

# Rubén Martínez Cárdenas

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<http://www.york.ac.uk/economics/our-people/student-profiles/ruben-martinez-cardenas/>

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## Current position

**Lecturer in Economics (VC2020)**

Faculty of Business and Law, De Montfort University

## Education

**Ph.D. in Economics**, The University of York, Nov 2016 (minor corrections).

**M.A. in Economics and Public Policy (Maestria en Artes)**, Instituto Tecnológico de Monterrey (ITESM), Mexico, 2007.

**B.A. (Licenciatura) in Economics**, Universidad Autónoma de Nuevo León, Mexico, 2002.

## Research and teaching interests

**Research:** Market design, multi-sided platforms, entrepreneurship, choice and decision making, microeconomics of banking and credit

**Research methods:** Applied microeconometrics, experimental economics.

**Teaching:** Microeconomic theory, economic design, managerial economics, applied economics, mathematical economics, game theory, economics of banking.

## Research

### Journal Articles

*Confianza y Capital Social: Evidencia para México.* Revista Economía Sociedad y Territorio. Vol XV, no. 48, May 2015. With Edgardo Ayala Gaytan and Ernesto Aguayo Tellez.

*A Quantitative Analysis of Social Capital in Mexico.* Well-being and Social Policy Journal. Vol. 9 no. 1, First Semester 2014. With Edgardo Ayala Gaytan and Ernesto Aguayo Tellez.

*Sobre la Financiación del Desarrollo.* Entorno Económico. No. 237, March/April, 2002. With Ernesto Sepúlveda Villarreal.

## Book Chapters

*Evolución Reciente y Retos de la Economía de Nuevo León.* In Retos y Políticas Públicas para Nuevo León, Edgardo Ayala Gaytán and Daniel Flores Curiel (Coord). Tendencias, UANL, 2011. With Edgardo Ayala Gaytan.

*Diagnóstico sobre la Situación del Agua en Nuevo León.* In Retos y Políticas Públicas para Nuevo León, Edgardo Ayala Gaytán and Daniel Flores Curiel (Coord). Tendencias, UANL, 2011. With Francisco Villarreal.

## Working papers

Type Search and Choice: True and Adopted Type Mismatch and the Generation of Frames. October 2016.

What Generates Trust? The Role of Social Deprivation and Violence on Generalised Trust and Trust in Public Institutions in Mexico. September 2016.

Strategic Behaviour for Multi-Product Firms Operating in Illegal Markets. October 2016.

## Work in progress

A Two-Sided Market Approach to Trade of Exploitation Rights of Natural Resources. With Alfredo Valencia Toledo (University of Vigo). Current version July 2016.

Platform Markets as Vehicles for Competition: Atomized Producers Vs Monopoly. With Leonardo Madio (University of York). Current version April 2016.

Easy Come, Easy Go: Does Effort Affect Risk Attitudes? Current version March 2016.

Multi-Attribute Procurement Auctions with Interdependencies. Current version May 2014. With Jochen Manegold (Paderborn University).

Financing Experimental Entrepreneurs with Contest Schemes. Current version November 2015.

## Teaching experience

Microeconomic theory, macroeconomic theory, applied economics, international economics, experimental economics, advanced mathematics, managerial economics (information, incentives, behavioural), applied econometrics, probability, statistics, economic data analysis.

## Consulting experience

Credit analysis and scoring, market and consumer analysis, sectoral and industrial analysis.

## Employment

### Lecturer in Economics (VC2020)

April 2018 - to date

Faculty of Business and Law, De Montfort University

**Lecturer in Economics (VC2020)**

Jan 2017 - Jan 2018

Faculty of Business and Law, De Montfort University

**Teaching Scholar**

Jan 2014 - June 2016

Department of Economics and Related Studies, The University of York

Main activities: teaching microeconomics II, applied economics II, and economic data analysis at undergraduate level

**Teaching Fellow**

Jan 2012 - to June 2014

Department of Economics and Related Studies, The University of York

Main activities: teaching statistics, probability, and macroeconomics II at undergraduate level

**Researcher (Investigador y profesionista de apoyo)**

Feb. 2009 - July 2011

Administration and Finance Division, ITESM Campus Monterrey

Main activities: research in development economics, economic growth, sectorial analysis, incentives, applied econometrics, consumer and market analysis. Administrative support for the Deputy Director of the Administration and Finance Division.

**Lecturer (Profesor de Cátedra)**

Jan 2009 - July 2011

School of Economics, ITESM Campus Monterrey

Main activities: teaching international economics: trade and finance, business economics, and experimental economics

**Lecturer (Catedrático por asignatura)**

Jan 2009 - July 2011

School of Economics, and School of Political Sciences and Public Administration, UANL

Main activities: teaching international economics: trade and finance, history of economic thought, statistics and macroeconomics.

**Economist**

Jan 2003 - Dec 2008

Sibylla Delphica Estadística Aplicada, S.C. Monterrey, Mexico.

Main activities: consulting services in economics, econometric analysis, market analysis, project evaluation, economic research, survey design and management, sales.

**Researcher**

Feb 2008 - Dec 2008

Graduate School of Business Management (EGADE), ITESM Campus Monterrey

Main activities: research in economics, market research, project evaluation, econometrics and statistical analysis, data base management, economic analysis, editing.

**Research and Teaching Assistant**

Aug 2005 - Dec 2007

Economics and Finance Department, ITESM Campus Monterrey

Main activities: research: data base management, econometric analysis, translation of research documents, economic research; teaching: introductory econometrics, economic growth, microeconomics; other: seminar and conference coordination, team leader.

## Grants and awards

Ellis Hunter Teaching Fellowship. Department of Economics and Related Studies, University of York. From 2015 to 2016.

Ellis Hunter Teaching Scholarship. Department of Economics and Related Studies, University of York. From 2012 to 2015.

Conacyt Fellowship. Awarded by the National Council on Science and Technology, Mexico. From 2011 to 2015.

COST Action IC1205 grant. Summer school on Matching Problems, Markets, and Mechanisms. Budapest, Hungary, 2013.

Best Bachelor Thesis in the Areas of Business and Social Sciences. Awarded by competition by the Universidad Autónoma de Nuevo León. 2008.

Research grant from the Social Development Council of the State of Nuevo Leon. Research project: Análisis Cuantitativo de los Determinantes de Capital Social. Awarded by competition. September 2007.

ITESM and EGAP Scholarships for postgraduate studies. August 2005 - December 2007. Instituto Tecnológico y de Estudios Superiores de Monterrey.

CEMEX Fellowship, Summer School in International Economics, Georgetown University, Washington D.C. Summer 2006.

## Academic training

*Workshop on Continuous-Time Dynamic Optimization and its Application to Health Economics*, June 2015. Gothenburg, Sweden.

*17th IZA European Summer School in Labour Economics: Entrepreneurship and Human Capital, and Advances in Modelling Labour Supply*, May 2014. Buch/Ammersee, Germany. IZA sponsorship.

*York Summer School on Game Theory: Strategic Experimentation and Communication and Complexity*, June 2014. University of York, UK.

*Summer School on Matching Problems, Markets and Mechanisms*, June 2013. Hungarian Academy Of Sciences, Budapest, Hungary. COST Action IC1205 and Department of Economics, University of York sponsorship.

*Royal Economic Society-University of York Summer School on Game Theory: Strategic Thinking with Asymmetric Information, Matching and Market Design, Reputations in Repeated Games*, June 2013. University of York, UK.

*Royal Economic Society Autumn Training School: New Developments in International Trade and Development Accounting*, September 2012. University of Birmingham, Birmingham, UK. Royal Economic Society and ESRC sponsorship.

*Diploma in International Economics*, June 2006. Georgetown University, Washington DC, USA. CEMEX sponsorship.

## Conferences and other academic events

### Presenter

*Central European Program in Economic Theory Workshop. Udine, Italy, 23-24 June, 2016.* (Article presentation)

*IRNEP: York-Reading PhD Conference. Reading, UK, 5 October, 2015.* (Article presentation)

*Round table Mexico amidst new horizons. York, UK, 14 November, 2014.* (Invited speaker)

*UECE Lisbon Meetings in Game Theory. Lisbon, Portugal, 6-8 November, 2014.* (Article presentation)

*29th annual congress of the European Economic Association. Toulouse, France, 25-29 August, 2014.* (Article presentation)

*17th IZA European Summer School in Labour Economics. Buch/Ammersee, Germany, 12-18 May, 2014.* (Poster presentation)

*2014 Annual Conference of the Royal Economic Society. Manchester, UK, 7-9 April, 2014* (Article presentation)

*Summer School on Matching Problems, Markets and Mechanisms, IC1205 COST Action on Computational Social Choice. Budapest, Hungary, , 24-28 June 2013.* (Poster presentation)

*White Rose DTC Economics Conference 2013. University of York, March 22, 2013.* (Article presentation)

*Warwick Economics PhD Conference 2013. University of Warwick. 8-9 March, 2013.* (Article presentation)

*2011 Annual Conference of the Southwestern Economics Association, SWEA, Las Vegas, Nevada, USA. 16-19 March 2011.* (Article presentation)

*41st Research and Development Congress of the Tecnológico de Monterrey: Science for Development. January 2011.* (Article presentation)

*XIV International Congress on Administrative Sciences, ACACIA. April 2010.* (Article presentation)

### Participant and discussant

Explanation, Normativity, and Uncertainty in Economic Modelling conference. London School of Economics. 16th and 17th of March 2016.

3th York Annual Symposium on Game Theory. University of York. 19th and 20th of June, 2014.

Warwick Economics PhD Conference 2013. University of Warwick. 8th and 9th of March, 2013. Discussant of Article: *Eliciting Knowledge in Networks* by Dimitri Migrow.

3th York Annual Symposium on Game Theory. University of York. 18th and 19th of June, 2013.

General Equilibrium Days. University of York. June 03 and 04, 2013.

General Equilibrium Days. University of York. 24th and 25th of May, 2012.

## Memberships and affiliations

European Economic Association. 11 February 2014 to 11 February 2015.

Royal Economic Society. From February 2011 to February 2015.

Centre for Mechanism and Institution Design, Department of Economics, University of York, Affiliated Research Student. Since December 2012

Microeconomic Theory Cluster, Department of Economics, University of York, Affiliated Research Student. Since September 2012.

Applied Microeconometrics Cluster, Department of Economics, University of York, Affiliated Research Student. From October 2011 to October 2013.

## Software

Stata, Maple, LaTeX, Inkscape, Microsoft Office.

## Languages

Spanish: Native; English: Fluent/Business level

## Extracurricular activities and voluntary work

Doctoral student representative. Department of Economics and Related Studies, The University of York. From October 2011 to May 2015.

Co-editor of the journal "Revista Estudiantil de Investigación en Negocios", DAF, ITESM. Volúmen I, Número 1, Junio 2010, Volúmen I, Número 2, Diciembre 2010, Volúmen II, Número 1, Junio 2011.

Vice-president, Economics Student Association. School of Economics, Universidad Autonoma de Nuevo Leon. 1995-1996.

Coordinator, Mission in Sierra de Chiapas (1999)

Coordinator, Mission in Sierra Tarahumara 1997 and 1998.

Karate do Shito Kai, cycling, artistic painting (oil), writing, non-fictional reading.

## References

Professor Karen A. Mumford  
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