

# RICARDO FONSECA

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## BROWN UNIVERSITY

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### References

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Professor **Roberto Serrano**  
Department of Economics, Box B  
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Providence, Rhode Island 02912  
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Professor **Jack Fanning**  
Department of Economics, Box B  
Brown University  
Providence, Rhode Island 02912  
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### EDUCATION

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**Brown University**      Providence, RI, USA  
Ph.D. Candidate in Economics      2017 –present  
Expected Completion Date: May 2024

**Brazilian School of Economics and Finance (FGV-EPGE)**      Rio de Janeiro, Brazil  
M.A. Economics      2015 –2017

**Federal University of Pernambuco**      Recife, Brazil  
B.A. Economics      2011 –2015

### TEACHING AND RESEARCH FIELDS

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Microeconomic Theory, Market Design, and Experimental Economics

# JOB MARKET PAPER

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## Staggered Rollout for Innovation Adoption

### *Abstract*

I consider a mechanism design approach to innovation adoption and show how it is optimal for the principal to induce artificial scarcity to speed it up. Take-up of a new product generates information about its value for others, so agents want to free-ride before irreversibly adopting it themselves. This causes a time-delay externality that a principal seeking to achieve an adoption target as quickly as possible (for example, a government trying to reach herd immunity through vaccination while agents are uncertain of their personal vaccination benefits, not internalizing the positive externality of reaching the adoption target) seeks to avoid. Scarcity speeds up learning because it limits free-riding. I show that the possibility of imposing supply restrictions is always beneficial compared to free supply. I also show that optimal supply plans are simple in that there is a batched supply release with fewer batches than agents' value types. I fully characterize such optimal plans for settings with up to three types and show that (non-optimal) supply plans may be Pareto improving.

## OTHER RESEARCH PAPERS

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Peer Preferences in Centralized School Choice Markets: Theory and Evidence 2023  
with **Natalie Cox**, **Bobak Pakzad-Hurson**, and **Matthew Pecenco**

Keeping Experts Honest 2023

Maximal Preference Domains for the Existence of Efficient and Strategyproof Mechanisms (in progress) 2023

Iterative Reasoning Through Heuristics (in progress) 2023  
with **Geoffroy De Clippel**, **Pietro Ortoleva**, **Kareem Rozen** and **Giacomo Rubbini**

Stable Matchings in School Choice Markets with Peer Preferences (in progress) 2023  
with **Bobak Pakzad-Hurson** and **Matthew Pecenco**

## RESEARCH EXPERIENCE AND OTHER EMPLOYMENT

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Brown University Economics Department Providence,RI  
Research Assistant for **Jack Fanning** and **Teddy Mekonnen** 2021

Federal University of Pernambuco Recife,Brazil  
Research Assistant for **Andrea Melo** and **Francisco Ramos** 2012–2014

# TEACHING (SYLLABUS LINKS ON THE RIGHT)

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## Main Instructor

- Behavioral Game Theory:  
Experiments in Strategic Interaction (*Pre-College Program*) Summer 2020, 2021, 2023
- Math Camp (*PhD*) Summer 2019, 2020

## Teaching Assistant at Brown University

- Bargaining Theory and Applications (*Professor: Jack Fanning*) Fall 2019, Spring 2022
- Introduction to Game Theory (*Professor: Geoffroy De Clippel*) Spring 2020, Fall 2020
- Microeconomic Theory II (PhD) (*Professor: Kareen Rozen*) Spring 2019
- Microeconomic Theory I (PhD) (*Professors: Roberto Serrano and Pedro Dal Bó*) Fall 2018, Fall 2022

## Teaching Assistant at EPGE

- Microeconomic Theory II (PhD) (*Professor: Carlos Costa*) 2016

## SCHOLARSHIPS AND AWARDS

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- Merit Dissertation Fellowship, Brown University Department of Economics 2021
- Graduate Student Scholarship, Brown University 2017-present
- FAPERJ Nota 10 Scholarship (Given to the two best first-year master's students) 2016
- Scholarship for Master's Studies – (CAPES) 2015

## OTHER

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- **Presentations (includes upcoming):** LACEA-LAMES 2021, SBE 2021, LACEA-LAMES 2023, SBE 2023, EWMES 2023
- **Languages:** Portuguese (native), English (fluent) and French (Basic)