 2010 – August 2012
VISITING POSITIONS	<i>Visiting Scholar - Northwestern University</i> <i>Visiting Scholar - University of Arizona</i>	Sep 2019 – Dec 2019 Nov 2017 – Feb 2018
EDUCATION	<b>University of California, Berkeley</b> <i>PhD in Economics</i>	Aug 2004 – May 2010
	<b>Universidad de Chile</b> <i>BA and MA in Economics</i>	March 1997 – Dec 2001
PUBLICATIONS	<ul style="list-style-type: none"><li>• “Identifying Food Labeling Effects on Consumer Behavior,” with Sebastian Araya, Andres Elberg and <a href="#">Daniel Schwartz</a>. <a href="#">{pdf}</a> Forthcoming <i>Marketing Science</i></li><li>• “<a href="#">Dynamic Effects of Price Promotions: Field Evidence, Consumer Search, and Supply-Side Implications</a>,” with <a href="#">Andres Elberg</a>, <a href="#">Pedro Gardete</a>, and <a href="#">Rosario Macera</a>, <i>Quantitative Marketing and Economics</i>, vol 17, issue 1 (2019), 1-58. Working paper <a href="#">version</a>. Awarded with the <b>Wittink Prize to the Best paper published in QME 2019</b>.</li></ul>	

- “Are supermarkets squeezing small suppliers? Evidence from negotiated wholesale prices,” with Andrés Elberg, *The Economic Journal*, vol 128, issue 610 (2018), 1304-1330. Working paper [version](#).
- “Structural Estimation of Price Adjustment Costs in the European car market,” *International Journal of Industrial Organization*, vol 49 (2016), 105-147. Working paper [version](#). **Awarded as the best paper published in the IJIO in 2016.**
- “Minimum Coverage Regulation in Insurance Markets,” with Daniel McFadden and Pau Olivella, *SERIEs - Journal of the Spanish Economic Association*, vol 6, issue 3 (2015), 247-278.
- “On the size of Home Bias,” *Applied Economics*, vol 47, issue 2 (2015), 123-128. Working paper [version](#).

- WORKING PAPERS
- “What Do Trade Allowances look like? Evidence from Actual Payments to a Big-Box Retailer ,” with Andres Elberg. [{pdf}](#)
  - “Vertical Integration between Hospitals and Insurers,” with [Ignacio Cuesta](#) and [Benjamin Vatter](#). [{pdf}](#)
  - “Earthquakes and Brand Loyalty: Beyond the Short Term Effects of Stockouts,” with Cristian Figueroa and [Andres Musalem](#). [{pdf}](#)
  - “Remedies for Sick Insurance,” with Daniel McFadden and Pau Olivella, NBER Working Paper 17938. [{pdf}](#)

- WORK IN PROGRESS
- “Field Experiments on Seasonal Demand and Dynamic Pricing,” with Pedro Gardete.
  - “Why Mainstream Brands supply Private Labels?” with Andres Elberg and [Fernando Luco](#).
  - “Price Setting and Negotiation in the Supermarket Industry,” with Andres Elberg and [Gautam Gowrisankaran](#).
  - “Wholesale and Retail Passthrough of Soda Taxes,” with [Jocelyn Dunstan](#).

- PRE DOCTORAL PUBLICATIONS
- The Conquest of Inflation in Chile, (with Felipe Morandé) *Estudios Públicos*, Vol 95, Winter, 2004. Pages 119-168.
  - The Pass-through from Depreciation to Inflation: Chile 1986-2001, *Estudios de Economía*, Vol 30-1, June 2003. Pages 133-155.

ACADEMIC  
PRESENTATIONS

**2020:** PUC-Business Chile, PUC-Econ Chile, PUC-Engineering Chile  
**2019:** Midwest IO Fest at U of Chicago, Northwestern, Rice, UT Austin, NBER IO-Summer Institute, Fundação Getulio Vargas, PUC-Rio, Barcelona GSE Summer Forum, Chicago Booth, UAH-Chile, Management Science-ISCI  
**2018:** North American Summer Meeting of the Econometric Society at UC Davis, UAH-Chile, Taller de Organización Industrial (TOI 11)  
**2017:** WEAI Conference (Featured Session), UDP-Chile, Workshop Healthcare and IO (MIPP, Chile), IO Workshop at Universidad Javeriana (Colombia)  
**2016:** AEA Meetings, Summer Institute in Competitive Strategy (SICS) at Haas School of Business, UAI-Chile.  
**2015:** PUC-Chile, FEN-U.Chile  
**2014:** Conference on Field Experiments at Rady School of Management, Universidad Icesi/Bco de la Republica (Colombia)  
**2013:** UAH, Hebrew University of Jerusalem, SECHI, LACEA-LAMES  
**2012:** NBER IO- Winter Meeting at Stanford University, Taller de Organización Industrial (TOI 5), University of Zurich, CEPR-JIE Conference on Applied IO (Cyprus), Cardiff Business School (UK), IIOC  
**2011:** Loughborough University, Toulouse School of Economics, CEPR-JIE Conference on Applied IO in Tel-Aviv (Discussant)  
**2010:** Alicante, Autonoma de Barcelona, Bank of Canada, IESE Business School, IMT-Lucca, ITAM Business School, Pompeu Fabra, USI-Switzerland, SFSU, Warwick  
**2009:** INRA-IDEI Seminar in Toulouse (Invited Speaker), ETSG in Rome, FEN-Chile, PUC-Chile, UDP-Chile, UAI-Chile, UDD-Chile

PROFESSIONAL  
SERVICE

Referee for: Marketing Science, Management Science, American Economic Review, Journal of Political Economy, International Journal of Industrial Organization, Journal of Industrial Economics, The Economics of Transition, Intelligent Data Analysis.  
Academic Committee Member at: Latin American and Caribbean Economic Association Meeting (LACEA, 2013), Latin American Meeting of the Econometric Society (LAMES, 2014); Conference of the European Association for Research in Industrial Economics (EARIE, 2015&2016)

HONOURS AND  
AWARDS

Wittink Prize: Best Paper Award at the Quantitative Marketing and Economics Journal in 2019  
Best Paper Award at the International Journal of Industrial Organization in 2016  
Grant Fondecyt Regular: Bargaining Power and Upstream Mergers (2017-2019) (app 100,000 USD)  
Dean's Normative Fellowship, UC Berkeley Fellowship, 2008-2009  
UC Berkeley Travel Grant and Student Union Travel Fellowship, 2009  
Beca Presidente de la Republica, 2004-2007  
Universidad de Chile, University of Chile Graduate Fellowship, 2000-2002  
ICU Award to Best GPA in Economics, Alumni Association of Universidad de Chile, 2002

TEACHING EXPERIENCE      Econometrics, MA in Economics, MAGCEA, Universidad de Chile, 2013-Present  
Empirical IO, MA in Economics, MAGCEA, Universidad de Chile, 2013-Present  
Industrial Organization, BA in Engineering, Universidad de Chile, 2013-Present  
Empirical IO, MA in Economics, Universidad Catolica del Peru, 2012-2013, 2018-Present  
Applied Economics for Management, Global MBA, Universidad de Chile, 2014-2015, 2019-Present  
Industrial Economics, MSc in Economics, University of Warwick, 2011  
Research Methods, MSc in Economics, University of Warwick, 2012  
Econometrics, BA in Economics, Universidad de Chile, 2002-2004

CONSULTING ACTIVITIES      • Antitrust (Fiscalia Nacional Económica, ENAP, Unilever, Cencosud, VTR)  
• Demand Estimation (C.C.U., Coordinador Electrico Nacional)  
• Retail Pricing (Cencosud SA)

OTHER INFORMATION      Programming Skills: Matlab, STATA, Gauss,  $\text{\LaTeX}$ .  
Languages: English (fluent), Spanish (native)

REFERENCES      Professor Gautam Gowrisankaran      Professor Daniel L. McFadden  
University of Arizona      UC Berkeley  
  
Professor Gregory S. Crawford      Professor Sofia Berto Villas-Boas  
University of Zurich      UC Berkeley