

IMKE C. REIMERS

Cornell University  
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SC Johnson College of Business  
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*Contact Information*

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**Current Academic Positions:**

**Cornell University**

Associate Professor (with tenure), Strategy and Business Economics, Cornell University      2023 – present  
J. Thomas and Nancy W. Clark Chair in Entrepreneurship

**ZEW Mannheim**

Research Associate      2023 – present

**Previous Academic Positions:**

**Northeastern University**

Associate Professor (with tenure), Department of Economics      2020 – 2023  
Faculty Affiliate, Digital, Analytics, Technology and Automation (DATA) Initiative  
Assistant Professor, Department of Economics      2014 – 2020

**Ludwig Maximilian University Munich**

Fellow, Center for Advanced Studies      Spring 2021

**National Bureau of Economic Research**

Postdoctoral Research Fellow, Copyright and Digitization Initiative      2013 – 2014

**Education:**

<i>Degree</i>	<i>Field</i>	<i>Institution</i>	<i>Year</i>
Ph.D.	Economics	University of Minnesota	2013
M.A.	Economics	University of Minnesota	2012
B.Sc.	Mathematics and Economics	University of Nebraska (high distinction)	2008

**Publications**

1. “The First Sale Doctrine and Public Library Provision of Print and Electronic Books” with Joel Waldfogel, *Review of Economics and Statistics* (2024)
2. “Digitization and the Market for Physical Works: Evidence from the Google Books Project” with Abhishek Nagaraj, *American Economic Journal: Policy*, 15.4 (2023), 428-458

3. "Platforms and the Transformation of the Content Industries" with Luis Aguiar and Joel Waldfogel, *Journal of Economics and Management Strategy*, 2023
4. "Does Amazon Exercise its Market Power? Evidence from Toys R Us" with Leshui He and Benjamin Shiller, *Journal of Law and Economics*, 65.4 (2022), 665-685
5. "Digitization, Prediction and Market Efficiency: Evidence from Book Publishing Deals" with Christian Peukert, *Management Science*, 68.9 (2022), 6907-6924
6. "Digitization and Pre-Purchase Information: The Causal and Welfare Effects of Reviews and Crowd-Based Ratings" with Joel Waldfogel, *American Economic Review*, 111.6 (2021), 1944-71
7. "The Impacts of Telematics on Competition and Consumer Behavior in Insurance" with Benjamin Shiller, *Journal of Law and Economics*, 62.4 (2019), 613-32
8. "Copyright and Generic Entry in Book Publishing," *American Economic Journal: Microeconomics*, 11.3 (2019), 257-84
9. "Do Coupons Expand or Cannibalize Revenue? Evidence from an E-market" with Claire (Chunying) Xie, *Management Science*, 65.1 (2018): 286-300.
10. "Examining Regulatory Capture: Evidence from the NHL" with Gregory DeAngelo and Adam Nowak, *Contemporary Economic Policy*, 36.1 (2018), 183-91
11. "Are Public and Private Enforcement Complements or Substitutes? Evidence from High Frequency Data" with Gregory DeAngelo and Brad Humphreys, *Journal of Economic Behavior and Organization*, 141 (2017): 151-63
12. "Throwing the Books at Them: Amazon's Puzzling Long-Run Pricing Strategy" with Joel Waldfogel, *Southern Economic Journal*, 83.4 (2017): 869-85 (runner-up, Georgescu-Roegen Prize for Best Article in the Southern Economic Journal 2017.)
13. "Can Private Copyright Protection be Effective? Evidence from Book Publishing" *Journal of Law and Economics*, 59.2 (2016): 411-440
14. "Storming the Gatekeepers: Digital Disintermediation in the Market for Books" with Joel Waldfogel, *Information Economics and Policy*, 31 (2015): 47-58

### **Select Working Papers**

"Visibility of Technology and Cumulative Innovation: Evidence from Trade Secrets Laws" with Bernhard Ganglmair (revise and resubmit)

"A Framework for Detection, Measurement, and Welfare Analysis of Platform Bias" with Joel Waldfogel (revise and resubmit)

"Information and the welfare benefits from differentiated products" with Christoph Riedl and Joel Waldfogel

"The Relative Welfare Impacts of Text Reviews and Star Ratings: Evidence from Airbnb" with Yanli Liu

"The Efficiency Effects of Platform Ranking Regulation" with Joel Waldfogel

"Will New Driving Technologies Change the Value of Public Transportation Investments?" with Ben Shiller

"AI and the quantity and quality of creative products: the case of books" with Joel Waldfogel

"Home Sweet Home? Covid-19, Stadium Attendance and Efficiency in Sports Betting Markets" with James Dana

### **Invited Seminars and Conference Presentations (including scheduled)**

2025 AEA Meetings, San Francisco; DMA and Beyond conference, Washington, DC; CEPR IO conference, London, UK (discussant); ZEW Mannheim Conference on Information and Communication Technologies (keynote); Workshop on the Economics of Advertising and Marketing, Tallinn, Estonia (discussant); EARIE (invited session); CEPR Organizations conference, Milan, Italy (discussant); European Commission Workshop on the Economics of the Digital Markets Act, Brussels; University of Münster; CISS Summer School; University of Bristol; University of Liverpool; DICE Competition Policy Conference (invited)

2024 University of Arizona; UC Berkeley Haas; Workshop on Platform Analytics, UC San Diego; Harvard Business School conference on Digital Competition and Tech Regulation; International Industrial Organization Conference; Munich Summer Institute; Workshop on Platforms and Recommender Systems, Paris Telecom; ZEW Conference on Information and Communication Technologies; Boston University IP Day; CISS Summer School (Ulcinj, Montenegro); NABE Tech (panel moderator); University of Southern California; Emory University Conference on AI in Platforms; Toulouse School of Economics

2023 AEA Meetings, New Orleans, LA; 14<sup>th</sup> Digital Economics Conference, Toulouse School of Economics; Indiana University (Kelley); Queen's University (Smith); University of Zurich; Indiana University (Center for Cultural Affairs); Federal Trade Commission; University of Mannheim; Düsseldorf Institute for Competition Economics; Berlin Applied Micro Seminar; Association for Cultural Economics International (panelist); BU Platform Symposium; Jornadas de Economía Industrial (Frontiers in Empirical IO session); Wake Forest University; Penn State-Cornell IO and Econometrics Conference; Cambridge University (Judge); New York City Media Economics Seminar; Goethe University Frankfurt

2022 Harvard Law School; Boston University (Questrom); University of Toronto (Rotman); Stanford Digital Economy Lab; University of East Anglia Centre for Competition Policy; International Industrial Organization Conference; Munich Summer Institute; ZEW Conference on Information and Communication Technologies, Mannheim, Germany; Nova School of Business and Economics; NBER Summer Institute; Paris Seminar on the Economics of Digitization; University of Massachusetts Amherst; Cornell University (Dyson/Johnson); University of Colorado; KU Leuven

2021 Rotterdam School of Management; Harvard Business School; University of Pittsburgh; ZEW Mannheim; Digital Economy Workshop, Munich, Germany (panelist and discussant); International Industrial Organization Conference; Bureau of Labor Statistics; ZEW Conference on Information and Communication Technologies (discussant); Department of Justice; Georgetown University; National University Singapore; Brandeis University; OECD; RISE4 Workshop, Max Planck Institute Munich (discussant); University of East Anglia; University of Giessen

2020 13<sup>th</sup> Digital Economics Conference, Toulouse School of Economics, Toulouse, France; Boston College (canceled); 8<sup>th</sup> Annual Intellectual Property Law Conference, Austin, TX (canceled); University of Colorado, Boulder (canceled); NBER Summer Institute Digitization Meeting; IP Day, Technology & Policy Research Institute, Boston University; 13<sup>th</sup> Annual USPTO-Northwestern Innovation Economics Conference (discussant); Technology & Declining Economic Dynamism, Technology & Policy Research Institute, Boston University; Ringvorlesung, Department of Economics, University of Mannheim; CAS Research Group, LMU Munich, Germany; MaCCI-ZEW Workshop on Economics of Innovation, Mannheim, Germany (discussant)

2019 AEA Meetings, Atlanta, GA; 12<sup>th</sup> Digital Economics Conference, Toulouse School of Economics, Toulouse, France; NBER Economics of Digitization Winter Meeting, Palo Alto, CA; Lafayette College; International Industrial Organization Conference, Boston, MA; 8<sup>th</sup> ZEW Conference on the

Economics of Innovation and Patenting, Mannheim, Germany; Munich Summer Institute, Munich, Germany; NBER Summer Institute, Innovation Meeting; Tufts University; Pennsylvania State University; Queen's University; Workshop on the Economics of Fixed Book Price Systems, Giessen, Germany; University of Luxembourg

2018 11<sup>th</sup> Digital Economics Conference, Toulouse School of Economics, Toulouse, France; NBER productivity lunch, Cambridge, MA; NBER Economics of Digitization Winter Meeting, Palo Alto, CA; International Industrial Organization Conference, Indianapolis, IN; Roundtable on Empirical Methods in Intellectual Property, Northwestern Pritzker School of Law, Chicago, IL; Munich Summer Institute, Munich, Germany; Society for Economic Research on Copyright Issues, Toronto, Canada; Platform Strategy Research Symposium, Boston University, Boston, MA (discussant); NBER Summer Institute (poster); Bates College; Roundtable on Copyright Issues, Notre Dame University, South Bend, IN; National Association for Business Economics TEC, San Francisco, CA; University of Connecticut

2017 Dartmouth Winter IO Conference, Hanover, NH; Copyright and Technology Conference, New York, NY; NBER productivity lunch, Cambridge, MA; MIT Press, Cambridge, MA; International Industrial Organization Conference, Boston, MA; Harvard Business School Workshop on Innovation in a Global Economy, Boston, MA; 8<sup>th</sup> SEARLE Conference on Internet Commerce and Innovation, Chicago, IL; ZEW Conference on Information and Communication Technologies, Mannheim, Germany; Western Economic Association Annual Meeting, San Diego, CA

2016 AEA Meetings, San Francisco, CA; Annual Scientific Seminar on Competition and Regulation in Infrastructure and Digital Markets, Florence, Italy; International Industrial Organization Conference, Philadelphia, PA; Rijksuniversiteit Groningen; Southern Economic Association Annual Meeting, Washington, DC.

2015 NBER productivity lunch; International Industrial Organization Conference, Boston; Strategic Business Management & Economic Research Conference, Boston; ZEW Conference on Information and Communication Technologies, Mannheim, Germany; NBER Summer Institute (poster); University of Calgary Empirical Microeconomics Workshop, Banff, AB, Canada; Southern Economic Association Annual Meeting, New Orleans, LA

2014 NBER productivity lunch; Eastern Economic Association Annual Meetings, Boston, MA; Workshop on Digital Media Markets and the Modernization of Copyright in the EU, Brussels, Belgium; International Industrial Organization Conference, Chicago, IL; Rijksuniversiteit Groningen, ZEW Conference on Information and Communication Technologies, Mannheim, Germany; North American Summer Meetings of the Econometric Society, Minneapolis, MN; Frankfurt Book Fair; Workshop on the Interaction Between Legal and Pirated Book Sales, Seville, Spain

2013 Kansas State University, Rensselaer Polytechnic Institute, Northeastern University, Dartmouth College, Rijksuniversiteit Groningen, University of Bremen, Massachusetts Institute of Technology

### **Honors and Awards**

Finalist, College of Social Sciences and Humanities Outstanding Teaching Award, Northeastern University, 2020  
 Postdoctoral Fellowship, Digitization and Copyright Initiative, National Bureau of Economic Research. 2013  
 Graduate Research Program Partnership Dissertation Fellowship, University of Minnesota. 2012  
 Distinguished Instructor, Department of Economics, University of Minnesota. 2010  
 Distinguished Teaching Assistant, Department of Economics, University of Minnesota. 2009, 2010  
 Silverman Fellowship, Department of Economics, University of Minnesota. 2008-2009  
 NCAA Postgraduate Fellowship, National Collegiate Athletic Association 2008

Phi Beta Kappa, Gamma Chapter of University of Nebraska, Lincoln, Nebraska 2008 – present  
First Team CoSIDA Academic All-American, at large selection (tennis). 2008

## Teaching

### Cornell University

Predictive Analytics for Strategy (undergraduate, graduate)  
Digital Innovation in Creative Industries and Media Markets (undergraduate, graduate)

### Northeastern University

Microeconomic Theory (undergraduate)  
Applied Econometrics (undergraduate)  
Framework of Industrial Organization (Ph.D.)

### University of Minnesota:

Industrial Organization and Antitrust Policy (undergraduate)  
Principles of Macroeconomics (undergraduate)  
Applied Econometrics (Ph.D., teaching assistant)  
Principles of Microeconomics (undergraduate, teaching assistant)  
Development Economics (undergraduate, teaching assistant)

### Guest lectures:

HEC Lausanne, Brandeis University, Northeastern (Network Sciences), Suffolk University; MIT

## Advising

### **PhD** (\* denotes main advisor or co-main advisor):

#### At Cornell University:

Hongyuan Xia (expected 2026)  
Xueyun Luo (expected 2026)  
Yanwen Wang\* (expected 2027)  
Victor Besse\* (expected 2028)  
Ziyi Lin (expected 2027)

#### At Northeastern University:

Shenghao Peng (expected 2026)  
Tianyi Tao (expected 2026)  
Diana Li (2025)  
David Hummel (2024, Economist, New York State Insurance Fund)  
Yanli Liu\* (2024, Assistant Professor, Towson University)  
Yushuo Pan (2024, Postdoctoral Fellow, Rensselaer Polytechnic Institute)  
Zhehui Zhe (2023, Postdoc, Tsinghua University)  
Yanchi Zou (2022, Assistant Professor, Sichuan University)  
Farzaneh Nekui (2022, Data Scientist, Meta)  
Arvind Sharma (2022, Lecturer, Boston College)  
Andrew Kearns\* (2022, Federal Trade Commission)  
Yunus Yilmaz (2021, Economist, Analysis Group)  
Tuan Nguyen (2021, Economist, RSM US)  
Richeng Piao (2021, Lecturer, Northeastern University)  
Robert Bradley (2020, Head of Research, State Street)  
Carlos Casso Dominguez, (2020, Lecturer, Boston University)

Shuang Wang (2020, Economist, Amazon)  
Joanna Fister (2019, Federal Communications Commission)  
Ngoc Ngo (2019, Competition Dynamics)  
He Wang (2019, Assistant Professor, Beijing Sport University)  
Hanchun Zhang (2019, Researcher at Harvard Business School)  
Pukar KC (2018, JP Morgan Chase)  
Nehan Naim (2018, Assistant Professor, College of Environmental Science and Forestry, SUNY Syracuse)  
Lihua Han (2016, Discover Financial Services)

**MA** thesis advisor:

Emilie Fu (Cornell University)  
Xiaonan Qin (Northeastern University)  
Sinan Inan (Northeastern University)

**Undergraduate** thesis advisor (all at Northeastern University):

Yi Fang, Ryan Megahey, Paul Molander, Andrew Wehner

### **Other Service activities**

At Cornell:

Member, area structure committee, SC Johnson College of Business, 2025/26  
Member, search committee, Berens Chair in Entrepreneurship, SC Johnson College of Business, 2024  
Member, undergraduate studies committee, Dyson School of Management, 2024 – present  
Member, faculty search committee, OTIM area, SC Johnson College of Business, 2024/25  
Faculty advisor, Cane Scholarship program, 2024/25  
Undergraduate advisor, entrepreneurship minor, 2024/2025

At Northeastern:

Member, faculty search committee, College of Social Sciences and Humanities, 2022/23  
Member, committee for standardizing undergraduate microeconomics sequence, 2022  
Member, economics PhD admissions committee, Northeastern University, 2021 – 2022  
Member, CSSH Collaborative Research Award Committee, Northeastern University, 2020  
Co-organizer, Economics Department Seminar, Northeastern University, 2014 – 2020  
Member, faculty search committee, Northeastern University, 2013/14

Profession:

Co-organizer, Munich Summer Institute, 2023 – present  
Co-organizer, IOS sessions for Eastern Economic Association meeting, 2023  
Co-organizer, Virtual Digital Economics Seminar (VIDE), 2020 – 2024

Member, Program Committee, International Industrial Organization Conference, 2022 – present  
Member, Scientific Committee, 20<sup>th</sup> ZEW Conference on the Economics of Information and

Communication Technologies, 2022 – present

Member, Scientific Committee, Workshop on Platform Analytics, 2024 – present

Editorial Board, Marketing Science, 2022 – 2024

Guest Co-Editor, Information Economics and Policy, Special Issue on catastrophic events, 2021

Guest Associate Editor, MIS Quarterly, Special Issue on institutional press in the digital age, 2024 – present

External expert, evaluation of the Mannheim Centre for European Economic Research, 2022