



FRANCISCO RUIZ-ALISEDA
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I. EDUCATION

- Ph.D. in Managerial Economics and Strategy,
Kellogg School of Management, Northwestern University (USA) 2000 - 2004
- B.A. in Business Administration, Universidad de Zaragoza (Spain) 1994 - 1998

II. ACADEMIC POSITIONS

- Associate Professor, School of Management,
Pontificia Universidad Católica de Chile 2018 – To date
- Visiting Associate Professor, Wharton School, University of Pennsylvania, USA 2022 – 2023
- Assistant Professor, School of Management UC 2015 – 2018
- Assistant Professor of Economics, École Polytechnique 2010 - 2015
- Assistant Professor of Economics and Business, Universitat Pompeu Fabra 2006 - 2010
- Post-Doctoral Research Fellow, INSEAD Economics Department 2004 - 2006
- Research Assistant to Professor Vicente Salas, Universidad de Zaragoza 1998 - 2000

III. AREA OF SPECIALIZATION AND MAIN COURSES

- Area: Business Economics, Strategy, Industrial Organization, Economics of Innovation, Investment under Uncertainty, Game Theory.
- Main Courses: Strategic Management, Fundamentals of Business Management, Organizational Strategy.

IV. RESEARCH

Recent Publications

- Llanes, G. & Ruiz-Aliseda, F. (2021). Private Contracts in Two-Sided Platforms. RAND Journal of Economics, 52(4), 815-838.
- Ruiz-Aliseda, F. (2019). Experimenting to Learn about Demand in Duopoly with Forward-Looking Consumers. The Journal of Industrial Economics, 67(2), 279-327.



- Llanes, G., Mantovani, A., & Ruiz-Aliseda, F. (2019). Entry into complementary good markets with network effects. *Strategy Science*, 4(4), 262-282.
- Ruiz-Aliseda, F. (2019). Equivalence results when firms compete in prices/quantities and innovation effort. *Economics Letters*, 181, 208-210.
- Montez, J., Ruiz-Aliseda, F. & Ryall, M. (2018). Competitive intensity and its two-sided effect on the boundaries of firm performance. *Management Science*, 64(6), 2716-2733. (WoS)
- Emeric, H. & Ruiz-Aliseda, F. (2016). Keeping secrets: The economics of access deterrence. *American Economic Journal: Microeconomics*, 8(3), 85-118. (WoS)

Working Papers

- “Private Contracts in Two-Sided Markets” (with Ron Adner and Gastón Llanes).
- “Adoption is not Development: First Mover Advantages in the Diffusion of New Technology” (with Peter Zemsky).
- “Platform Competition, Compatibility, and Social Efficiency” (with Ramon Casadesus-Masanell).

Books and Book Chapters

- Transfer Pricing: From Price Guidelines to Strategic Interaction in Business Modeling: Multidisciplinary Approaches – Economics, Operational and Information System Perspectives (in Honor of Andrew Whinston), Ed: Clyde Holsapple, Varghese Jacob and H. Raghav Rao, London: Kluwer Academic Publishers, Chapter 2, with V. Salas-Fumás, 2002.
- Teaching Notes to Accompany Management Strategy, with D. F. Spulber and O. H. Azar, published in CD-ROM format by McGraw-Hill Irwin, 2003, 400 pages.

V. SELECTED SCIENTIFIC PRESENTATIONS

- Michigan Ross Strategy Seminar, USA, 2023.
Presented Paper: Competition and the Optimal Design of Complex Innovation Ecosystems
- Seminario Virtual, Chile, 2020.
Presented Paper: Input Complementarity and Substitutability in Imperfectly Competitive Multi-Tier Supply Chains
- Applied Microeconomics and Organizations Seminar of GU and FSFM, Germany, 2020
Presented Paper: Competitive Dynamics within and across Ecosystems
- MaCCI Annual Conference, 2018, Mannheim, Germany.
Presented Paper: Adapting to Demand Uncertainty: Information Systems vs. Information Markets.
- Universidad Diego Portales, 2018, Santiago, Chile.



Presented Paper: Adapting to Demand Uncertainty: Information Systems vs. Information Markets.

- Platform strategy conference what's next?. Harvard Business School, 2019, USA.

Presented Paper: Private Contracts in Two-Sided Markets

- 2017 Annual MaCCI Conference, 2017, Germany.

Presented Paper: Private Contracts in Two-Sided Markets

- GSE Summer Forum 2017, España.

Presented Paper: Private Contracts in Two-Sided Markets

- Research Institute for Development Growth and Economics (RIDGE), 2017, Uruguay

Presented Paper: Private Contracts in Two-Sided Markets

- Tenth Annual Searle Center/ USPTO Conference on Innovation Economics, USA.

Presented Paper: Mergers in Innovative Industries: The Role of Product Market Competition (Pablo Marshall, Álvaro Parra) / Innovation, Intellectual Property, and the Role of Competition (Jonathan Lee)

VI. GRANTS AND AWARDS

- 2024 Strategy Science Best Paper Award (joint with Ron Adner and Peter Zemsky) 2024
- Fondecyt Regular Grant 2021
- Fondecyt Regular Grant 2018
- Net Institute Research Grant (joint with Gastón Llanes and Andrea Mantovani) 2016
- Net Institute Research Grant (joint with Gastón Llanes) 2015
- Best Reviewer Award (Omega) 2014
- Net Institute Research Grant (joint with Andrea Mantovani) 2011
- Net Institute Research Grant (joint with Ramon Casadesus-Masanell) 2008
- EARIE Young Economist Award (for "The Strategic Role of Asset Specificity in Shaping Industry Structure") 2005
- "Fundación Rafael del Pino" Postdoctoral Research Fellowship, 2004 - 2005
- Northwestern University Fellowship 2002 - 2004
- "la Caixa" Fellowship for pursuing graduate studies in the U.S. (awarded personally by the King of Spain) 2000 - 2002



ESCUELA DE ADMINISTRACIÓN
FACULTAD DE ECONOMÍA Y ADMINISTRACIÓN

- Spanish Ministry of Education Graduate Research Fellowship 1998 - 2000
- Spanish Ministry of Education Undergraduate Research Fellowship 1997 - 1998

VII.ACADEMIC REFEREE

- Academy of Management Review, American Economic Review, Annals of Finance, B.E. Journal of Theoretical Economics, Economic Journal, European Economic Review, International Economic Review, International Journal of Industrial Organization, Journal of Economic Dynamics and Control, Journal of Economic Theory, Journal of Economics & Management Strategy, Journal of Engineering and Technology Management, Journal of the European Economic Association, Journal of Industrial Economics, Journal of Institutional and Theoretical Economics, Journal of Public Economic Theory, Long Range Planning, Management Science, Mathematical Social Sciences, Omega, Oxford Economic Papers, RAND Journal of Economics, Review of Industrial Organization, Review of Network Economics, Strategic Management Journal, Strategy Science, Agence Nationale de la Recherche, Fondecyt-Chile.