

MARCEL PREUSS

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EMPLOYMENT

July 2018 - present Assistant Professor of Strategy and Business Economics, SC JOHNSON GRADUATE SCHOOL OF MANAGEMENT, CORNELL SC JOHNSON COLLEGE OF BUSINESS, CORNELL UNIVERSITY

EDUCATION

2018 PhD in Economics, UNIVERSITY OF MANNHEIM
2014 MSc in Economic Research, UNIVERSITY OF MANNHEIM
2012 BSc in Business Administration, UNIVERSITY OF MANNHEIM

RESEARCH INTERESTS

Industrial Organization, Digital Markets, Inequality, Behavioral Economics

RESEARCH

Published and accepted papers

- [1] "Search, Learning, and Tracking," *RAND Journal of Economics*, Spring 2023, 54(1).
- [2] "Online Advertising, Data Sharing and Consumer Control," with Justin Johnson and Thomas Jungbauer, *Management Science*, 2024
- [3] "Social Mobility Perceptions and Inequality Acceptance," with Dietmar Fehr and Daniel Müller, *Journal of Economic Behavior & Organization*, Volume 221, 2024
- [4] "Inequality of Opportunity and Income Redistribution," with German Reyes, Jason Somerville and Joy Wu, accepted at *Journal of Political Economy: Microeconomics*
- [5] "Search Platforms: Big Data and Sponsored Positions," with Maarten Janssen, Thomas Jungbauer and Cole Williams, accepted at *Economic Journal*

Working Papers

- [6] "Tracking, Price Discrimination, and Disclosure in Sequential Search Markets," with Carl-Christian Groh, *conditionally accepted at RAND Journal of Economics*
- [7] "Optimally Informative Rankings and Consumer Search," with Maarten Janssen, Thomas Jungbauer and Cole Williams, *R&R at IJIO*
- [8] "Are Elites Meritocratic? Evidence from MBA Students" with German Reyes, Jason Somerville and Joy Wu, *R&R at Journal of Public Economics*
- [9] "Selling on Platforms: Demand Boost versus Customer Migration," with Heiko Karle and Markus Reisinger, *submitted*
- [10] "Algorithmic Attention and Content Creation on Social Media Platforms," with Yi Chen and Fei Li
- [11] "Context Effects and Price Dispersion in Search Markets," with Heiko Karle and Heiner Schumacher

TEACHING

- Since 2024* Strategy, Bachelor in Applied Economics and Management,
DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT, CORNELL UNIVERSITY
- 2018 – 2024* Business Strategy (Two-year MBA, AMBA, Cornell Tech MBA, MPS in Management),
Teaching Honor Roll (AY22/23 and AY 23/24)
SC JOHNSON SCHOOL OF MANAGEMENT, CORNELL UNIVERSITY
- 2013 – 2017* Calculus, Intermediate Microeconomics, Intermediate Macroeconomics, Political
Economy, UNIVERSITY OF MANNHEIM

RESEARCH VISITS

- 2025* INSTITUTE OF ECONOMIC RESEARCH, KYOTO UNIVERSITY
- 2019* DEPARTMENT OF ECONOMICS, UNIVERSITY OF MUNICH (LMU), *CES Visiting Scholar*
- 2018* DEPARTMENT OF ECONOMICS, UNIVERSITY OF BONN

SELECTED CONFERENCES AND INVITED SEMINAR TALKS

- Since 2023* HKU (Seminar), CUHK (seminar), Queen’s University (seminar), Hal White Antitrust
Conference, 2025 theory@Chapel Hill, Consumer Data and Privacy Workshop (Stony
Brook), Workshop on Search and Platforms (Tokio), Federal Trade Commission,
THEMA Seminar at ESSEC & Cergy Paris University (seminar), 13th Workshop on
Consumer Search and Switching Costs, Durham Theory and Policy in the Digital
Economy Workshop, APIOC, MaCCI Annual Conference, Simon Business School at
University of Rochester (seminar), Frankfurt School of Finance and Management &
Goethe University (seminar), University of Mannheim (seminar), EARIE, 12th
Consumer Search Workshop, CESifo Public Economics AREA Conference

ACADEMIC REFEREEING

American Economic Review, AEJ Microeconomics, Economic Journal, International
Economic Review, International Journal of Industrial Organization, Journal of
Economic Behavior & Organization, Journal of Industrial Economics, Journal of
Labor Economics, Journal of Political Economy, Journal of Political Economy:
Microeconomics, Journal of Public Economics, Journal of the European Economic
Association, Management Science, Rand Journal of Economics, RESTAT

INTERNAL PROFESSIONAL SERVICE

- Co-organizer of the Strategy and Business Economics Seminar (2021 – present)
Co-organizer of the Cornell workshops “Strategy and Economics of Digital Markets”
(Mai, 2023) and Antitrust@Cornell (Mai, 2025)
Masters of Management program oversight committee (2023 – present)

GRANTS, AWARDS AND FELLOWSHIPS

- CCSS research grant (2020 and 2023) CORNELL CENTER FOR SOCIAL SCIENCES*
2017 Young Economist Award. EARIE

January 25, 2026