

Curriculum Vitae

PERSONAL DATA

NAME: Julián Felipe Hidalgo Rodríguez

DATE OF BIRTH: 18.05.1989, Bogotá D.C. - Colombia

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EDUCATION

- 09.2018 – Present **Ph.D. in Economics**
KU Leuven, Leuven – Belgium.
Relevant coursework: Dynamic methods; advanced industrial economics.
- 09.2015 – 10.2017 **M.Sc. in Economics**
University of Mannheim, Mannheim – Germany.
Relevant coursework: Industrial organization; methods in empirical industrial organization; advanced econometrics; Internet economics; and programming in Stata.
GPA: 1.3.
Thesis: "Demand-side Interventions for Internet Services
Adoption: The Case of Price Subsidies in Colombia."
- 08.2012 – 02.2016 **Magister in Economics**
Universidad del Rosario, Bogotá – Colombia.
Relevant coursework: Game theory and asymmetric information; mathematics for economics; international seminar on econometrics; and topics in econometrics.
GPA: 4.48/5.0.
Thesis: "The Impact of Broadband Quality Standards on Internet Services Market Structure in Colombia."
- 02.2007 – 10.2012 **B.A in Economics**
Universidad del Rosario, Bogotá – Colombia.
GPA: 4.36/5.0.
- 08.2008 – 10.2012 **B.A in Finance and International Commerce**
Universidad del Rosario, Bogotá – Colombia.
GPA: 4.36/5.0.

ACADEMIC EXPERIENCE

Publications

Hidalgo, J & Sovinsky, M (2019). [Forensic Econometrics: Demand Estimation When Data are Missing](#). The Japanese Economic Review, 70:403-410.

Working papers

Internet (Power) to the People: How to Bridge the Digital Divide with Michelle Sovinsky

Due to global lockdowns driven by the COVID-19 pandemic, the pervasiveness of inequalities in digital access is more prominent. As a result, finding strategies to narrow the digital-divide has moved to the forefront of public policy. We examine the impact of a demand-side intervention in Colombia to learn about what hinders low-income populations from adopting internet services. Our model allows consumers take-up choices to depend on the types of plans offered as well as how much take-up has diffused across their neighborhood. We find that increasing the plans available or the diffusion rate (via internet literacy programs) would increase adoption by more than a price subsidy and would be most beneficial to households in less technically savvy markets. Our findings suggest that pricing subsidies are effective in closing the digital divide, but that non-price policies are equally important.

Market Structure and Adoption of Internet Services in Colombia

This paper analyzes (i) how changes in market structure affect welfare and consumer choices, and (ii) how the overall effect can be decomposed into two components: the price effect and the product variety effect. I address this analysis in the context of the Internet services market in Colombia and exploit the entry of a large telecom operator in 2008. I estimate a discrete-choice demand model and use a model of oligopolistic price-setting firms to infer marginal costs and, subsequently, to conduct various counterfactual predictions. The empirical findings indicate that market entry increased the take-up of Internet services by 6 percentage points and rose consumer surplus by \$7.2 million (23% of the sales in 2008). The decomposition of the overall effect reveals that, on average, the price effect accounts for 62% of the total effect whereas the remaining of the overall effect can be attributed to the change of the menu of products offered by incumbent firms.

Subsidies, Speed and Switching? Impacts of an Internet Subsidy in Colombia with Michelle Sovinsky

Inequality in access to health, education, and employment opportunities is exacerbated in developing nations due to the uneven distribution of access to high speed internet connections. In Colombia, the government enacted a policy (in 2012) to subsidize internet fees for low income households to bridge the digital divide. The reductions were not granted to all plans and thus created incentives for consumers to switch between plans. We estimate a structural model of demand for internet connection plans, which we use to quantify the importance of switching behavior. We estimate the model using data on plans offered by all internet service providers to households in all socioeconomic (SES) groups across Colombia. Our results indicate that the subsidy caused a non-negligible fraction of low-SES households to switch internet plans - the majority of which switched to plans with lower speeds not higher speeds. Furthermore, the more wealthy households (of the lower SES groups) were twice as likely to switch plans than those in the lowest SES group. Our findings suggest that the impact, not only internet adoption, but also on switching behavior should be taken into account when formulating subsidies designed to bridge the digital divide.

Market(ing) power: Analysis of the Role of Advertising in the US Beer Industry

In light of recent empirical investigations showing broad growth of markups in the US economy (e.g., De Loecker et al., 2020), this paper seeks to examine the role of advertising

on the rise of market power in the US beer industry. This project has three main objectives. The first objective is to document the evolution of aggregate markups and advertising since the 1950s. The second objective is to investigate what is the potential mechanism whereby advertising affects consumer choices. More specifically, I conduct a reduced-form analysis to (i) explore the causal relationship between advertising and beer sales, and to (ii) assess whether advertising affects price elasticity. The third objective of this work package is to estimate a structural model of demand and supply. The goal is to conduct a counterfactual analysis to assess the welfare implications of advertising and its effects on markups. For this purpose, I evaluate the effect of a ban on beer advertising in the US.

Work in progress

Minimum Quality Labels and Product Variety in the Internet Market with Juan Oviedo and Renzo Clavijo

Oviedo, J.D & Hidalgo, J (2014). [The impact of broadband quality standards on Internet services market structure in Colombia](#). Series de documentos de trabajo. Universidad del Rosario. 169.

Presentations in conferences

2022: International Industrial Organization Conference IIOC (Boston, USA), EARIE (Vienna, Austria), FCC (Online, USA)

2018: Banco de la República de Colombia (Cali, Colombia), MaCCI (Mannheim, Germany)

2014: 25th European Regional International Telecommunications Society Conference (Brussels, Belgium)

GRANTS AND AWARDS

10.2020 – 10.2024	Research Foundation Flanders (FWO) PhD Fellowship in Fundamental Research.
09.2020	KU Leuven Pinxten Award for the best student paper in economics.
10.2015 – 06.2017	Deutscher Akademischer Austauschdienst (DAAD). Scholarship for post-graduate studies in Germany.
08.2015 – 07.2017	Colfuturo. Merit scholarship for master studies.
10.2012	Universidad del Rosario Graduated with honor of the program Finance and International Commerce.

WORK EXPERIENCE

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|-------------------|--|
| 09.2017 - 01.2018 | <p>German Institute for Economic Research (DIW),
Berlin - Germany.
<i>Intern (Sept-Nov), RA (Dec-Jan). Firms and Markets department.</i></p> <p>Main tasks: Provided empirical assistance in the analysis of the effect of ownership links on market entry in the U.S. pharmaceutical industry and performed the data exploratory analysis of plan-level dataset of Internet services in Germany.</p> |
| 05.2016 - 08.2017 | <p>Center for European Economic Research (ZEW),
Mannheim - Germany.
<i>Student Research Assistant, Information and Communication Technologies department.</i></p> <p>Main tasks: Provided empirical assistance in the analysis of the mobile app market and assisted in the construction of the digitization index for German industries.</p> |
| 03.2015 - 06.2015 | <p>LEICO-Consultores Asociados, Bogotá - Colombia.
<i>Consultant Assistant, Competition and Regulatory Analysis Unit.</i></p> <p>Main tasks: Provided econometric and statistical assistance in multiple ICT projects, emphasizing in market competition and regulatory analysis. Drafted telecommunications market reports.</p> |
| 11.2014 | <p>Center of Research and Development of ICT (CINTEL),
Bogotá - Colombia.
<i>External Consultant, Program Evaluation Group.</i></p> <p>Main tasks: Consolidated and analyzed database about socioeconomic characteristics of fishermen population from San Andrés de Tumaco (Savalo program).</p> |
| 03.2014 - 05.2014 | <p>Center of Research and Development of ICT (CINTEL),
Bogotá - Colombia.
<i>External Consultant, E-Government Practice and Program Evaluation Group.</i></p> <p>Main tasks: Provided research and analysis assistance in quality assessment of e-government surveys. Analyzed the impact of ICT program (Savalo) on various socioeconomic outcomes of the fishermen population from La Boquilla-Cartagena using impact evaluation methods.</p> |
| 03.2013 - 03.2015 | <p>Faculty of Economics - Universidad del Rosario,
Bogotá - Colombia.
<i>Junior Researcher, Ph.D. Juan Daniel Oviedo.</i></p> <p>Main tasks: Provided research assistance in the economic analysis of the broadband internet market in Colombia. Drafted academic literature reviews about telecommunication markets and provided econometrical analysis of diverse ICT (television, mobile and internet) database.</p> |
| 03.2012 - 12.2012 | <p>Faculty of Economics - Universidad del Rosario,
Bogotá - Colombia.
<i>Research Assistant, Higher Education Accreditation Group.</i></p> <p>Main tasks: Constructed and managed the information system of the Faculty of Economics. Designed academic and administrative indicators and analyzed perception surveys.</p> |

08.2011 - 06.2012	Faculty of International Trade - Universidad Jorge Tadeo Lozano, Bogotá - Colombia. <i>Research Assistant.</i> Main tasks: Participated in the project " Commercial Policy Analysis and its Impact on Industrial Development" by collecting and examining statistical information of international trade. Drafted descriptive reports of industrial sectors.
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TEACHING EXPERIENCE

- Coordinator undergraduate research group (2010-2013): Provided guidance to undergraduate students about general scientific research process and coordinated several economics-related academic activities (workshops, conferences and debates).
- Teaching assistant at the undergraduate level: Basic econometrics (2012-2) and microeconomics II (2012-2/ 2013-1) - Universidad del Rosario, Colombia.
- Teaching assistant at the graduate level: Advanced Industrial Economics (2019-2023) - KU Leuven, Belgium.


SOFTWARE MANAGEMENT

- Microsoft Office (Word, Excel, Power Point), Stata, Eviews, LaTeX, Matlab, Python.

LANGUAGES

Spanish	Mother tongue
English	Professional proficiency
German	Basic

Leuven, 15.03.2023


JULIAN F. HIDALGO R