

# JUAN JOSÉ GANUZA FERNÁNDEZ

UNIVERSITAT POMPEU FABRA.  
Department of Economics  
Ramón Trias Fargas, 25-27  
08005 Barcelona

Phone+34-93-542-2719  
Fax +34-93-542-1746  
email:juanjo.ganuja@upf.edu

---

## EMPLOYMENT

PROFESSOR OF ECONOMICS AND BUSINESS  
Universitat Pompeu Fabra, Barcelona, SPAIN  
Department of Economics and Business  
1998-Current (Full Professor since 2009)

DIRECTOR OF THE COMPETITION AND MARKET REGULATION DIVISION  
FUNCAS  
2014-Current

DIRECTOR OF THE DIGITAL ECONOMY SUMMER SCHOOL  
Barcelona School of Economics.  
2018-Current

DIRECTOR OF THE MASTER IN COMPETITION AND MARKET REGULATION  
Barcelona School of Economics  
2008-2018

POSTDOC RESEARCHER  
University of California, Los Angeles, California, USA  
Department of Economics  
1997-98.

POSTDOC RESEARCHER  
Institut D'Economie Industrielle  
Université des Sciences Sociales de Toulouse, France  
1996-97.

## EDUCATION

PH. D. PROGRAM IN ECONOMICS  
Universidad Carlos III de Madrid  
1991-96.

BS IN PHYSICS  
Universidad Complutense de Madrid, 1986-1991.

## VISITING FELLOWS

University of Nagoya, Japan  
Department of Economics  
Jul-Ago 2022.

University of Cambridge, UK  
Department of Economics  
Jul-Ago 2019.

Rutgers University, New Jersey, USA  
Department of Economics  
Jul-Ago 2018.

University of Saint Andrews, UK  
Department of Economics  
Jul-Ago 2017

Columbia University, New York, USA  
Department of Economics

Sep-2012-Jul 2013.

CEMFI, Madrid, Spain  
Sep 2004-Jun 2005

Rutgers University, New Jersey, USA  
Department of Economics  
Sep-Dec 2003.

**RESEARCH  
INTERESTS**

Competition Policy and Regulation, Industrial Organization,  
Digital Economy, Auctions and Procurement, Law and Economics,

**REFEREED  
PUBLICATIONS**

Conde-Ruiz, J-I; Ganuza, J and P. Profeta (2022) "Statistical Discrimination and Committees". *European Economic Review*, 141.

Ganuza, J.; F. Gomez and J. Penalva (2022) "Quality of Evidence and Legal Decision-Making" *American Law and Economics Review* 24, 1, 327-368. Best (Theory) Paper Award of ALER in 2022 (the best theory paper published in the *American Law and Economics Review* during 2022).

Ganuza, J. and F. Gomez (2022) "Designing Relational Sanctions in Buyer-Supplier Relationships". *Journal of Economics and Management*, 31, 470–491.

Conde, J-I, Ganuza, J, Garcia, M and L. Puch (2021) "Gender Distribution across Topics in Top 5 Economics Journals: A Machine Learning Approach". *SERIEs*, 13, 269–308.

Ganuza, J. and F. Gomez (2020) "Procurement and Accidents: Bidding for Judgement Proofness and the Limited Liability Curse". *Journal of Legal Studies*, 49, 381-429.

Ganuza, J. and G. Llobet (2020) "The Simple Economics of White Elephants". *Mathematical Social Sciences*, 106, 91-100.

Conde-Ruiz, J-I; Ganuza, J and M. Garcia (2020) "Gender Gap and Multiple Choice Exams in Public Selection Processes". *Hacienda Pública Española /Review of Public Economics*, 235, 11-28 (Award Alexandre Pedrós to the best paper published in the journal in 2020)

Ganuza, J. and J. Penalva (2019) "Information Disclosure in Optimal Auctions". *International Journal of Industrial Organization*, 63, 460-479

Artigot, M., J. Ganuza, F. Gomez and J. Penalva (2018) "Product Liability Should Reward Firm Transparency" *International Review of Law & Economics*, 56,160-169

Calveras, A, and J. Ganuza (2018) "Corporate social responsibility and product quality". *Journal of Economics and Management Strategy*, 27, 804-829.

Ganuza, J., Gomez, F and M. Robles (2016) "Product Liability versus Reputation", *Journal of Law, Economics and Organization*, 32, 213-241. (Honorable mention of the 2019 Oliver E. Williamson Prize for Best Article in Law, Economics and Organization)

Calveras, A, and J. Ganuza (2016) "The Role of Public Information in Corporate Social Responsibility". *Journal of Economics and Management Strategy*, 25, 990-1027.

Ganuza, J. and M.F. Viegens (2014) "Over-the-top (OTT) content implications and best response strategies of traditional telecom operators. Evidence from Latin America", *Info*, 16, 5, 59-69.

Ganuza, J, and J. Jansen (2013) "Too Much Information Sharing? Competition Policy for Disclosure of Acquired Information", *Journal of Industrial Economics*, 61, 4, 845-876.

Ganuza, J. and M.F. Viegens (2013) "Exclusive contents and next generation networks", *Information Economics and Policy*, 25, 154–170.

Ganuza, J. and F. Gomez (2013) "Optional Law for Firms and Consumers: An Economic Analysis of Opting into CESL", *Common Market Law Review*, pp. 29-50.

Burguet, R. Ganuza, J. and E. Hauk (2012) "Limited Liability and Mechanism Design in Procurement", *Games and Economic Behavior*. 76, 1, 15-25.

Gomez, F. and J. Ganuza (2011) "An Economic Analysis of Harmonization Regimes: Maximum Harmonization, Minimum Harmonization or Optional Instrument?", *European Review of Contract Law*, 275-295

Gomez, F. and J. Ganuza (2011) "How to build European private law: an economic analysis of the lawmaking and harmonization dimensions in European private law", *European Journal of Law and Economics*, 33, 3, 481-503.

Ganuza, J. and F. Gomez (2011) "Soft Negligence Standards and the Strategic Choice of Firm Size", *Journal of Legal Studies*, 40, 2, 439-466.

Ganuza, J. and M.F. Viegens (2011) "Deployment of high high-speed broad band infrastructures during the economic crisis: The case of Xarxa Oberta", *Telecommunications Policy*, 35, 855-870.

Calveras, A, Ganuza, J. and G. Llobet (2011) "Voluntary Contributions vote out Public Ones", *SERIEs*, 2, 283-303.

Ganuza, J. and J. Penalva (2010) "Signal Orderings based on Dispersion and the Supply of Private Information in Auctions", *Econometrica*, 78, 3, 1007-1030.

Ganuza, J., Llobet, G and B. Dominguez (2009) "R&D in the Pharmaceutical Industry: A World of Small Innovations", *Management Science*, 55, 4, 539-51.

Bar-Isaac, H. and J. Ganuza (2008) "Recruitment, training and career concerns". *Journal of Economics and Management Strategy*, 17, 4, 839-864.

Ganuza, J. and F. Gomez (2008) "Realistic Standards. Optimal Negligence with Limited Liability". *Journal of Legal Studies*, 37, 2, 577-94.

Ganuza, J. (2007) "Competition and Cost Overruns in Procurement", *Journal of Industrial Economics*, 55, 4, 633-660.

Calveras, A, Ganuza, J. and G. Llobet (2007) "Regulation, Corporate Social Responsibility and Activism", *Journal of Economics and Management Strategy*, 16, 719-740.

Ganuza, J. and F. Gomez (2007) "Should we Trust the Gatekeepers? Auditors' and Lawyers' Liability for Clients Misconduct", *International Review of Law and Economics*, 96-109.

Ganuza, J. and E. Hauk (2006) "Allocating Ideas. Horizontal Competition in Tournaments", *Journal of Economics and Management Strategy*. 15, 3, 763-787.

Ganuza, J. and F. Gomez (2005) "Caution, Children Crossing: Heterogeneity of Victim's Cost of Care and Negligence Rule", *Review of Law and Economics*, 1, 3. 365-297.

Ganuza, J. and E. Hauk (2004) "Economic Integration and Corruption: The Corrupt Soul of the European Union", *International Journal of Industrial Organizations*, 22, 10, 1463-1484.

Ganuza, J. (2004) "Ignorance promotes competition. An auction model with endogenous private valuations", *RAND Journal of Economics*, 35, 3, 583-589.

Celentani, M, Ganuza, J. and J. Peíro (2004) "Combating Corruptions in International Business Transactions", *Economica*, 71, 417-448.

Calveras, A, Ganuza, J. and E. Hauk (2004) "Wild bids. Gambling for Resurrection in Procurement Contracts", *Journal of Regulatory Economics*, 26, 41-68.

Celentani, M. and J. Ganuza (2002) "Corruption and competition in procurement", *European Economic Review*, 46, 1273-1303.

Gomez, F and J. Ganuza (2002) "Civil and Criminal Sanctions Against Blackmail: An Economic Analysis", *International Review of Law and Economics*, 21, 475-498.

Celentani, M. and J. Ganuza (2002) "Organized vs. Competitive Corruption", *Annals of Operation Research*, 109, 293-315.

Calveras, A, Ganuza, J. and E. Hauk (2002) "Las bajas temerarias en las subastas de obras públicas. Un análisis de la regulación española", *Hacienda Pública Española. Revista de Economía Pública*, 5, 162, 135-153.

Ganuza, J. and L. Pechlivanos (2000) "Heterogeneity-promoting optimal procurement", *Economic Letters*, 67, 105-112.

Ganuza, J. (1995) "Procurement contracts with observable quality". *Revista Española de Economía*, Monográfico Regulación, 153-163.

#### **OTHER PUBLICATIONS**

Conde-Ruiz, J-I and Ganuza, J, (2022) "Economía Digital en Tiempos de Pandemia" *Papeles de Economía Española*, 173, 200-223

Calveras, A and Ganuza, J, (2021) "La desigualdad: La cara oscura de las plataformas digitales" *Papeles de Economía Española*, 167, 113-130.

Ganuzo, J, and G. Llobet (2018) "Precios personalizados en la economía digital" *Papeles de Economía Española*, 157, 70-84. □

A, Ganuzo, J. and G. Llobet (2018) "Desintragració Vertical Pública", *Revista Económica de Catalunya*, 77, 71-78.

Ganuzo, J, and F. Gomez (2017) "La armonización de reglas y estándares legales: un análisis económico" *Papeles de Economía Española*, 151, 63-78.

Ganuzo, J, and F. Gomez (2015) " El reparto óptimo de riesgos en las relaciones público-privadas" *Economía Industrial*, 398, pp 111-115.

Ganuzo, J, and M.F. Viegens (2015) "Retos Regulatorios en el Despliegue de las Redes de Nueva Generación en España" *Papeles de Economía Española*, 145, pp 161-172.

Ganuzo, J, and M.F. Viegens (2014) "Las Subastas del Espectro Radioeléctrico en España" *Economía Industrial*, 393, pp 15-25.

Ganuzo, J, Perka, k. and M.F. Viegens (2011) "Las Redes de Nueva Generación: ¿un nuevo modelo para las telecomunicaciones en España?", *Cuadernos Económicos del I.C.E*, 81, 243-265.

Calveras, A. and J. Ganuzo (2008) "Responsabilidad Social Corporativa. Una Visión desde la Teoría Económica". *Cuadernos Económicos del I.C.E*, 76, 101-118.

Asensio, J, J-J Ganuzo, J Penalva y F. Trillas (2006) "Aspectos económicos de la liberalización del ferrocarril: mecanismos de subastas y medición de la eficiencia", *Estudios de Construcción y Transportes*, 104, 161-182.

Ganuzo, J. (1998) "Los Sobrecostes en las obras Públicas. Un análisis económico del caso español". *Revista de Economía Industrial*. 318, 111-22.

Ganuzo, J. (1994) "Contratos, subastas y sobrecostes en las obras públicas: un análisis teórico" *Cuadernos Económicos del I.C.E*, 57, 77-97.

## Books

Reformas para Impulsar la Competencia en España (Reforms to Promote Market Competition in Spain) (2023). Edited by Juan-José Ganuzo and Joaquín López-Valles. FUNCAS Social and Economic Studies.

Economía y Cultura. Una Mirada hacia el Futuro (Economics and Culture. A Look into the Future.) (2021). Edited by Ateca Amestoy, Juan-José Ganuzo, Jesús Prieto Sacristán. Several authors including the editors. ISBN: 978-84-17609-61-0. FUNCAS Social and Economic Studies.

Law and Economics. A Productive Relationship (2019). Edited by J. Ganuzo and F. Gomez. Several authors including the editors. ISBN: 9788417609290. FUNCAS Social and Economic Studies.

The Economic Analysis of the Digital Revolution (2018). Edited by J. Ganuzo and G. Llobert. Several authors including the editors. ISBN: 9788415722946. FUNCAS Social and Economic Studies.

Presente y Futuro del Mercado Hipotecario Español. Un Análisis Económico y Jurídico (The Present and Future of the Spanish Mortgage

Market. A Law and Economic Analysis) (2018). Edited by J. Ganuza and F. Gómez. Several authors including the editors. ISBN: 9788490992326. Aranzadi

#### **BOOKS CHAPTERS**

R. Burguet, J. Ganuza and J.G. Montalvo (2018) "The Microeconomics of Corruption" *Handbook of Game Theory and Industrial Organization, Volume II Applications. Edited by Luis C. Corchón and Marco A. Marin.* Edward Elgar, 420-450.

F. Gomez and J. Ganuza (2018) "Optimal Standards for the Single Market: A Law and Economics Approach", in Francisco Elizalde (editor), *Uniform Rules for European Contract Law?*, Hart Publishing, Oxford (2018), p. 53-69

F. Gomez and J. Ganuza (2014) "Law and Choice in European Consumer Contract Law", in *Varieties in European Economic Law and Regulation: Essays in Honour of Hans Micklitz*, Springer, Berlin-New York, 571-599.

F. Gomez and J. Ganuza (2013) "The Economics of Harmonizing Private Law Through Optional Rules", *Pluralism and European Private Law*, Hart Publishing, Oxford (2013), p. 177-198

F. Gomez and J. Ganuza (2013) "Optional Contract Law: Economic Benefits of Opting into the Common European Sales Law", en Luigi MOCCIA (ed.), *The Making of European Private Law: Why, How, What, Who*, Sellier Law Publishers, Munich, 93-111.

F. Gomez and J. Ganuza (2011) "Economic Underpinnings of European Private Law Harmonization". Chapter of *European Private Law-Current Status and Perspectives*, Reiner Shulze and Hans Schulte-Nolke (eds.), Sellier European Law Publishers.

Engel, A. Ganuza, J. Hauk, E and A. Wambach (2006). "Managing Risky Bids". Chapter of the *Handbook of Procurement. Theory and Practice for Managers*, Dimitri, Piga, and Spagnolo (eds.), Cambridge University Press.

López Casasnovas G, Puig-Junoy J, Ganuza, J, I. Planas Miret (2003). "La Nueva Gestión Pública. Instrumentos al servicio de la mejora de la eficiencia en la provisión de los servicios públicos". Colección Estudios Económicos. La Caixa, Barcelona.

#### **EDITORIAL ACTIVITIES**

Co-Editor, *Journal of Economics and Management Strategy* (2015-current), Associate Editor of *Journal of Industrial Economics* (2013-current), *SERIEs* (2009-2012), *Journal of the European Economic Association* (2006-2012).

#### **REFEREE FOR**

*Econometrica*, *American Economic Review*, *Journal of Political Economy*, *Review Economic Studies*, *Journal of European Economic Association*, *American Economic Review: Microeconomics*, *Journal of Economic Theory*, *Theoretical Economics*, *Economic Journal*, *Management Science*, *Rand Journal of Economics*, *European Economic Review*, *Journal of Labor Economics*, *Economic Theory*, *Journal of Law, Economics and Organization*, *Journal of Economics and Management Strategy*, *Journal of Public Economics*, *Journal of Industrial Economics*, *International Journal of Industrial Organization*, *Journal of Public Economic Theory*, *Experimental Economics*, *International Journal of Game Theory*, *International Review of Law and Economics*, *Economics Letters*, among others.