

Joana Pinho  
Associate Professor, Researcher  
Research Center in Management and Economics (CEGE)  
Católica Porto Business School  
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## Biography

I am an Associate Professor at Católica Porto Business School (CPBS) and an Integrate Researcher at the Research Centre in Management and Economics (CEGE). I am the Principal Investigator of the CEGE's research group "Markets&Policy" and a member of the Scientific Council of CPBS.

I hold an undergraduate degree in Applied Mathematics from the Faculdade de Ciências da Universidade do Porto (2003-2007), and a PhD in Economics from Faculdade de Economia da Universidade do Porto (2007-2011). My PhD dissertation focused on the economic impacts of anti-competitive practices among firms.

I was a post-doc researcher (with FCT grant) at the Faculdade de Ciências Económicas e Empresariais of the University of Vigo (2012), at Faculdade de Economia da Universidade do Porto (2013-2017), and at Toulouse School of Economics (2015-2017).

My main research interests relate to industrial organization and competition policy. Currently, I am particularly interested in digital economics and the challenges it raises to competition authorities. My contributions are published in prestigious journals, like the International Journal of Industrial Organization, the Journal of Economics and Management Strategy, and the Journal of Mathematical Economics. I have taken part in multiple national and international funded scientific projects. From 2017 to 2024, I was an Assistant Professor at CPBS, teaching in the undergraduate and master programs in Management and Economics. Since March 2024, I am an Associate Professor at CPBS.

Over time, I've been working as a consultant for private and public entities on topics related to competition policy, digital markets, and energy markets.

Since my PhD, I have been seeking to maintain a harmonious work-life balance, conciliating the research and teaching work with raising four children (born in 2011, 2012 twins, 2023).

## Qualifications

PhD

## Employment

### Researcher

Research Center in Management and Economics (CEGE)  
Universidade Católica Portuguesa  
Portugal  
1 Jan 2020 → 31 Dec 2025

### Associate Professor

Católica Porto Business School  
Universidade Católica Portuguesa  
Porto, Portugal  
1 Jun 2024 → 31 May 2029

## Research outputs

### Market configurations when marginal costs are quality-dependent

Pires, C. P., Jorge, S. F., Catalão-Lopes, M., Pinho, J., Garcês, P. & Alventosa, A., Sept 2024, In: Managerial and Decision Economics. 45, 6, p. 3972-3992 21 p.

### Vertical product differentiation in the lab: impact of consumers' preferences

Alventosa, A., Pinho, J., Jorge, S. F. & Catalão-Lopes, M., 2024, In: Applied Economics Letters. 31, 16, p. 1488-1493 6 p.

**How does firms' cost structure affect their quality-price mix? An experimental analysis**

Alventosa, A., Pires, C. P., Jorge, S. F., Pinho, J. & Catalão-Lopes, M., Dec 2023, In: Journal of Behavioral and Experimental Economics. 107, 16 p., 102109.

**Public-private collusion**

Mota, F., Correia-da-Silva, J. & Pinho, J., Jun 2023, In: Review of Industrial Organization. 62, 4, p. 393-417 25 p.

**Vertical product differentiation in the lab: impact of consumers' preferences**

Alventosa, A., Pinho, J., Jorge, S. F. & Catalão-Lopes, M., 2023, p. 1488-1493, 6 p.

**How do antitrust regimes impact on cartel formation and managers' labor market? An experiment**

Fonseca, M. A., Gonçalves, R., Pinho, J. & Tabacco, G. A., Dec 2022, In: Journal of Economic Behavior and Organization. 204, p. 643-662 20 p.

**Collusion between two-sided platforms**

Lefouili, Y. & Pinho, J., Sept 2020, In: International Journal of Industrial Organization. 72, 102656.

**Horizontal mergers between multisided platforms: insights from Cournot competition**

Correia-da-Silva, J., Jullien, B., Lefouili, Y. & Pinho, J., 1 Mar 2019, In: Journal of Economics and Management Strategy. 28, 1, p. 109-124 16 p.

**Cartel deterrence and the labour market for managers**

Gonçalves, R., Fonseca, M. A., Pinho, J. & Tabacco, G., 2019, *Delivering better policies through behavioural insights: new approaches*. OECD, p. 73-115 43 p.

**Welfare-improving mixed collusion**

Mota, F., Correia-da-Silva, J. & Pinho, J., 2019, p. 1-11. 11 p.

**Productivity shocks in a union-duopoly model**

Brandão, A. & Pinho, J., Dec 2018, In: Manchester School. 86, 6, p. 722-756 35 p.

**Horizontal mergers between multisided platforms: insights from Cournot competition**

Correia-da-Silva, J., Jullien, B., Lefouili, Y. & Pinho, J., Aug 2018, 25 p. (Working Papers; no. TSE - 946).

**Capacity investment in electricity markets under supply and demand uncertainty**

Pinho, J., Resende, J. & Soares, I., 1 May 2018, In: Energy. 150, p. 1006-1017 12 p.

**Collusion in mixed oligopolies and the coordinated effects of privatization**

Correia-da-Silva, J. & Pinho, J., 1 May 2018, In: Journal of Economics/ Zeitschrift fur Nationalökonomie. 124, 1, p. 19-55 37 p.

**Welfare-improving mixed collusion**

Mota, F., Correia-da-Silva, J. & Pinho, J., 2018, p. 71-71. 1 p.

**Welfare effects of unbundling under different regulatory regimes in natural gas markets**

Brandão, A., Pinho, J., Resende, J., Sarmento, P. & Soares, I., 1 Aug 2016, In: Portuguese Economic Journal. 15, 2, p. 99-127 29 p.

**Sustaining collusion in markets with entry driven by balanced growth**

Correia-da-Silva, J., Pinho, J. & Vasconcelos, H., 1 May 2016, In: Journal of Economics/ Zeitschrift fur Nationalökonomie. 118, 1, p. 1-34 34 p.

The profit-sharing rule that maximizes sustainability of cartel agreements  
Correia-da-Silva, J. & Pinho, J., Apr 2016, In: Journal of Dynamics and Games. 3, 2, p. 143-151 9 p.

Asymmetric information and exchange of information about product differentiation  
Brandão, A. & Pinho, J., 1 Apr 2015, In: Bulletin of Economic Research. 67, 2, p. 166-185 20 p.

How should cartels react to entry triggered by demand growth?  
Correia-da-Silva, J., Pinho, J. & Vasconcelos, H., 1 Jan 2015, In: B.E. Journal of Economic Analysis and Policy. 15, 1, p. 209-255 47 p.

Regulating international gas transport: welfare effects of postage stamp and entry-exit systems  
Brandão, A., Soares, I., Sarmiento, P., Resende, J. & Pinho, J., 1 May 2014, In: Energy. 69, p. 86-95 10 p.

Spatial competition between shopping centers  
Brandão, A., Correia-da-Silva, J. & Pinho, J., Jan 2014, In: Journal of Mathematical Economics. 50, 1, p. 234-250 17 p.

Asymmetric collusion with growing demand  
Brandão, A., Pinho, J. & Vasconcelos, H., 2013, In: Journal of Industry, Competition and Trade. p. 429-472 44 p.

Costly horizontal differentiation  
Correia-da-Silva, J. & Pinho, J., Dec 2011, In: Portuguese Economic Journal. 10, 3, p. 165-188 24 p.

## Activities

**Responsabilidade social corporativa: Impacto nas decisões estratégicas num mercado com produtos diferenciados**  
Pinho, J. (Main Examiner)  
5 Jul 2019

**Abuso de Posição Dominante no Espaço Económico Europeu: Caso Google Shopping**  
Pinho, J. (Co-supervisor) & Correia-da-Silva, J. (Supervisor)  
Sept 2017 → 19 Nov 2019

**Concorrência em Oligopólios Mistos com Diferenciação Horizontal e Vertical do Produto**  
Pinho, F. (Student), Correia-da-Silva, J. (Supervisor) & Pinho, J. (Co-supervisor)  
Sept 2017 → 13 Dec 2018

**Impacto da diferenciação do produto na sustentabilidade de acordos colusivos**  
Leite, A. R. (Student), Pinho, J. (Supervisor) & Correia-da-Silva, J. (Co-supervisor)  
Sept 2017 → 20 Nov 2018

**Strategic interactions of urban land developers in the housing market**  
Pinho, J. (Main Examiner), Pires, C. (Supervisor), Jorge, S. (Main Examiner), Catalão-Lopes, M. (Main Examiner) & Brito, D. (Main Examiner)  
4 Jul 2016

**Essays on Collusion: Mixed Oligopolies and Corporate Social Responsibility**  
Pinho, J. (Co-supervisor) & Correia-da-Silva, J. (Supervisor)  
2015 → 5 Mar 2021

**Procura no mercado das telecomunicações no setor fixo e móvel na União Económica e Monetária**  
Araújo, J. (Student), Brandão, A. (Supervisor) & Pinho, J. (Co-supervisor)  
Sept 2014 → 18 Dec 2015

**Sustentabilidade de acordos colusivos em mercados com crescimento da procura e entrada: análise em tempo contínuo**  
Pereira, F. (Student), Correia-da-Silva, J. (Supervisor) & Pinho, J. (Co-supervisor)  
Sept 2014 → 18 Dec 2015

**Sustentabilidade de acordos colusivos em mercados com procura crescente**  
Pinho, J. (Co-supervisor)  
Sept 2014 → 18 Dec 2015

**Distribuição retalhista alimentar em Portugal: Análise do impacto da concentração e do desequilíbrio do poder negocial sobre os produtores agropecuários**  
Loureiro, M. (Student), Brandão, A. (Supervisor) & Pinho, J. (Co-supervisor)  
Sept 2013 → 14 Nov 2014

## Awards

## Projects

**Vertical Differentiation: Advances in Vertical Differentiation: theory and applications**  
Pinho, J. (Researcher)  
4/10/18 → 3/10/22

**Cartel deterrence and manager labor market in USA and EU antitrust jurisdictions: Theoretical and experimental evidence**  
Gonçalves, R. (PI), Pinho, J. (Researcher), Fonseca, M. A. (Researcher) & Tabacco, G. (Researcher)  
1/01/17 → 31/12/18

### **CEGE: Research Center in Management and Economics**

Silva, M. (Full Professor), Sousa, R. (Full Professor), Alves, P. (Assistant Professor), Madsen, A. (Invited Assistant Professor), Lourenço, A. (Associate Professor), Carvalho, A. S. (Associate Professor), Andrade, A. (Assistant Professor), Silva, P. D. (Associate Professor), Vlačić, B. (Invited Assistant Professor), Martins, C. (Invited Assistant Professor), Gomes, C. (Auxiliary Researcher), Gevrek, Z. E. (Invited Assistant Professor), Oliveira, F. G. D. (Associate Professor), Faria, G. (Invited Associate Professor), Marreiros, H. (Scholarship holder), Pinho, J. (Invited Assistant Professor), Machado, J. (Associate Professor), Araújo, J. (Auxiliary Researcher), Pinto, J. (Assistant Professor), Rego, A. (Full Professor), Gaspar, J. M. (Auxiliary Researcher), Corbo, L. (Invited Assistant Professor), Costa, L. (Associate Professor), Fernandes, L. (Assistant Professor), Sottomayor, M. (Assistant Professor), Martins, N. (Full Professor), Hernández-Marrero, P. (Auxiliary Researcher), Gonçalves, R. (Associate Professor), Ribeiro, R. (PI), Coelho, S. L. (Assistant Teacher), Pereira, S. M. (Auxiliary Researcher), Silva, S. (Associate Professor), Rodrigues, V. (Associate Professor), Sotiros, D. G. (Auxiliary Researcher), Valverde, C. (Assistant Professor), Leitão, A. (Assistant Professor), Julião, J. (Assistant Professor), Tavares, M. (Assistant Professor), Lages, C. R. (Auxiliary Researcher), Elmashhara, M. G. (Auxiliary Researcher) & Teymourifar, A. (Auxiliary Researcher)  
1/01/20 → 31/12/25

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