

# 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 2019) 2016-date  
 Cornell University, Johnson School of Management

## Research Interests

Organization & Labor 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] “[Strategic Wage Posting, Market Power and Mismatch](#)”  
*(Journal of Labor Economics, accepted).*
- [2] “[Online Advertising, Data Sharing, and Consumer Control](#)” with Justin Johnson and Marcel Preuss,  
*Management Science, forthcoming.*
- [3] “[Branding Vertical Product Line Extensions](#),” with Christian Schmid,  
*Journal of Economics & Management Strategy, forthcoming.*
- [4] “[The Strategic Decentralization of Recruiting](#),” with Yi Chen and Zhe Wang,  
*Journal of Economic Theory* 209: 105639, 2023.
- [5] “[Self-Reported Signaling](#),” with Michael Waldman,  
*American Economic Journal: Microeconomics* 15: 78-117, 2023.
- [6] “[Strategic Games Beyond Expected Utility](#),” with Klaus Ritzberger,  
*Economic Theory* 48: 377-398, 2011.

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## Under Review

- [7] “**The Organization of Innovation: Incomplete Contracts and the Outsourcing Decision,**”  
(Revise & Resubmit at *American Economic Journal: Microeconomics*)  
with Sean Nicholson, June Pan and Michael Waldman.
- [8] “**Vertical Differentiation, Branding, and Product Confusion**” with Sherif Nasser  
(Reject & Resubmit at *Marketing Science*).
- [9] “**Search Platforms: Big Data and Sponsored Positions,**”  
with Maarten Janssen, Marcel Preuss and Cole Williams.
- [10] “**Actions and Signals,**” with Michael Waldman.

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## Work in progress

- [11] “**Eavesdropping and Innovation,**” with Yi Chen and Jorge Lemus.
- [12] “Referral Behavior when Matching is Important,” with Yi Chen and Mark Satterthwaite.
- [13] “Poaching, Raids, and Managerial Compensation,” with Yi Chen and Daniela Scur.
- [14] “Machine Learning, Regularization, and Reporting Bias,” with Yi Chen, Kai Du and Zhe Wang.

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## Seminar Presentations

UIUC, Economics (invited); University of Rennes, School of Management (invited); University of Florida, Economics (invited); University of Central Florida, College of Business, Economics (invited); University of Cologne, Economics (invited); Michigan State University, Economics; University of Michigan, Ross School of Business, Business Economics; University of Miami, Herbert Business School, Economics; Vienna University of Economics and Business Administration (WU), Economics; University of Oxford, Economics; University of London Royal Holloway, Economics; Cornell University, Johnson School of Management, Innovation, Entrepreneurship and Technology; University of Rochester, Simon Business School, Strategy; Cornell University, Economics; McMaster University, Economics; NYU Abu Dhabi, Social Sciences; 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; Northwestern University, Kellogg School of Management, Strategy; Northwestern University, Kellogg School of Management, Strategy; Vienna Graduate School of Economics; Vienna Institute of Advanced Studies (IHS);

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## Conference Presentations

Society for the Advancement of Economic Theory (SAET) @ Ischia, Italy (scheduled)	2025
SEA (Southern Economic Association) @ Washington D.C., US (scheduled)	2024
17th Annual Meeting of the Portuguese Economic Journal (PEJ) @ Faro, Portugal (scheduled)	
Organization@Cornell24 @ Ithaca, US	
International Industrial Organization Conference (IIOC) @ Boston, US	
Allied Social Sciences Association (ASSA) @ San Antonio, US	
Society for the Advancement of Economic Theory (SAET) @ Paris, France	2023
International Industrial Organization Conference (IIOC) @ Washington D.C., US	

NOEG Winter Workshop @ Vienna, Austria	2022
Southern Economic Association @ Fort Lauderdale, US	
European Association for Research in Industrial Economics (EARIE) @ Vienna, Austria	
Congress of the European Economic Association @ Milan, Italy	
International Industrial Organization Conference (IIOC) @ Boston, US	
Allied Social Sciences Association (ASSA) @ online	
36th Eurasia Business and Economics Society Conference @ Berlin, Germany	2021
International Network for Economic Research (INFER) @ Lisbon, Portugal	
Econometric Society European Meeting @ online	
Game Theory Society World Congress @ Budapest, Hungary (postponed)	
North American Summer Meeting of the Econometric Society @ online	
Africa Meeting of the Econometric Society @ online	
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 @ online	
35th Eurasia Business and Economics Society Conference @ online	
ZEW Mannheim Centre for Competition and Innovation @ 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, Austria	2018
Developments in Economic Theory and Policy @ Bilbao, Spain	2011
Augustin Cournot Days @ Strasbourg, France	

## Referee Service

American Economic Review, Econometrica, Economic Journal, Economic Theory, International Economic Review, International Economic Review, International Journal of Game Theory, International Journal of Industrial Organization, Journal of Economics & Management Strategy, Journal of Industrial Economics, Journal of Labor Economics, Journal of Law, Economics and Organization, Journal of Political Economy, Management Science, Marketing Science, RAND Journal of Economics, Social Choice and Welfare, Theory and Decision

## Teaching

Business Strategy: Full-time 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
Shaping Organizational Strategy: Executive education Ministry of Investment, Kingdom of Saudi-Arabia (MISA)	2023
Business Strategy: NYC Tech MBA core Cornell University, Johnson School of Management	2017-2018
Business Strategy: Accelerated 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)	2012-16

Northwestern University, Kellogg School of Management	
Introduction to STATA: JD MBA pre-term	2015
Northwestern University, Kellogg School of Management	
Statistical Decision Analysis: Executive MBA core (TA)	2013-14
Northwestern University, Kellogg School of Management	
Principles of Pricing: Senior honors program (TA)	2012
Northwestern University, Kellogg School of Management	
Game Theory (TA)	2011
Vienna Institute of Advanced Studies (IHS)	

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## University Service

Organization24@Cornell conference organizer (scheduled)	2024
Cornell University, SC Johnson College of Business	
Strategy & Business Economics (SBE) Workshop organizer	2017-2022
Cornell University, Johnson School of Management	
Junior Faculty Recruiting Committee Strategy & Business Economics	2018
Cornell University, Johnson School of Management	
Preliminary Doctoral Exam Committee: Microeconomics	2017
Cornell University, Economics	
Graduate Students (degree and first job)	
Haimeng Zhang (PhD 21, IESE Business School)	
Alexander Tettenhorst (MS 18, chair, U.S. Census Bureau)	

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## Professional Employment

Accountant	2007-2009
Austrian Institute of Economic Research (WIFO)	
Research Assistant International Economics	2006-2009
Austrian Institute of Economic Research (WIFO)	

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## In the News

- [1] [“I-Team: What does New York stand to lose if Micron falls short on its promises?”](#) NBC News, CNY Central, 10/22/2023.
- [2] [“Resume padding: Bad for individuals, good for society?”](#) Phys.org, 07/27/2023.
- [3] [“Resume padding: Bad for individuals, good for society?”](#) Cornell Chronicle, 07/27/2023.
- [4] [“Big Firms Don’t Always Exercise Their Labor Market Power to Suppress Wages,”](#) Johnson Business Feed, 05/24/2023.
- [5] [“Pay Transparency Laws Raise Women’s Salaries \(And Slightly Lower Men’s\),”](#) The PEW Charitable Trusts, 05/26/2022.
- [6] [“America Isn’t Working,”](#) Mishpacha, 11/30/2021.
- [7] [“South Korea’s New Regulation On In-app Purchases,”](#) BeFM Morning Wave in Busan, 09/06/2021.
- [8] [“South Korea law upends app store practices,”](#) TechTarget, 09/02/2021.
- [9] [“App store commission fees scrutinized by South Korea,”](#) TechTarget, 08/27/2021.
- [10] [“How Control Of Consumer-Generated Data Affects Online Advertising,”](#) MediaPost, 08/26/2021.
- [11] [“Legacy regulatory practices won’t rein in tech giants,”](#) TechTarget, 07/16/2021.

- [12] “Average Holiday Budget In Rhode Island: WalletHub,” Patch.com, 11/24/2020.
- [13] “2020 Holiday Budgets by City,” WalletHub, 11/17/2020.
- [14] “What do we do with our germ-harboring smartphones in the midst of pandemic?,” YubaNet, 03/13/2020.
- [15] “Artificial intelligence, what US experts say about new EU rules,” START Magazine (in Italian), 02/23/2020.
- [16] “EU stakes out positions on regulating data, artificial intelligence,” Axios, 02/20/2020.
- [17] “When does it make sense for a company to split in two?,” Marketplace, 01/17/2020.
- [18] “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.
- [19] “Oktoberfest Facts–History, Beer, Food & More,” WalletHub, 09/11/2018.
- [20] “Thomas Jungbauer says any little bit of information that Google brings to China could have positive effects,” BBC Newsnight (Interview), 08/17/2018.
- [21] “Don’t be so quick to write off Google’s censored search engine for China,” SF Gate, 08/16/2018.
- [22] “Google’s censored search engine could actually help Chinese citizens,” The Washington Post, 08/16/2018.
- [23] “Google to appeal historic anti-trust fine,” ABC Australia’s The World Today, 07/19/2018.
- [24] “Google fined for abuse of proprietary Android operating system,” VTV News (in Vietnamese), 07/19/2018.
- [25] “EU fines Google a record \$5 billion over mobile practices,” Associated Press, 07/18/2018.
- [26] “Best 40 under 40 Professors”, Poets and Quants, 04/23/2018.
- [27] “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
Cornell SC Johnson of Business Research Grant	2024
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