

Ignacio Riveros Godoy

Curriculum Vitae

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Education

- 2021–present **Ph.D. in Quantitative Marketing**, Marshall School of Business, University of Southern California.
- 2017–19 **M.A in Economic Analysis**, Universidad de Chile.
- 2013–18 **B.A in Economics**, Universidad de Chile.

Publications

- 2023 **Do Fiscal Transfers Affect Local Democracy? Lessons from Chilean Municipalities**
(*LAPS*), with Carla Alberti and Diego Díaz.
- 2022 **Medium-run Local Economic Effects of a Major Earthquake**
(*J. of Economic Geography*), with Paula Aguirre, Kenzo Asahí, Diego Díaz and Rodrigo Valdés.

Working Papers

Made with AI: Consumer Engagement with Media Containing AI Disclosures

(*under review*), with Steve Carney and Stephanie Tully.

Heterogeneous Effects of Lengthening the School Day on Students' Academic Achievement: A Longitudinal Study of Full Day School Reform in Chile

with Dante Contreras and Ignacio Lepe (master thesis)

Work in Progress

Polarized Nation, or Not? An Empirical Investigation Whether and How Brands' Sociopolitical Stands Shape Customer Store Visits

with Tal Shoshani and Lan Luo.

Relevant Coursework

Strategic and Marketing Mix Models, Davide Proserpio, Dinesh Puranam.
Special Topics, Gerard Tellis, S. Siddarth.

Consumer Behavior and Decision Making, *Kristin Diehl, Joseph Nunes.*
Marketing Models in B2C and B2B Markets, *Anthony Dukes, Max Wei.*
Advanced Quantitative Models in Marketing, *Dina Mayzlin, Sha Yang.*
Consumer Behavior Theory, *Stephanie Tully.*
Probability and Statistics, *Geert Ridder.*
Econometric Methods, *Hyungsik Roger Moon.*
Game Theory, *Odilon Camara.*
Causal Inference, *Tom Chang, Hyo Kang.*
Machine Learning, *Vatsal Sharan.*

Conference Presentations (*presented by coauthors)

Made with AI: Consumer Engagement with Media Containing AI Disclosures.

- Psychology of Technology (October 2024)*
- ACR Annual Conference (September 2024)*

The Effect of Short-Term Rentals on Property Crime.

- Interactive Marketing Research Conference (May 2024)

Polarized Nation, or Not? An Empirical Investigation Whether and How Brands' Sociopolitical Stands Shape Customer Store Visits.

- Interactive Marketing Research Conference (May 2024)*
- 2nd California Quantitative Marketing Ph.D. Student Conference (April 2024)
- ISMS Marketing Science Conference (June 2023)*

Teaching Experience

University of Southern California

2023 **Graduate**, *Marketing Analytics* (×2).

Universidad de Chile

2019 **Graduate**, *Applied Econometrics I.*

2015–18 **Undergraduate**, *Labor Economics* (×3), *Econometrics* (×2), *Advanced Mathematics* (×2), *Economic History*, *Introduction to Macroeconomics.*

Professional Experience

2019–21 **Data Scientist**, *ConsiliumBots. Inc.*

2018–19 **Research Assistant**, *Escuela de Gobierno*, Pontificia Universidad Católica de Chile.

2017–19 **Research Assistant**, *Departamento de Economía*, Universidad de Chile.

Awards and Honors

2023 UH Annual Doctoral Symposium Representative, *USC Marshall.*

2021–23 USC Marshall Dean's Fellowship. *USC.*

- 2021–23 USC Marshall/Graduate School Fellowship. *USC*.
- 2019 M.A Thesis graded with highest score. *Universidad de Chile*.
- 2019 M.A degree conferred with maximum distinction. *Universidad de Chile*.
- 2018 B.A. degree conferred with distinction. *Universidad de Chile*.
- 2017 Second best of the promotion in the B.A. Final Exam. *Universidad de Chile*.
- 2014-16 Dean's List Business Engineering (Best 5% GPA of the cohort, 320 students). *Universidad de Chile*.
- 2013 Merit Scholarship (100% of the tuition). *Universidad de Chile*.
- 2013 Highest National Score, Social Sciences, National College Entrance Exam (PSU).

Grants

- 2024 ODEI Research Grant, *USC Marshall*. \$4,000

Service

- Organizer *2nd California Quantitative Marketing Ph.D. Conference, USC, 2024*
- Referee *Oxford Economic Papers*

Languages

- Spanish Native
- English Fluent

References

- Lan Luo** *lluo@marshall.usc.edu*
Professor, *Marshall School of Business, University of Southern California*
- Davide Proserpio** *proserpi@marshall.usc.edu*
Associate Professor, *Marshall School of Business, University of Southern California*

Last Update: October 15, 2024.