



CURRICULUM VITAE

Gastón Llanes

Associate Professor

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I. Education

- Ph.D. in Economics, Carlos III University of Madrid, Spain, 2008
- MSc in Economics (DEA), Carlos III University of Madrid, Spain, 2006
- Visiting PhD Student, Washington University in St. Louis, 2007
- BSc in Economics, National University of Córdoba, Argentina, 2003

II. Academic Positions & Work Experience

- Associate Professor, Pontificia Universidad Católica de Chile, 2015–Present
- Assistant Professor, Pontificia Universidad Católica de Chile, 2010–2014
- Postdoctoral Research Fellow, Harvard Business School, 2008–2010

III. Teaching Activities

- Fundamentos de Dirección de Empresas (2015–2022)
- Estrategia Competitiva (2022–2023)
- Estrategia de la Innovación (2020–2023)
- Dirección de Empresas y Estrategia (2010–2015)
- Tópicos de Estrategia Competitiva (2011–2014)

IV. Teaching Innovation

- Simstrat Business Strategy Simulation – used in business and strategy courses
- Integrated Strategy Simulation: Beer Wars – developed with Harvard Business School and Prof. Ramón Casadesus-Masanell

V. Research Grants & Projects

- FONDECYT Grant (2025–2028), Business Strategy and Regulation of Generative AI Firms (PI)



- FONDECYT Grant (2020–2023), Innovation and Competition in Dynamic Oligopoly (PI)
- FONDECYT Postdoc Grant (2017–2020), Revenue Models in Two-Sided Markets (Sponsor)
- Millennium Institute MIPP (2015–2018), Associate Researcher
- FONDECYT Grant (2015–2018), Competitive Standard Setting (PI)
- FONDECYT Postdoc Grant (2013–2016), Technology Adoption and Risk (Sponsor)
- FONDECYT Grant (2011–2014), Licensing Rules in Standard Setting Organizations (PI)

VI. Publications

- Published in: International Journal of Industrial Organization, RAND Journal of Economics, Journal of Industrial Economics, Strategy Science, Journal of Economics and Management Strategy, Review of Industrial Organization, Journal of Economic Theory, Management Science, Economic Theory, B.E. Journal of Economic Analysis and Policy, and others

VII. Institutional Service

- Director of Research, Pontificia Universidad Católica de Chile, 2022–2025

VIII. Public Engagement & Professional Contributions

- Developer of educational tools adopted internationally, contributor to strategy education innovation