

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*, 2024
[3] "Social Mobility Perceptions and Inequality Acceptance," with Dietmar Fehr and Daniel Müller, *Journal of Economic Behavior & Organization*, Volume 221, 2024

Working Papers [4] "Search Disclosure," with Carl-Christian Groh, *R&R at RAND Journal of Economics*
[5] "Search Platforms: Big Data and Sponsored Positions," with Maarten Janssen, Thomas Jungbauer, Cole Williams
[6] "Managing Social Media A Mechanism Design Approach," with Yi Chen
[7] "Selling on Platforms: Demand Boost versus Customer Migration," with Heiko Karle and Markus Reisinger
[8] "Inequality of Opportunity and Income Redistribution," with German Reyes, Jason Somerville and Joy Wu
[9] "Are Elites Meritocratic? Evidence from MBA Students" with German Reyes, Jason Somerville and Joy Wu

TEACHING

2018 – 2024 Business Strategy (programs: two-year MBA, one-year MBA, Johnson Cornell Tech MBA, MPS in Management, Bachelor in Applied Economics and 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

- Since 2023* 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, 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. EARIE
2009 – 2014 Stipend by the German National Academic Foundation, STUDIENSTIFTUNG

January 10, 2025