

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

2012 *BSc in Business Administration*, UNIVERSITY OF MANNHEIM

RESEARCH INTERESTS

Industrial Organization, Digital Markets, Inequality, Behavioral Economics

RESEARCH

Published papers [1] "Search, Learning, and Tracking," *forthcoming at Rand Journal of Economics*

Working papers [2] "Online Advertising, Data Sharing and Consumer Control," with Justin Johnson and Thomas Jungbauer, *reject and resubmit, under review*

[3] "Search Disclosure," with Carl-Christian Groh, *under review*

[4] "(In-)equality of Opportunity, Fairness, and Distributional Preferences," with Dietmar Fehr and Daniel Müller, *under review*

[5] "Inequality of Opportunity and Income Redistribution," with German Reyes, Jason Somerville and Joy Wu, *under review*

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

[7] "Selection and Residual Heterogeneity in Online Advertising Auctions," with Matthew McGranaghan

TEACHING

2018 – 2022 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

- 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 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, Social Choice and Welfare

INTERNAL PROFESSIONAL SERVICE

Co-organizer of the Strategy and Business Economics Seminar (2021 – present),
Co-organizer of the Cornell Digital Markets Conference (scheduled for 2023), Masters of Management program oversight committee (starting in 2023)

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GRANTS, AWARDS AND FELLOWSHIPS

2020 CCSS research grant of USD 12,000. CORNELL CENTER FOR SOCIAL SCIENCES

2017 Young Economists' Essay Award for the paper "Search, Learning and Tracking,"
EUROPEAN ASSOCIATION FOR RESEARCH IN INDUSTRIAL ECONOMICS

Stipend by the German National Academic Foundation, STUDIENSTIFTUNG

January 3, 2023