

# 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