

Francisco Pareschi

CONTACT INFORMATION	Department of Economics Northwestern University 2211 Campus Drive Evanston, IL 60208	fpireschi@u.northwestern.edu fpireschi.github.io Citizenship: Uruguayan, Italian
EDUCATION	Ph.D. in Economics, Northwestern University (<i>in progress</i>) Committee: Igal Hendel (chair), Mar Reguant, Vivek Bhattacharya, Gaston Illanes M.A. in Economics, Northwestern University, 2019 M.sc. in Economics, Universidad Carlos III de Madrid, 2018 B.A. in Economics, Universidad de la República Uruguay, 2014	
WORKING PAPERS	“Reducing Consumer Inertia in Tobacco Markets” (JMP) , with Gaston Lopez Despite decades-long efforts to discourage smoking, the tobacco industry remains resilient partly due to consumers’ physical and psychological dependence. Recently, regulators have proposed nicotine caps and standardized packaging, known to decrease addiction and loyalty, the two primary sources of inertia in the market. In response, tobacco companies argue that lowering inertia will intensify price competition, making cheaper alternatives available and raising consumption. We study the impact of reducing addiction and loyalty on cigarette consumption. To analyze this problem, we develop a dynamic model of price competition under inertia that considers firms’ product assortment. We adopt a computationally efficient equilibrium solution to make it empirically tractable and use rich variation from the Uruguayan tobacco market to estimate its primitives. We argue that equilibrium effects depend on how firms balance their incentives to capture new customers and profit from existing ones. If by reducing inertia, firms’ incentives to attract new consumers decrease enough; then prices might increase instead. Indeed, we show that sizable drops in brand loyalty lead to higher prices. Even if firms lower prices, the direct effect on consumers might dominate, as in the case of lowering addiction. Finally, we illustrate that eliminating inertia increases tax efficacy to deter consumption. In our context, taxes discourage firms from expanding their customer base, leading to higher tax pass-through. Hence, by lowering inertia firms pass less of the tax to customers. We contend this is positive for governments because they can reduce smoking prevalence while sacrificing less revenue. “Industry Dynamics in Markets with Inertia” “Bounding Outcomes in Counterfactual Analysis” , with Mar Reguant “Price Discrimination in State-Owned Enterprises: Evidence from a Nationalization in the Argentina Gasoline Industry” , with Gaston Lopez	
WORK IN PROGRESS	“Insurance under information frictions in the electricity market” , with Mar Reguant	
RESEARCH EXPERIENCE	Research Assistant, Mar Reguant, Northwestern University Research Assistant, Centro de Investigaciones Económicas Uruguay	2019-2020 2012-2016

TEACHING EXPERIENCE	Teaching Assistant, Northwestern University	
	Intermediate Industrial Organization, Igal Hendel	2020
	Graduate Microeconomics III, Wojciech Olszewski	2019
	Math camp (graduate), Wojciech Olszewski	2020
	Teaching Assistant, Universidad Carlos III de Madrid	
	Econometrics (undergraduate, graduate), Industrial Organization (graduate)	2017
FELLOWSHIPS & AWARDS	Teaching Assistant, Universidad de la República Uruguay	
	Algebra, Calculus, Statistics, Econometrics (undergraduate)	2015
	Robert Eisner Graduate Fellowship, Northwestern University.	2021
	<i>The department's highest honor bestowed on a graduate student entering fourth year.</i>	
	Graduate Fellowship, Northwestern University.	2018-2023
	Graduate Fellowship, Universidad Carlos III de Madrid.	2016-2018
REFEREING	Fellowship for Masters Abroad, Agencia Nacional de Investigación e Innovación, Uruguay.	2016 (Declined)
	Introduction to Research Scholarship. Agencia Nacional de Investigación e Innovación, Uruguay.	2013
	International Journal of Industrial Organization	
	English (fluent), Spanish (native), Italian (basic)	
	Julia, Python, Stata	
LANGUAGES		
PROGRAMMING		
References	Professor Igal Hendel (chair)	Professor Mar Reguant
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