

## Gastón Llanes

School of Management  
Catholic University of Chile  
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### Positions

2015 - Associate Professor, Catholic University of Chile.  
2010 - 2014 Assistant Professor, Catholic University of Chile.  
2008 - 2010 Postdoctoral Research Fellow, Harvard Business School.

### Visiting positions

2011, 2013, 2014, 2015 Visiting Scholar, Harvard Business School.

### Education

2003 - 2008 PhD in Economics, Carlos III University of Madrid, Spain.  
2007 Visiting PhD Student, Washington University in St. Louis.  
2006 MSc in Economics (DEA), Carlos III University of Madrid, Spain.  
1997 - 2003 BSc in Economics, National University of Córdoba, Argentina.

### Research Interests

Primary Fields Applied Theory, Industrial Organization, Strategic Management.  
Secondary Fields Innovation, Intellectual Property, Open Source, Technology Standards, Patent Pools, Two-sided Markets and Platforms, Repeated Games.

### Publications

- Llanes, Gaston (2024), "Innovation Incentives in Technical Standards," **International Journal of Industrial Organization**, 93, 103046.
- Llanes, Gastón, and Francisco Ruiz-Aliseda (2021), "Private Contracts in Two-Sided Platforms," **RAND Journal of Economics**, 52(4) 815-838.
- Llanes, Gaston and Joaquin Pobleto (2020), "Technology Choice and Coalition Formation in Standards Wars," **Journal of Industrial Economics**, 68(2) 270-297.
- Llanes, Gastón, Andrea Mantovani and Francisco Ruiz-Aliseda (2019), "Entry into Complementary Good Markets with Network Effects," **Strategy Science**, 4(4) 251-342.
- Llanes, Gaston (2019), "Competitive Strategy for Open and User Innovation," **Journal of Economics and Management Strategy**, 28(2) 280-297.
- Llanes, Gaston (2019), "Ex-ante Agreements and FRAND Commitments in a Repeated Game of Standard-Setting Organizations," **Review of Industrial Organization**, 54(1) 159-174.

- Escobar, Juan and Gaston Llanes (2018), "Cooperation Dynamics in Repeated Games of Adverse Selection," **Journal of Economic Theory**, 176, 408-443.
- Casadesus-Masanell, Ramon and Gastón Llanes (2015), "Investment Incentives in Proprietary and Open-Source Two-Sided Platforms," **Journal of Economics and Management Strategy**, 24(2) 306-324.
- Llanes, Gastón and Joaquín Poblete (2014), "Ex-ante Agreements in Standard Setting and Patent-Pool Formation," **Journal of Economics and Management Strategy**, 23(1) 50-67.
- Llanes, Gastón and Ramiro de Elejalde (2013), "Industry Equilibrium with Open Source and Proprietary Firms," **International Journal of Industrial Organization**, 31(1) 36-49.
- Llanes, Gastón and Stefano Trento (2012), "Patent Policy, Patent Pools, and the Accumulation of Claims in Sequential Innovation," **Economic Theory**, 50(3) 703-725.
- Casadesus-Masanell, Ramon and Gastón Llanes (2011), "Mixed Source," **Management Science**, 57(7) 1212-1230.
- Llanes, Gastón and Stefano Trento (2011), "Anticommons and Optimal Patent Policy in a Model of Sequential Innovation," **B. E. Journal of Economic Analysis and Policy**, 11(1) 46.

## Working Papers

- Llanes, Gastón, "Innovation and Complementary Resource Development Under the Threat of Imitation," **R&R Strategy Science**.
- Llanes, Gastón, "Competitive Dynamics in Two-Sided Markets."
- Adner, Ron, Gastón Llanes and Francisco Ruiz-Aliseda, "Competitive Dynamics Within and Across Ecosystems."

## Grants and Research Positions

2020 - 2023	FONDECYT Grant, CONICYT. Project name: Innovation and competition in dynamic oligopoly.
2017 - 2020	Advisor of FONDECYT Postdoctoral Grant, CONICYT. Main researcher: Keke Sun. Project name: Revenue models in two-sided markets.
2015 - 2018	Associate Researcher, Millennium Institute for Research in Market Imperfections and Public Policy (MIPP).
2015 - 2018	FONDECYT Grant, CONICYT. Project name: Competitive standard setting.
2013 - 2016	Advisor of FONDECYT Postdoctoral Grant, CONICYT. Main researcher: Carlos Pérez. Project name: Adoption of technologies with learning and risk.
2011 - 2014	FONDECYT "Initiation to Research" Grant, CONICYT. Project name: Licensing rules and technology choice in standard setting organizations.
2004 - 2007	FPU Scholarship for doctoral studies, Ministry of Education of Spain.
2003 / 2008	Doctoral Scholarship, Universidad Carlos III de Madrid.

## Consulting

2014 - 2015 Competencia y Regulación del Sistema de Pagos con Tarjeta en Chile. Joint with Joaquín Poblete. Economic and policy analysis of the Chilean credit and debit cards markets. Report for Santander Bank presented before the Chilean Antitrust Authority (Tribunal de Defensa de la Libre Competencia).

## Teaching Experience

2015 - Associate Professor of Strategy, Catholic University of Chile. Teaching at BSc in Business Administration, MBA and MSc in Innovation.

2010 - 2014 Assistant Professor of Strategy, Catholic University of Chile. Teaching at BSc in Business Administration, MBA and MSc in Innovation.

2003 - 2008 Teaching Assistant, Carlos III University of Madrid. Competition Policy, Macroeconomics I and II, Macroeconometrics.

2000 - 2003 Teaching Assistant, National University of Córdoba. Introduction to Economics, Intermediate Macroeconomics.

## Other Employment

2002 - 2003 Sector Analyst, Bureau of Statistics and Census of Córdoba, Argentina. Regional Accounts Department (Regional GDP estimation).

2002 - 2003 Research Assistant, Institute of Economics and Finance, National University of Córdoba.

## Refereeing

American Economic Review, Econometrica, Review of Economic Studies, Journal of Political Economy, RAND Journal of Economics, Management Science, Journal of Economic Theory, International Economic Review, Journal of Economics and Management Strategy, Strategy Science, Journal of Industrial Economics, International Journal of Industrial Organization, Journal of the European Economic Association, Economic Theory, Journal of Economic Behavior and Organization, Economic Journal, Journal of Public Economics, Scandinavian Journal of Economics, Games and Economic Behavior, Review of Industrial Organization, Journal of Public Economic Theory, B.E. Journal of Economic Analysis and Policy, B.E. Journal of Theoretical Economics, Research Policy, Journal of Mathematical Economics, Economics Letters, Information Economics and Policy, California Management Review, Bulletin of Economic Research, Information Systems Research, Latin American Journal of Economics, CONICYT, Israel Science Foundation.

## Other Information

Citizenship: Argentinean, Italian. Date of Birth: 11-Oct-1978.  
Languages: English (fluent), Spanish (native), Italian (intermediate). Hobbies: Photography.  
Computer skills: LaTeX, Mathematica, Fortran, Matlab, Python.