



GUSTAVO SARAIVA
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I. EDUCATION

- Ph.D. in Economics, University of Maryland at College Park, USA 2019
- M.S. in Economics, Getulio Vargas Foundation Graduate School of Economics 2013
- B.S. in Economics, Federal university of Ceará, Brazil (Magna cum Laude) 2010

II. ACADEMIC POSITIONS

- Assistant Professor Business Administration, PUC 2019 - Present
- Instructor, Introduction to Statistics (undergraduate),
Federal University of Ceará, 2013

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Online Platforms, Mechanism Design, Game Theory
- Main Courses: Fundamentos de Dirección de Empresas.

IV. RESEARCH

1. Published

“Strategic incentives when implementing Dorfman testing with assortative matching”, 2023 Economics Letters

“Pool testing with dilution effects and heterogeneous priors”, 2023 Health Care Management Science

“An Improved Bound to Manipulation in Large Stable Matches”, 2021 Games and Economic Behavior

2. Working Papers

- “Firms’ Incentives to Fake Reviews in Online Platforms”,
- “Manipulation of Attractiveness in two Sided Stable Matches”,
- “False Price Advertising in App Stores: when apps lie about being free”
- “Search Steering in Two-Sided Platforms” (with Pedro Guinsburg)
- “Polarized opinions under the presence of fake and biased news”



V. GRANTS AND AWARDS

- FONDECYT Iniciación Científica, False Price Advertising in App Stores: when apps lie about being free, 2023
- eBay Research Policy Scholarship, Fall 2018
- PIBIC-CNPq Research Scholarship, Federal University of Ceará, Spring 2007–Fall 2009