

ETCHEVERRY Clara

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Email: clara.etcheverry@outlook.com | **Nationality:** French

EMPLOYMENT

September 2021 - August 2022: Lecturer, Toulouse School of Economics, Toulouse 1 Capitole University, Toulouse, France

July 2018 - September 2018: Research Assistant, Empirical Industrial Organization, INRAE French National Institute for Agricultural Research and Environment, Toulouse, France

EDUCATION

Ph.D., Economics, « Essays on e-commerce in the food retail industry » University of Milan and University of Pavia, 2018-2022 (expected)

Supervisors: Marcella Nicolini (UniPV), Céline Bonnet (TSE)

Visiting Ph.D. student, Toulouse School of Economics

MSc, Economics, Toulouse School of Economics, 2018

MSc, Business Law, Toulouse 1 Capitole University, 2018

BSc, Economics, Toulouse School of Economics, 2016

BA, Law, Toulouse 1 Capitole University, 2016

RESEARCH INTERESTS

Empirical Industrial Organization, Manufacturers and Retailers Relationships, Consumer Behavior

WORKING PAPERS

“The Impact of Online Grocery Shopping on Retail Competition and Profit Sharing: An Empirical Evidence of the French Soft Drink Market” with Céline Bonnet, TSE Working Paper, n. 21-1225, June 2021.

The online distribution channel expands in many sectors, and the food industry is not left out. This paper analyzes the impact of e-commerce on French grocery shopping. Using purchase data, we develop a structural econometric model of demand and supply to estimate the effect of the emergence of online distribution channels on prices, profit, consumer surplus, and profit sharing between retailers and manufacturers in the French soft drink sector. We find that e-commerce leads to market expansion and an increase in consumer surplus, and the effect on the retailers' profits correlates with their online strategy. The retailers which developed independent and remote warehouses for the online distribution channel get higher market shares, retail margins, and profits. Most retailers that develop online services in existing stores or with warehouses attached to a traditional store get lower downstream margins, market shares, and profits with e-commerce than counterfactual without e-commerce. Our results also suggest that the introduction of the online grocery channel is profitable to the manufacturers due to an increase in wholesale margins. This increase with the introduction of e-commerce comes from the higher retailers' fear of risking a bargaining breakdown compared to accepting a concession to its trading partner.

WORK IN PROGRESS

“The Effect of E-commerce on Grocery Store Choice and Retail Competition”

E-commerce continues its substantial expansion, and most retail groups have opened online distribution channels in the French grocery market. Using purchasing data, I develop a structural demand and supply model to estimate the effect of e-commerce on prices, retailer profit, and consumer surplus in this market. I use a store choice model to estimate the consumer preferences for stores and not for brands to study the impact of the online distribution channel, not on a single market but the entire French retail food industry. E-commerce leads to market expansion and an increase in consumer surplus. The effect on the retailers' profits is correlated with their online strategy. The retailers that did not open online stores obtain lower margins, market shares, and profits. The retailers that develop online services in existing stores or with warehouses attached to brick-and-mortar stores globally get a small increase in retail price and margins, a decline in market shares, and profits with e-commerce. In comparison, the retailers which developed independent and remote warehouses for the online distribution channel obtain greater downstream margins, market shares, and profits with e-commerce.

“A Comparison of Online and Offline Consumer Behavior in the Choice of Grocery Stores”

A lot of store-based retailers additionally opened an online distribution channel in the French grocery market. The introduction of an online distribution channel may have some consequences for consumer behavior. The objective of this study is to understand better the elements that drive supermarket choice in the context of multi-channel retailers. I estimate a store choice model using French scanner data to compare the behavior of the same households, shopping online and offline. I find own-price elasticities lower offline than online. I assume that it is a consequence of a decrease in search costs online. Furthermore, they are more loyal to a retail group online than to a brick-and-mortar store. The favorites list of purchases and recommendations provided by the retailers online may decrease the search costs, and finally, that may lead to a gain of time that enhances loyalty.

SEMINARS, CONFERENCES, AND WORKSHOPS

September 2021: XXXV Jornadas de Economía
Industrial EconTR 2021 conference

August 2021: 48th Annual Conference of the European Association for Research in Industrial Economics (EARIE)

July 2021: 14th Annual Meeting of the Portuguese Economic Journal

June 2021: INRAE (ALISS) internal seminar

May 2021: 19th Annual International Industrial Organization Conference
175th EAAE seminar

April 2021: French-German Online Workshop E-commerce: firms' strategies, antitrust issues and consumer protection

February 2021: 9th PhD Student Workshop on Industrial and Public Economics (WIPE) at ECO-SOS, Universitat Rovira i Virgili

TEACHING

2021 - 2022: Lecturer, Toulouse School of Economics, Toulouse 1 Capitole University

- Microeconomics, third year of Bachelor in Economic and Social Administration
- Learning by projects (Apprentissage par projets), third year of Bachelor in Economics

2020 - 2021: Teaching assistant, University of Milan, Italy

- Internet Economics and Digital Business, second year of Master's Degree in Management of Innovation and Entrepreneurship

2019 - 2020: Teaching assistant, University of Milan, Italy

- Global firms and Markets, second year of Master's Degree in Economics and Political Science
- Internet Economics and Digital Business, second year of Master's Degree in Management of Innovation and Entrepreneurship

2017 - 2018: Teaching assistant, Toulouse School of Economics, France

- Microeconomics, first year of Bachelor in Economics
- Microeconomics, second year of Bachelor in Economics

FELLOWSHIP, AWARDS, and GRANTS

Doctoral fellowship, Universities of Pavia, obtained for 2018-2021

SKILLS

LANGUAGES

French: mother tongue | **English:** fluent | **Italian:** intermediate | **Spanish:** intermediate | **Basque:** elementary

IT SKILLS

Microsoft Office, Stata, Matlab, R, LaTeX

REFERENCES

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