

Francisco Albert Scott

Ph.D. Candidate, Agricultural Economics

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EDUCATION

Purdue University, West Lafayette, IN
Ph.D., Agricultural Economics

Expected May 2021

Purdue University, West Lafayette, IN
M.S., Agricultural Economics

August 2016

Universidade Federal de Minas Gerais, Brazil
Bachelor's degree, Economics

December 2013

RESEARCH INTERESTS

Agricultural economics, industrial organization, quality differentiation, structural estimation, experimental economics

PUBLICATIONS

Neves, M. F., Gray, A. W., Lourenço, C. E., **Scott, F. A.**. "Mantiqueira: Innovating and Disrupting in the Egg Business." *Accepted*. International Food and Agribusiness Management Review.

Abstract: Consumers' shifting tastes have made sustainable growth for firms in the food industry increasingly difficult. Scholars and industry practitioners constantly try to develop business strategies to deal with disruptions in modern food markets. This case uses Brazilian company Mantiqueira as an example of how a company can adopt demand-driven innovation and embrace disruption to aid its sustainable growth over the years. We follow the success of Mantiqueira in the market of eggs, from its humble beginnings until its dominance in the Brazilian market. With the use of data, the case (1) shows the current challenges faced by Mantiqueira and (2) asks readers to participate in the next round of decisions that Mantiqueira will have to make in order to hold its market share. This case is intended for use with graduate students and professionals in the agribusiness and food industries. It can be used to develop competencies associated with decision making for agribusiness firms, particularly for those faced with changes in the demand side that require new marketing strategies and capital investments.

WORKING PAPERS

Scott, F. A., Sesmero, J. P. "Market and welfare effects of quality misperception in food labels".

Abstract: Information-based policies, most prominently labels, reveal credence attributes of food products and, presumably, help consumers make better choices by reducing their misperception of product quality. However, much remains unexamined regarding how firms' strategic reactions to consumers' misperception of quality influence the benefits of information-based policies. We consider an oligopoly model where heterogeneous consumers can over- or under-estimate the quality of products in the market, and firms choose quality and prices conditional on consumers' perception of quality. We find that under plausible conditions misperception can increase efficiency in relation to the perfect information case; it does so if 1) it strengthens firms' incentives to provide higher quality, countervailing the chronic under-provision of quality that prevails under perfect information or 2) it galvanizes competition, reversing another deleterious effect of product differentiation, namely high quality-adjusted markups that restrain commerce. Our results imply that information-based policies aimed

at curbing misperception (including stricter labeling policies, nudging, changes in labeling format) can have deleterious effects on efficiency and, perhaps more importantly, hurt the consumers they mean to protect.

WORK IN PROGRESS

Scott, F. A., Sesmero, J. P., Balagtas, J. V. "Optimal quality gradation in organic labels: evidence from a structural econometric model".

Scott, F. A. "Market and welfare effects of quality misperception: experimental evidence".

RELEVANT EXPERIENCE

Research Assistant

Department of Agricultural Economics

August 2016 - Current

Research Assistant

Purdue Center for Regional Development, Purdue University

August 2014-August 2016

Research Assistant

Fundação Dom Cabral, Brazil

December 2012-December 2013

Intern, Commodities Division

Banco Fator, Brazil

July 2012-November 2012

TEACHING EXPERIENCE

Purdue University

AGEC 203: Introductory Microeconomics for Food & Agribusiness

Fall 2019

- Leading instructor for large undergraduate class (120 students) teaching principles of microeconomics. *Instructor Evaluation: 3.8/5*

SCHOLARSHIPS AND AWARDS

- Purdue University's Jim and Neta Hicks Small Grants Program. 2018. *P.I.*. \$8,000 USD
- Ross Fellowship; fellowship awarded by Purdue University's agricultural economics department for one 1st year Ph.D. student

CONFERENCE PRESENTATIONS

- **2020:** Agricultural & Applied Economics Association-Kansas City, MO (Virtual Conference due to COVID-19)
- **2015:** North American Regional Scientist Conference- Portland, OR, Midwest Graduate Students Summit: AERUS - West Lafayette, IN
- **2014:** Midwest Graduate Students Summit: AERUS - Urbana-Champaign, IL

TECHNICAL SKILLS Programming languages and mathematical packages: Python, oTree, Julia, \LaTeX .

LANGUAGES

English: Proficient

Portuguese: Proficient

REFERENCES

Juan Pablo Sesmero, Associate Professor

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Joseph V. Balagtas, Associate Professor

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Allan W. Gray, Professor

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Scott Downey, Professor

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