

MARCEL PREUSS

CORNELL UNIVERSITY - ITHACA, NY 14853 - PREUSS@CORNELL.EDU

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, *2nd Round R&R 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 12, 2026