

# THOMAS JUNGBAUER

Assistant Professor of Strategy & Business Economics  
 Samuel Curtis Johnson Graduate School of Management,  
 SC Johnson College of Business  
 @ Cornell University

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## Academic Employment

Assistant Professor of Strategy & Business Economics (on leave spring 2019) 2016-date  
 Cornell University, Johnson School of Management

## Research Interests

Market Design, Labor & Personnel Economics, Industrial Organization, Innovation, Digital Economics

## Education

PhD Managerial Economics & Strategy Northwestern University, Kellogg School of Management	2016
MS Managerial Economics & Strategy Northwestern University, Kellogg School of Management	2013
MSc Economics Vienna Institute of Advanced Studies (IHS) & Vienna University of Technology (TU)	2011
BSc Social Sciences, Economics & Business Administration Vienna University of Economics & Business Administration (WU)	2009

## Publications

- [1] “[Self-Reported Signaling](#),” with Michael Waldman, forthcoming at *A EJ: Microeconomics*.
- [2] “[Strategic Games Beyond Expected Utility](#),” with Klaus Ritzberger, *Economic Theory*, 48(2-3), 2011.

## Under Review

- [3] “[Strategic Wage Posting with Fixed Quotas](#)”  
(Revise & Resubmit at *Journal of Labor Economics*).
- [4] “[The Strategic Decentralization of Recruiting](#),” with Yi Chen  
(Revise & Resubmit at *Journal of Economic Theory*).
- [5] “[Online Advertising, Data Sharing, and Consumer Control](#)” with Justin Johnson and Marcel Preuss  
(Reject & Resubmit at *Management Science*).
- [6] “[The Organization of Innovation: Incomplete Contracts and the Outsourcing Decision](#),” with Sean Nicholson, June Pan and Michael Waldman.

- [7] “[Vertical Differentiation, Branding, and Product Confusion](#)” with Sherif Nasser.  
 [8] “[Branding Vertical Product Line Extensions](#),” with Christian Schmid.

## Work in progress

- [9] “Referral Behavior when Matching is Important,” with Mark Satterthwaite.  
 [10] “Secrecy, Eavesdropping, and Innovation” with Yi Chen and Jorge Lemus.  
 [11] “Poaching, Raids, and Managerial Compensation,” with Yi Chen, Vitor Costa and Fabian Lange.  
 [12] “Incomplete Contracting and Economic Depreciation,” with Christian Schmid and Michael Waldman.  
 [13] “Platforms and Sponsored Search,” with Maarten Janssen, Marcel Preuss and Cole Williams.

## Seminar Presentations

University of Miami, Business School, Economics (scheduled)	2022
University of Central Florida, College of Business, Economics (scheduled)	
University of Graz, Business, Economics & Social Sciences (scheduled)	
University of Vienna, Business, Economics & Statistics (scheduled)	
Vienna University of Economics and Business Administration, Economics	2021
University of Oxford, Economics	
University of London Royal Holloway, Economics	
Cornell University, Johnson School of Management	
Cornell University, Economics	2020
University of Rochester, Simon Business School, Strategy	2017
Cornell University, Economics	
McMaster University, Economics	
NYU Abu Dhabi, Social Sciences	2016
Northwestern University, Kellogg School of Management, Strategy	
University of Pennsylvania, Economics	
BI Norwegian Business School, Economics and Mathematics	
HEC Paris, Economics	
University of Indiana, Kelley School of Business, Business Economics and Public Policy	
Cornell University, Johnson School of Management, Strategy & Business Economics	
Northwestern University, Economics	2015
Northwestern University, Kellogg School of Management, Strategy	
Northwestern University, Kellogg School of Management, Strategy	2014
Vienna Graduate School of Economics	2011
Vienna Institute of Advanced Studies (IHS)	

## Conference Presentations

Society for the Advancement of Economic Theory (SAET) @ Paris (scheduled)	2022
National Business and Economics Society (NBES) @ Maui (scheduled)	
Allied Social Sciences Association (ASSA) Meetings @ online (scheduled)	
36th Eurasia Business and Economics Society Conference @ Berlin, Germany	2021
NOEG Winter Workshop @ Vienna U of Economics & BA	
International Network for Economic Research (INFER) @ Lisbon, Portugal	
Econometric Society European Meeting @ Copenhagen, Denmark	
Game Theory Society World Congress @ Budapest, Hungary	
North American Summer Meeting of the Econometric Society @ online	

Africa Meeting of the Econometric Society @ Adidjan, Ivory Coast	
Asian Meeting of the Econometric Society @ online	
Society for Institutional & Organizational Economics (SIOE) @ online	
European Association for Research in Industrial Economics (EARIE) @ Bergen, Norway	
Royal Economic Society Annual Conference @ online	
35th Eurasia Business and Economics Society Conference @ online	
ZEW Mannheim Centre for Competition and Innovation Annual Conference @ online	
International Industrial Organization Conference @ Drexel University (cancelled)	2020
INFORMS Marketing Science @ online	
Econometric Society World Congress @ online	
Society for Institutional & Organizational Economics (SIOE) @ online	
Congress of the European Economic Association @ online	
Society of the Advancement of Economic Theory (SAET) @ Ischia, Italy	2019
NOEG Winter Workshop @ Vienna U of Economics & BA	2018
Developments in Economic Theory and Policy @ U of the Basque Country	2011
Augustin Cournot Days @ University of Strasbourg	

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## Referee Service

Econometrica, Economic Journal, Economic Theory, International Economic Review, International Journal of Industrial Organization, Journal of Industrial Economics, Journal of Labor Economics, Journal of Law, Economics and Organization, Management Science, Theory and Decision

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## Teaching

Business Strategy: Full-time 2yr MBA core Cornell University, Johnson School of Management	2016-date
Business Strategy: MBA/FMBA Cornell-Tsinghua core Cornell University, Johnson School of Management	2021-date
Business Strategy: NYC Tech 1yr MBA core Cornell University, Johnson School of Management	2017-2018
Business Strategy: Accelerated 1yr MBA core Cornell University, Johnson School of Management	2017-2018
Business Analytics II: Full-time MBA core (TA) Northwestern University, Kellogg School of Management	2012-16
Managerial Economics: Executive MBA core (TA) Northwestern University, Kellogg School of Management	2012-16
Introduction to STATA: JD MBA pre-term Northwestern University, Kellogg School of Management	2015
Statistical Decision Analysis: Executive MBA core (TA) Northwestern University, Kellogg School of Management	2013-14
Principles of Pricing: Senior honors program (TA) Northwestern University, Kellogg School of Management	2012
Game Theory (TA) Vienna Institute of Advanced Studies (IHS)	2011

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## University Service

Strategy & Business Economics (SBE) Workshop organizer Cornell University, Johnson School of Management	2017-date
Junior Faculty Recruiting Committee Strategy & Business Economics	2018

Cornell University, Johnson School of Management

Preliminary Doctoral Exam Committee: Microeconomics  
Cornell University, Economics

2017

Graduate Students (degree and first job)

Haimeng Zhang (PhD 21, on the job market)

Alexander Tettenhorst (MS 18, chair, U.S. Census Bureau)

## Professional Employment

Accountant 2007-2009

Austrian Institute of Economic Research (WIFO)

Research Assistant International Economics

2006-2009

Austrian Institute of Economic Research (WIFO)

## In the News

- [1] [“America Isn’t Working,”](#) Mishpacha, 11/30/2021.
- [2] [“South Korea’s New Regulation On In-app Purchases,”](#) BeFM Morning Wave in Busan (Interview), 09/06/2021.
- [3] [“South Korea law upends app store practices,”](#) TechTarget, 09/02/2021.
- [4] [“App store commission fees scrutinized by South Korea,”](#) TechTarget, 08/27/2021.
- [5] [“How Control Of Consumer-Generated Data Affects Online Advertising,”](#) MediaPost, 08/26/2021.
- [6] [“Legacy regulatory practices won’t rein in tech giants,”](#) TechTarget, 07/16/2021.
- [7] [“Average Holiday Budget In Rhode Island: WalletHub,”](#) Patch.com, 11/24/2020.
- [8] [“2020 Holiday Budgets by City,”](#) WalletHub, 11/17/2020.
- [9] [“What do we do with our germ-harboring smartphones in the midst of pandemic?,”](#) YubaNet, 03/13/2020.
- [10] [“Artificial intelligence, what US experts say about new EU rules,”](#) START Magazine (in Italian), 02/23/2020.
- [11] [“EU stakes out positions on regulating data, artificial intelligence,”](#) Axios, 02/20/2020.
- [12] [“When does it make sense for a company to split in two?,”](#) Marketplace, 01/17/2020.
- [13] [“Amazon’s New Headquarters Is Coming to Northern Virginia. Here’s How Local Colleges Helped Make That Happen.”](#) The Chronicle of Higher Education, 11/14/2018.
- [14] [“Oktoberfest Facts–History, Beer, Food & More,”](#) WalletHub, 09/11/2018.
- [15] [“Thomas Jungbauer says any little bit of information that Google brings to China could have positive effects,”](#) BBC Newsnight (Interview), 08/17/2018.
- [16] [“Don’t be so quick to write off Google’s censored search engine for China,”](#) SF Gate, 08/16/2018.
- [17] [“Google’s censored search engine could actually help Chinese citizens,”](#) The Washington Post, 08/16/2018.
- [18] [“Google to appeal historic anti-trust fine,”](#) ABC Australia’s The World Today, 07/19/2018.
- [19] [“Google fined for abuse of proprietary Android operating system,”](#) VTV News (in Vietnamese), 07/19/2018.
- [20] [“EU fines Google a record \\$5 billion over mobile practices,”](#) Associated Press (Interview), 07/18/2018.
- [21] [“Best 40 under 40 Professors”](#), Poets and Quants, 04/23/2018.
- [22] [“The demise of the Vienna Institute of Advanced Studies,”](#) Der Standard (in German, English translation here), 09/29/2015.

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## Consulting

SunCloud Health	2016
PricewaterhouseCoopers	2015

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## Fellowships and Awards

Teaching Honor Roll Cornell University, Johnson School of Management	2016-date
Best 40 under 40 Professors Poets & Quants	2018
Teaching Appreciation Award Northwestern University, Kellogg School of Management, Executive Global MBA Network	2016
Executive Teaching Appreciation Medal Northwestern University, Kellogg School of Management, Executive Manager's Program 99	2015
Conference Travel Award Northwestern University, The Graduate School	2015
Doctoral Fellowship Northwestern University, Kellogg School of Management	2011-16
Fellowship of the President of the Federation of Austrian Industries (IV)	2010
MSc Scholarship Vienna Institute of Advanced Studies (IHS)	2009
Award for extraordinary academic achievements Republic of Austria	2008-09

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## Memberships

GTS - Game Theory Society	2020-date
ES - Econometric Society	2020-date
RES - Royal Economic Society	2020-date
SAET - Society of the Advancement of Economic Theory	2019-date
EEA - European Economic Association	2018-date
NAA - Kellogg School of Management Alumni Network	2016-date
NAA - Northwestern University Alumni	2016-date
AEA - American Economic Association	2015-date
IAO - Vienna Institute of Advanced Studies (IHS) Alumni Organization	2011-date
WIFO Alumni - Alumni of the Austrian Institute of Economic Research	2009-date
NOEG - Austrian National Economic Association	2007-date
WU Alumni - Vienna University of Economics & Business Administration Alumni	2006-date