

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 forthcoming 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*

Papers under review [3] “Search Disclosure,” with Carl-Christian Groh,
[4] “(In-)equality of Opportunity, Fairness, and Distributional Preferences,” with Dietmar Fehr and Daniel Müller

[5] “Inequality of Opportunity and Income Redistribution,” with German Reyes, Jason Somerville and Joy Wu

[6] “Search Platforms: Big Data and Sponsored Positions,” with Maarten Janssen, Thomas Jungbauer, Cole Williams

Working Papers [7] “Are Elites Meritocratic? Evidence from MBA Students” with German Reyes, Jason Somerville and Joy Wu

[8] “Selection and Optimal Bidding in Advertising Auctions,” with Matthew McGranaghan

[8] “Selling on Platforms: Demand Boost versus Customer Migration,” with Heiko Karle and Markus Reisinger

TEACHING

2018 – 2023 Business Strategy (programs: two-year MBA, one-year MBA, Johnson Cornell Tech MBA, MPS in Management), CORNELL UNIVERSITY

2013 – 2017 Calculus, Intermediate Microeconomics, Intermediate Macroeconomics, Political Economy, UNIVERSITY OF MANNHEIM

RESEARCH VISITS

- 2019 DEPARTMENT OF ECONOMICS, UNIVERSITY OF MUNICH (LMU), *CES Visiting Scholar*
2018 DEPARTMENT OF ECONOMICS, UNIVERSITY OF BONN

CONFERENCES AND INVITED SEMINAR TALKS

- 2023 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, IIOC, Asian Meeting of the Econometric Society, NABE TEC
- 2018–2022 IIOC 2022, ZEW Conference on the Economics of Information and Communication Technologies 2022, EARIE 2022, SEA Annual Conference 2022, Vfs Annual conference 2022, MaCCI Summer Institute in Competition Policy 2021, EARIE 2021, Consumer Search Digital Seminar Series 2021, Experimental Economics and Game Theory Seminar at George Mason University, Bonn Micro-theory Seminar, Consumer Search and Switching Costs Workshop (Barcelona GSE) 2018, University of East Anglia, Humboldt-University (Berlin), BI Norwegian Business School (Oslo), PUC Chile (Santiago), Cornell SC Johnson College of Business
- Before 2018 Tilburg University, ESA European Meeting (Vienna), EARIE Annual Conference (Maastricht), Stony Brook International Conference on Game Theory (Stony Brook), ZEW Conference on the Economics of Information and Communication Technologies (Mannheim), MACCI IO Day (Mannheim), ENTER Jamboree at UCL (London), ESA Asia-Pacific Meeting (Taipei), ULB (Brussels), SFB 884 Conference on Inequality and Fairness of Political Reforms (Mannheim), ESA World Meeting (Jerusalem)

ACADEMIC REFEREEING

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 Public Economics, Journal of the European Economic Association, Management Science, Review of Economics and Statistics, Social Choice and Welfare

INTERNAL PROFESSIONAL SERVICE

Co-organizer of the Strategy and Business Economics Seminar (2021 – present),
Co-organizer of the Strategy and Business Economics Area Conference “Strategy and Economics of Digital Markets” (Mai, 2023),
Masters of Management program oversight committee (2023 – 24)

GRANTS, AWARDS AND FELLOWSHIPS

CCSS research grant (2020 and 2023) CORNELL CENTER FOR SOCIAL SCIENCES
2017 Young Economists' Essay Award. EUROPEAN ASSOCIATION FOR RESEARCH IN INDUSTRIAL ECONOMICS
2009 – 2014 Stipend by the German National Academic Foundation, STUDIENSTIFTUNG

January 4, 2024