

University of Minnesota - Twin Cities

Department of Economics
 4-101 Hanson Hall
 1925 Fourth Street South
 Minneapolis, Minnesota 55455
 U.S.A.

(612) 625-6353
 (612) 624-0209 FAX

Placement Directors

Ellen R. McGrattan
 erm@umn.edu
 (612) 625-6714
 Thomas Holmes
 holmes@umn.edu
 (612) 625-6353

Placement Coordinator

Catherine Bach
 (612) 625-6859
 c-bach@umn.edu

Curriculum Vitae
Fall 2020

VITORIA RABELLO DE CASTRO**Personal Data***Address*

4-101 Hanson Hall
 1925 Fourth Street South
 Minneapolis, MN 55455

Contact Information

Cell: (612) 223-4433
 E-mail: rabel005@umn.edu
 URL: sites.google.com/umn.edu/vitoria-r-de-castro

Citizenship: Brazil (F-1 Visa)

Major Fields of Concentration

Industrial Organization, Applied Microeconomics

Education

<i>Degree</i>	<i>Field</i>	<i>Institution</i>	<i>Year</i>
PhD	Economics	University of Minnesota (expected)	2021
MA	Economics	Pontificia Universidade Católica, Rio de Janeiro (PUC-Rio)	2014
BA	Economics	Pontificia Universidade Católica, Rio de Janeiro (PUC-Rio)	2012

Dissertation

Title: "Value Creation and Competition in New Markets"

Dissertation Advisor: Professor Amil Petrin

Expected Completion: Summer 2021

References

Professor Amil Petrin	(612) 625-0145 petrin@umn.edu	Department of Economics University of Minnesota 4-101 Hanson Hall
Professor Thomas Holmes	(612) 625-6353 holmes@umn.edu	1925 Fourth Street South Minneapolis, MN 55455
Professor Joel Waldfogel	(612) 626-7128 jwaldfog@umn.edu	Department of Strategic Management/Organization Carlson School of Management 321 19 th Avenue South Minneapolis, MN 55455

Honors and Awards

- 2019 - 2020 *Doctoral Dissertation Fellowship*, University of Minnesota, Minneapolis, Minnesota
- 2016 - 2018 *Distinguished Teaching Assistant*, Department of Economics, University of Minnesota, Minneapolis, Minnesota. Received the award three times.
- 2018 *Thank a Teacher Certificate for Outstanding Teaching*, Center for Educational Innovation, University of Minnesota, Minneapolis, Minnesota
- 2016 - 2017 *Estudiar con Esperanza Fellowship*, University of Minnesota, Minneapolis, Minnesota
- 2015 - 2016 *Leonid Hurwicz Fellowship*, Department of Economics, University of Minnesota, Minneapolis, Minnesota
- 2014 - 2015 *Fellowship*, Climate Policy Initiative (CPI/NAPC), Climate Policy Institute, Rio de Janeiro, Brazil
- 2013 - 2014 *Scholarship for Master's Studies*, Brazilian Coordination Office for the Improvement of Graduate Personnel (CAPES), Pontificia Universidade Católica, Rio de Janeiro (PUC-Rio), Brazil
- 2012 *Top Ranked Candidate*, ANPEC - Brazilian National Selection Exam for graduate economics programs

Teaching Experience

- Summer 2020 *Instructor*, Department of Economics, University of Minnesota, Minneapolis, Minnesota.
Taught *International Trade Writing Intensive*.
- 2018 - 2019 *Instructor*, Department of Economics, University of Minnesota, Minneapolis, Minnesota.
Taught *Principles of Microeconomics*, *Economy of Latin America*, and *Writing Intensive International Finance*.
- 2016 - 2018 *Teaching Assistant*, Department of Economics, University of Minnesota, Minneapolis, Minnesota. Led recitation sections for *Principles of Microeconomics*, *Principles of Macroeconomics*, *Intermediate Microeconomics*, and *Introduction to Microeconomics*.

Research Experience

- 2018 *Research Assistant*, Carlson School of Management, University of Minnesota, Minneapolis, Minnesota.
Research Assistant to Professor Joel Waldfogel.
- 2014 *Research Assistant*, Pontificia Universidade Católica, Rio de Janeiro (PUC-Rio), Brazil.
Research assistant to Professor Juliano J. Assunção for the "Ownership Matters: The Geographical Dynamics of BAAC and Commercial Banks in Thailand" project.
- 2014 *Research Assistant*, Climate Policy Initiative (CPI/NAPC), Climate Policy Institute, Rio de Janeiro, Brazil
- 2010 - 2012 *Research Assistant*, Pontificia Universidade Católica, Rio de Janeiro (PUC-Rio), Brazil.
Research assistant to Professor Marcelo de Paiva Abreu for the "Brazil in the International Financial Market, 1889-1930: Financial Missions and Location Foreign Loans" project.

Papers

- "Consumer Lock-in and Preemptive Entry: Evidence from Delivery Platforms," job market paper
- "The Value of Grocery Delivery and the Role of Offline Complements," working paper
- "Crop Rotation and the Impact of Biodiesel Mandates on Deforestation," working paper
- "Global versus Local Capital Patterns in Video Platforms," with Joel Waldfogel, in progress

Invited Presentations at Professional Conferences

- "The Value of Convenience," presented at the Midwestern Economic Association Conference, Evanston, Illinois, March 2018.
- "The Value of Same-Day Delivery and the Role of Offline Complements," scheduled to be presented at the Industrial Organization Society Conference, Philadelphia, PA, May 2020 (COVID - canceled); the 4th Doctoral Workshop on The Economics of Digitization, Toulouse, France, May 2020 (COVID - canceled).

Invited Workshops and Student Meetings

- 2018 The National Bureau of Economic Research (NBER) Economics of Digitization Workshop, Stanford University, Stanford, California
- 2019 Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management, Evanston, Illinois

Computer Skills

Matlab, R, Python, STATA, LaTeX

Languages

English (fluent), Portuguese (native), French (fluent), Spanish (fluent)

Abstracts

“Consumer Lock-in and Preemptive Entry: Evidence from Delivery Platforms,” job market paper

Dominant market positions among digital platforms concern antitrust agencies today. This paper studies firms' incentive to enter markets early when consumer lock-in creates an entry barrier to later entrants. I estimate the benefits of preemptive entry for grocery delivery services with asymmetric business models who compete to attract subscribers when entering new markets and account for this mechanism in evaluating policies to secure gains to consumers. Consumers face dynamic subscription decisions which result in state-dependent customer base for each firm. I use a Revealed Preference approach, inferring consumers' cost of switching across platforms directly from how much utility individuals are willing to forgo to avoid subscription changes. Firms decide when to enter each market accounting for their ability to accumulate customers strategically and this motive accounts *for up to 10 months in early entry*. Counterfactuals also show that subsidy amounts necessary to generate entry are highly time sensitive. Welfare gains from late entry are also limited. To address whether market dominance is likely to be translated into higher prices in the future, I measure the price increase an incumbent could sustain without rival threat of entry. Finally, I measure how a merger between a platform with large entry costs and a brick-and-mortar grocery chain allows the firm to enter markets faster. I find that lock-in makes the benefit from this faster entry induced by the merger very limited in markets where the rival was already present.

“The Value of Grocery Delivery and the Role of Offline Complements,” working paper

The growth of the online economy can either reinforce or attenuate disparities in access to retail depending on the nature of its interaction with consumers' offline vicinity. This paper measures the welfare value of new online grocery services and identifies the channels through which consumers benefit from this innovation. I construct a new dataset with the roll-out of two grocery delivery platforms to show how their different delivery logistics affect consumers. I combine this geographic entry information with scanner data to estimate a Revealed Preference model where consumers choose over bundles of products and retailers. I find this technology to be worth on average \$120/year to users. If delivery logistics rely on partnerships with local stores, households that live close to multiple retail stores are the most likely to gain access to the new technology. This complementarity between the delivery service and the consumer's geographic location benefits high income zip codes 34% more than low income zip codes due to differences in the supply of offline retail. On the other hand, distance to brick-and-mortar retail makes delivery a more valuable substitute to the offline economy. The value creation through this channel is 26% larger in low income zip codes compared to high income ones.

“Crop Rotation and the Impact of Biodiesel Mandates on Deforestation,” working paper

In this paper, I evaluate the impact of Biodiesel mandates on land use and crop supply. Crop rotation is incorporated into a structural model of crop choice that allows for dynamic complementarity in production between soybeans and corn. As this production function ties the current crop choice to previous planting decisions, the farmer solves a single-agent dynamic program. Parameters of the farmer's profit function are estimated using a standard technique for dynamic games with data from the 30 largest grain-producing municipalities in Brazil. Unlike static models of crop choice, the dynamic model produces positive long-run cross-price elasticities for the fraction of the land cultivated with each crop. I use a large positive permanent shock in the expected long-run price for soybeans to simulate the effects of Biodiesel policies. Farmers' response to an increase in biodiesel mandates involves reallocation of cropland area between crops that are dynamic complements, increasing corn supply indirectly in the long-run.

“Global versus Local Capital Patterns in Video Platforms,” with Joel Waldfogel, in progress

Over the past decade or so, markets of music and movies have moved from a la carte sales of individual products to subscription sales of bundles through platforms such as Netflix, Hulu, HBO, Amazon Prime, Spotify and Apple Music. So far, competition and firm strategies have unfolded very differently in the markets for music and video (movies and television). In music, the different platforms carry essentially identical catalogs, and with rare exceptions the platforms do not own any content outright. In video, by contrast, platforms increasingly maintain differentiated catalogs, own much of their programming outright, and are competing on differentiated exclusive content. Major players in music, such as Spotify and Apple Music, operate in many countries around the world, as do many of the major players in video. On the one hand, an important dimension of catalog differentiation in Video is how content varies by country allowing each platform to curate a “local capital” of content targeted to local tastes. On the other hand, the increasing amount of content produced by the platforms themselves contributes to the growth of a “global capital” shared across countries. In this paper, we describe these trends in the video industry and model the platform's choice of different forms of content capital.