



**ANDRÉS ELBERG**  
**aelberg@uc.cl**

**I. EDUCATION**

- Ph.D. in Economics, University of California, Berkeley 2010
- Master in Public Administration in International Development,  
Harvard University 2002
- M.A. in Economics (Maximum Distinction),  
Pontificia Universidad Católica de Chile 1998
- B.A. in Business and Economics (Highest Honors),  
Universidad Adolfo Ibáñez 1995

**II. ACADEMIC POSITIONS**

- Assistant Professor, School of Business Administration,  
Pontificia Universidad Católica de Chile 2018 - Present
- Assistant Professor, Department of Economics, Universidad Diego Portales 2010 - 2017

**III. AREA OF SPECIALIZATION AND MAIN COURSES**

- Area: Marketing, Retail pricing policies, Effects of price promotions, Bargaining Power along the Distribution Channel, Effects of the Entry of Private Labels, Nutritional information and consumer choice
- Main Courses: Mercados II, Customer Analytics (MBA)

**IV. RESEARCH**

**1. Recent Publications**

- Elberg, A., Gardete, P. Macera, R. & Noton, C. (2019). Dynamic effects of price promotions: field evidence, consumer search and supply-side implications. *Quantitative Marketing and Economics*.
- Noton, C. & Elberg, A. (2018). Are supermarkets squeezing small suppliers? Evidence from negotiated wholesale prices. *Economic Journal*, 128(610), 1304-1330.
- Elberg, A. (2016) Sticky prices and deviations from the law of one price: Evidence from Mexican micro-price data. *Journal of International Economics*, 98, 191-203.



- Elberg, A. (2014) Heterogeneous price dynamics, synchronization, and retail chains: Evidence from scanner data. *Emerging Markets Finance and Trade*, 50(6), 137-153.

## 2. *Working Papers and Work in Progress*

- What Drives Trade Allowances: Evidence from Actual Payments to a Big-Box Retailer (with Carlos Noton), Revise & Resubmit (3<sup>rd</sup> round) at Marketing Science.
- Identifying Food Labeling Effects on Consumer Behavior (with Sebastian Araya, Carlos Noton and Daniel Schwartz), Revise & Resubmit at Marketing Science.
- Price Setting and Negotiation in the Supermarket Industry (with Gautam Gowrisankaran and Carlos Noton)
- Why Do Mainstream Brands Supply Private Labels? (with Fernando Luco and Carlos Noton)
- Do Basket Recommendations Lead Consumers to Save Time, Buy More and/or Buy Better Products (with Dinara Akchurina, Paulo Albuquerque and Raluca Ursu).
- Endogeneity in Discrete Choice Models (with Pedro Gardete, Carlos Noton and Carlos Santos).

## V. SELECTED SCIENTIFIC PRESENTATIONS

- Quantitative Marketing and Economics Conference, 2020. Discussion of “How Do Nutritional Warning Labels Affect Prices”, by Pachali, Kotschedoff, van Lin, Bronnenberg and van Herpen.
- Marketing Science Conference, New York University and Roma Tre, 2019, Italy. “What Drives Trade Allowances: Evidence from Actual Payments to a Big Box Retailer”.
- Workshop in Management Science, ISCI, Universidad de Chile, 2019, Chile. Understanding Retailers' Profitability: The Role of Allowance Payments.
- 11th Workshop on Industrial Organization and Economic Theory, Instituto de Sistemas Complejos de la Universidad de Chile, 2018, Chile. “Identifying Food Labeling Effects on Consumer Behavior”.

## VI. GRANTS AND AWARDS

- Dick Wittink Award, for Best Paper Published in the journal *Quantitative Marketing and Economics* 2020
- Fondecyt Project, On the Balance of Power in Vertical Channels 2018
- Dean's Time Normative Fellowship, UC Berkeley 2006
- Academic Excellence Award, Pontificia Universidad Católica de Chile 1999
- Pedro Ibáñez Ojeda Award (to best graduate), Universidad Adolfo Ibáñez 1996
- Best Student in Finance, Universidad Adolfo Ibáñez 1996



ESCUELA DE ADMINISTRACIÓN  
FACULTAD DE ECONOMÍA Y ADMINISTRACIÓN

- Chilean School of Engineers Award

1996

## VII. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Member of the board, Algeciras Group

2009-present