

DIEGO JIMÉNEZ-HERNÁNDEZ

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EDUCATION

Ph.D. in Economics, Stanford University,
M.A. in Economic Theory, Instituto Tecnológico Autónomo de México (ITAM), 2013-2015 (Honors).
B.A. in Economics, Instituto Tecnológico Autónomo de México (ITAM), 2009-2013 (Honors).

DISSERTATION COMMITTEE

Prof. Liran Einav (co-P)
Economics Department, Stanford University
(650) 723-3704
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Prof. Pascaline Dupas (co-P)
Economics Department, Stanford University
(650) 725-1870
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Prof. Melanie Morten
Economics Department, Stanford University
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RESEARCH AND TEACHING FIELDS

Industrial Organization, Development Economics

TEACHING EXPERIENCE

(U = undergraduate, G = graduate)

Teaching Assistance

2018-20 Development Economics I (U), Econ 118, Stanford University (2x)
2017-20 Industrial Organization I (G), Econ 257, Stanford University (3x)
2017 Global Organizations: The Matrix of Change (G), PublPol 268 (1x)
2011-13 Intermediate Macroeconomics (U), Eco V, ITAM (4x)

Instructor

2017-20 Programming Camp (G), Economics, Stanford University (3x)

RELEVANT POSITIONS

Research Assistance

2019-20 Research Assistant for Prof. P. Dupas & M. Niederle, Stanford University

- 2016-18 Research Assistant for Prof. L. Einav & J. Levin, Stanford University
- 2013-15 Research Assistant for Prof. E. Seira, ITAM

Other Relevant Positions

- 2017 Research Intern, Economics and Computation, Microsoft Research New England Lab
- 2016 Visiting Researcher, Central Bank of Armenia
- 2013-14 Economist, Economic Research Division, Banco de México

SCHOLARSHIPS, HONORS AND AWARDS

- 2020 Leonard W. Ely and Shirley R. Ely Graduate Student Fellowship, SIEPR, Stanford
- 2020 Stanford King Center Graduate Student Fellowship
- 2020 Outstanding TA Award, Development Economics (ECON 257), Stanford
- 2018 Shultz Graduate Student Fellowship in Economic Policy, Stanford
- 2018 Ronald I. McKinnon Memorial Fellowship, Stanford
- 2017 Sean Buckley Memorial Award for Best Second Year Paper, SIEPR, Stanford
- 2016 Honorary Mention, XXI Ex ITAM Prize in Research, Economics, ITAM
- 2014-15 Academic scholarship, Graduate ITAM
- 2009-13 Academic scholarship, Undergraduate ITAM
- 2006-09 Academic scholarship, High-School, ITESM - CCM

PROFESSIONAL ACTIVITIES

Seminar Presentations (☒ = co-author presentation)

- 2020 NEUDC – Dartmouth / Zoom
- 2019 ITAM Alumni Conference, IPA Research Gathering on Financial Inclusion – Northwestern, Consumer Finance: Micro and Macro Approaches – U. Chicago (☒)
- 2018 AEAs, Microsoft’s TechFest, Barcelona GSE Summer Forum, BREAD – Columbia (☒)
- 2017 NEUDC – Tufts
- 2016 LACEA – EAFIT, CFPB II Research Conference

Referee for *Economic Development and Cultural Change* and *Economía*.

PUBLICATIONS

ARRIETA-IBARRA, IMANOL, L. GOFF, D. JIMÉNEZ-HERNÁNDEZ, J. LANIER AND E. G. WEYL [2018],
Should We Treat Data as Labor? Moving Beyond "Free", *AEA Papers and Proceedings*, **108**, 38-42.

RESEARCH PAPERS

Should the Government Sell You Goods? Evidence from the Milk Market in Mexico (Job Market Paper)
(joint with E. Seira)

We study a nationwide welfare program in Mexico in which the government, in an effort to eliminate hunger, sells milk to households at subsidized rates via a network of thousands of specialized “ration stores.” Existing in many countries, such direct-provision programs often appear puzzling to economists, as it seems unlikely that the government would have any comparative advantage over the private market in procuring and distributing milk. To understand direct provision, we develop and estimate an equilibrium model of the market, then use the model to compare this program against natural (budget-

neutral) alternatives, such as milk vouchers or unrestricted cash transfers. Using rich household-level panel data and the variation generated by the staggered introduction of new government stores, we show that market power by private milk suppliers is an important concern and that government-sold and privately-sold milk are close (though imperfect) substitutes. Consequently, direct provision plays an important role in the milk market in Mexico by disciplining private-milk prices. Indeed, our results suggest that in the absence of government milk, private market prices would be 3% higher. Moreover, direct provision generates 4% more gains in consumer welfare relative to milk vouchers and 2% more relative to unrestricted cash transfers.

Expanding Financial Access Via Credit Cards: Evidence from Mexico

(joint with S. G. Castellanos, A. Mahajan and E. Seira) Reject & Resubmit – Review of Economic Studies

Credit card debt is increasingly common among poor and inexperienced borrowers — thus de facto a financial inclusion product. However, it remains relatively under-studied. We use detailed card level data and a product that accounted for 15% of all first-time formal loans in Mexico and show that default rates are high and ex-ante unpredictable for new borrowers — suggesting an important role for ex-post contract terms in limiting risk. However, using a large nation-wide experiment we find that default is unresponsive to minimum payment increases, a commonly proposed policy remedy. We provide evidence that the zero result is driven by the offsetting effects of tightened liquidity constraints and lower debt burdens. Surprisingly, we also find muted default responses to large experimental changes in interest rates — suggesting a limited role for ex-post moral hazard in our context. Finally, we use job displacements to document large effects of unemployment on default, highlighting the centrality of idiosyncratic shocks as a barrier to the expansion of formal credit among poorer populations.

Currency Depreciations and Savings Behavior: Evidence from Household Deposits in Armenia

(joint with J. Kim and A. Shirkhanyan)

A unique problem that households in the developing world often face is how to safely store their assets when the value of the local currency is unstable. In this paper, we study how households make such savings decisions following a large currency depreciation in Armenia. We exploit the unique structure of Armenian financial instruments, which generates quasi-random variation in which savers are nudged into paying attention to the depreciation. Using a differences-in-differences design, we find that individuals who received a nudge to pay attention to the currency depreciation significantly reduced their total savings, held their savings for shorter periods of time, and chose to save their assets in USD. These random nudges that induce differential initial attention affects the future savings choices that individuals make. While some of the differences in savings decisions could be, in principle, temporary, we show that they persist long after the original depreciation event.

An Empirical Study of the Value of Data: Evidence from Uber

(joint with I. Arrieta-Ibarra, T. Caruso and E. G. Weyl)

There has been a recent call for companies to acknowledge and pay for the data their algorithms use to make profits. In order to achieve this, there needs to be a way to price data. Current efforts have tried to ascribe the value of data to hidden costs such as the loss of privacy. We present a novel approach to estimating an upper bound for the economic value of data in algorithms. Our method does not assume that users have failed to internalize any costs in data production (such as privacy). Here we show that the price of data is in great part determined by the power dynamics present in markets. We apply our method to ride-sharing, simulating a market using data from a large ride-sharing platform (Uber). We estimate that in our scenario, with users having full market power, data would contribute up to 47% of Uber's revenue. This would translate to average payments to drivers of approximately \$30 per day, solely as

compensation for the value of the data they generate as drivers, which corresponds to 20 to 40 percent of an average driver's daily earnings.

RESEARCH IN PROGRESS

And Some, I Assume, Are Good People: Determinants of Mexican Migration to the US
(with E. Laguna Müggenburg)

CITIZENSHIP

Mexico.