



**ROSARIO MACERA**  
**Rosario.macera@uc.cl**

**I. EDUCATION**

- Ph.D. in Economics, University of California at Berkley. 2010
- BA and MA in Economics, Universidad de Chile. 2004

**II. ACADEMIC POSITIONS**

- Assistant Professor, School of Business Administration,  
Pontificia Universidad Católica de Chile 2021-Present
- Assistant Professor, Dept. of Business and Economics,  
Universidad de Los Andes, Chile 2017-2020
- Assistant Professor, School of Business Administration,  
Pontificia Universidad Católica de Chile 2012-2017
- Research Associate  
Yale School of Management 2012-2017
- Assistant Professor, Economic Department  
University of Warwick 2010-2011

**III. AREA OF SPECIALIZATION AND MAIN COURSES**

- Area: Human Resources and Organizational Behavior

**IV. RESEARCH**

***Recent Publications***

- Macera, R., Elberg, A., Gardete, P. & Noton, C. (2018). Dynamic Effects of Price Promotions: Field Evidence, Consumer Research, and Supply-Side Implications. *Quantitative Marketing and Economics*.
- Macera, R. (2018). Intertemporal Incentives Under Loss Aversion. *Journal of Economic Theory*, vol 178, 551-594.
- Macera, R. (2018). Present or Future Incentives? On the Optimality of Fixed Wages with Moral Hazard. *Journal of Economic Behavior & Organizations*, vol 147, 129-144.
- Macera, R. (2014). Dynamic Beliefs, Games and Economic Behavior, vol 87, 1-18.

***Working Papers***

- "On the Power of Surprising Versus Anticipated Gifts in the Workplace," with Vera L. te Velde. Reject and Resubmit at the *Journal of Experimental Economics*.
- "Pat that Pays: Employer-Employee Social Interaction and the Effectiveness of Above-Market Wages," with Vera L. te Velde. (AEA RCT Registry 0001651).



- “False (But Useful) Beliefs: Evidence from Donations at Supermarket Cashiers”, with Elizabeth Keenan and David Klinowski. (AEA RCT Registry 0001398).

## V. SELECTED SCIENTIFIC PRESENTATIONS

- 2019: Management Science Workshop ISCI, Chile; Invited session on Personnel Economics in the Society for Institutional & Organizational Economics, SIOE 2019.
- 2018: Institute for Behavioral Economics seminar series at the University of Arizona; Behavioral Personal Economics Workshop (Chile); Universidad de Chile, Economics Department; Invited to the Personnel Economics NBER Summer meeting.
- 2017: Universidad Católica de Chile, Universidad de Chile, Economics Department; Invited to the Personnel Economics NBER Summer meeting.
- 2016: M-BEES Maastricht University; 7th Meeting of the Association of French Experimental Economics; Meeting of European Economic Association, Geneva; Invited to the Personnel Economics NBER Summer meeting.
- 2015: Universidad Diego Portales; Invited to the Personnel Economics NBER Summer meeting.
- 2014: Conference on Field Experiments at Rady School of Management (UCSD); Invited to the Personnel Economics NBER Summer meeting.
- 2013: Stanford Institute for Theoretical Economics SITE, Experimental Economics session; Invited to the Personnel Economics NBER Summer meeting.
- 2012: Workshop on The Social Dimension of Organizations, Central European University; Invited to the Personnel Economics NBER Summer meeting.

## VI. GRANTS AND AWARDS

- Grant Fondecyt Regular: Two Machine Learning Studies on Behavioral Personnel Economics (2019-2021)
- Grant Fondecyt Iniciación: Two Experimental Studies on the Optimality of Monetary Incentives (2014-2016)
- Russell Sage Foundation, Mini Grant (2011)
- Dean’s Normative Fellowship, UC Berkeley Fellowship, (2008-2009)
- Beca Presidente de la Republica, Chile (Full Tuition Fellowship), (2005-2008)
- Universidad de Chile, University of Chile Graduate Fellowship, (2002-2004)

## VII. Referee

- American Economic Review, China Economic Review, European Economic Review, Economic Journal, Games and Economic Behavior, Journal of Economic Behavior & Organizations, Journal of Economic Theory, Journal of Economics & Management Strategy, Journal of the European Economic Association, Journal of Political Economy, Management Science, Mathematical Social Sciences, Review of Economics Studies, Social Science and Medicine.

## VIII. Other Relevant Positions

- Invited Researcher at Instituto Sistema Complejos de Ingeniería (ISCI) November 2019 – Present