THOMAS JUNGBAUER

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Academic Employment

Assistant Professor of Strategy & Business Economics (on leave 2018-19) 2016-date
Cornell University, Johnson School of Management

Research Interests

Digital Platforms, Artifical Intelligence, Talent Management, Innovation, Branding

Education

PhD Managerial Economics & Strategy 2016
Northwestern University, Kellogg School of Management

MS Managerial Economics & Strategy 2013
Northwestern University, Kellogg School of Management

MSc Economics 2011
Vienna Institute of Advanced Studies (IHS) & Vienna University of Technology (TU)

BSc Social Sciences, Economics & Business Administration 2009
Vienna University of Economics & Business Administration (WU)

Consulting

Hot Docs Cinema (Toronto, CN: Strategic Transformation) 2026

PricewaterhouseCoopers (Chicago, US: Pricing) 2015, 2019, 2024

SunCloud Health (Chicago, US: Contract Design) 2016

Professional Employment

Accountant 2007 - 2009
Austrian Institute of Economic Research (WIFO)

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

Under Review

[1] Algorithm Transparency and Search Manipulation," with Raphael Boleslavsky and Mehdi Shadmehr.

[2] "Selling Synergies."

[3] "Reputation, Referrals, (and Artificial Intelligence)," with Yi Chen and Mark Satterthwaite.

[4] "Managerial Poaching and Talent Reallocation," with Yi Chen, Fabiano Dal-Ri and Daniela Scur.

[5] "Better Applications, Worse Matching: Artifical Intelligence and Talent Reallocation."

[6] "The Disruption of Attention Platforms in the Era of Generative AI,"
with Chenyang Li, Xun Wu and Fei Xiao (Revise & Resubmit to ***Management Science***).

[7] "The Governance of Abundance: Generative AI, Selective Permeability, and Complementor Strategy,"
(Resubmit to ***Strategic Management Journal***)

[8] "Vertical Differentiation, Branding, and Product Confusion,"
with Chenyang Li, Sherif Nasser and Christian Schmid (Resubmit to ***Marketing Science***).

Publications

[9] "Search Platforms: Big Data and Sponsored Positions,"
with Maarten C.W. Janssen, Marcel Preuss and Cole Williams
Economic Journal, ueag002, 2026.

[10] "Optimally Informative Rankings and Consumer Search,"
with Maarten C.W. Janssen, Marcel Preuss and Cole Williams
International Journal of Industrial Organization, 108: 103282, 2026.

[11] "The Organization of Innovation: Incomplete Contracts and the Outsourcing Decision,"
with Sean Nicholson, June Pan, Michael Waldman and Lucy Xiaolu Wang,
American Economic Journal: Microeconomics, 18(2): 56-109, 2026.

[12] "Strategic Wage Posting, Market Power and Mismatch,"
Journal of Labor Economics, 44(2): 481–514, 2026.

[13] "Actions and Signals," with Michael Waldman,
Journal of Economic Theory, 230: 106100, 2025.

[14] "Online Advertising, Data Sharing, and Consumer Control," with Justin Johnson and Marcel Preuss,
Management Science 70(11): 7984–8002, 2024.

[15] "Branding Vertical Product Line Extensions," with Christian Schmid,
Journal of Economics & Management Strategy 33(4): 909–936, 2024.

[16] "The Strategic Decentralization of Recruiting," with Yi Chen and Zhe Wang,
Journal of Economic Theory 209: 105639, 2023.

[17] "Self-Reported Signaling," with Michael Waldman,
American Economic Journal: Microeconomics 15(3): 78-117, 2023.

[18] "Strategic Games Beyond Expected Utility," with Klaus Ritzberger,
Economic Theory 48: 377-398, 2011.

Work in progress

[19] "Eavesdropping and Innovation," with Yi Chen and Jorge Lemus.

[20] "Education Signaling and Employer Learning Heterogeneity," with Yuhan Chen and Michael Waldman.

[21] "Machine Learning, Regularization, and Reporting Bias," with Yi Chen, Kai Du, and Zhe Wang.

[22] "Digitization, Artificial Intelligence, and Search and Matching in Modern Labor Markets," with Kevin Boudreau and Cole Williams.

[23] "Search Advertising and the Cold-Start Problem," with Maarten C.W. Janssen and Cole Williams.

[24] "Price-Directed Consumer Search," with Volker Nocke.

Referee Service

American Economic Review; B.E. Journal of Theoretical Economics; Econometrica; Economic Journal; Economic Theory; Information Economics and Policy; ILR Review; International Economic Review; International Journal of Game Theory; International Journal of Industrial Organization; Journal of Cultural economics; Journal of Economic Theory; Journal of Economics & Management Strategy; Journal of Industrial Economics; Journal of Labor Economics; Journal of Law, Economics and Organization; Journal of Political Economy; Journal of Political Economy Microeconomics; Management Science; Manufacturing and Service Operations Management; Marketing Science; Quantitative Marketing & Economics; RAND Journal of Economics; Review of Economic Studies; Review of Industrial Organization; Social Choice and Welfare; Theoretical Economics; Theory and Decision;

Seminar Presentations

Invited: Emory University: Economics, University of Florida: Economics, University of Central Florida: College of Business (Economics); **2026:** Vienna University of Economics and Business Administration (WU): Business Analytics & Decision Sciences, Hong Kong University (HKU): Management and Strategy, Hong Kong University of Science & Technology (HKUST): Economics, Vienna University of Economics and Business Administration (WU): Strategy & Innovation; **2025:** ZEW & University of Mannheim: Economics, Boston College: Economics, Penn State University: Economics, Vienna University of Economics and Business Administration (WU): Economics, Cornell University: Economics, NBER: Productivity Seminar Series, ESMT Berlin: Economics, University of Rochester: Simon Business School (Economics and Management), University of Toronto: Economics, Queens University: Economics; **2024:** University of Indiana: Kelley School of Business (Business Economics and Public Policy), University of Illinois Urbana-Champaign: Economics, University of Vienna: Economics, **2023:** Michigan State University: Economics, University of Michigan: Ross School of Business (Business Economics); **2022:** 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; **2021:** Cornell University: Johnson School of Management (Innovation, Entrepreneurship and Technology); **2018:** University of Rochester: Simon Business School (Economics and Management), Cornell University: Economics, McMaster University: Economics, **2017:** 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), University, Kellogg School of Management (Managerial Economics & Decision Sciences); **2015:** Northwestern University: Economics, Northwestern University: Kellogg School of Management (Strategy), Northwestern **2011:** Vienna Graduate School of Economics, Vienna Institute of Advanced Studies;

Conference Presentations

2026: CEPR (Centre for Economic Policy Research) & World Bank: Firm Dynamics, Investment and Aggregate Growth Conference @ Banca d'Italia; Joint SEA (Slovakian Economic Association)-NOEG (Austrian Economic Association) Conference @ Central European University; 65th Annual EARIE (European Association for Research in Industrial Economics) Conference @ University of Mannheim; **2025:** Theory@Chapel Hill @ UNC; NBER Summer Institute Personnel Economics @ Cambridge, US; 24th Annual SAET (Society for the Advancement of Economic Theory) Conference @ Ischia, Italy; Antitrust@Cornell25 @ Cornell

University; 23nd Annual IIOC (International Industrial Organization Conference) @ Drexel University; Labor Workshop @ Cornell University; NBER Organizational Economics Working Group @ Cambridge, US; DIW (German Institute of Economic Research) Digital Economy Workshop @ DIW Berlin; Annual MaCCI (Mannheim Centre for Competition and Innovation) Conference @ Mannheim, Germany; **2024:** 10th Empirical Management Conference @ Harvard University; 94th SEA (Southern Economic Association) Annual Meeting @ Washington D.C., US; 21st Berkeley-Columbia-Duke-NW-MIT IO Theory Conference @ Duke University; 17th Annual PEJ (Portuguese Economic Journal) Meeting @ University of the Algarve; Organization@Cornell24 @ Cornell University; 22nd Annual IIOC (International Industrial Organization Conference) @ Boston, US; Annual ASSA (Allied Social Sciences Association) Meeting @ San Antonio, US; **2023:** 22nd Annual SAET (Society for the Advancement of Economic Theory) Conference @ Paris, France; 21st Annual IIOC (International Industrial Organization Conference) @ Washington D.C., US; **2022:** 4th NOEG (Austrian Economic Association) Winter Workshop @ Vienna University of Economics & Business Administration (WU); 92th SEA (Southern Economic Association) Annual Meeting @ Fort Lauderdale, US; Annual EARIE (European Association for Research in Industrial Economics) Conference @ University of Vienna; Congress of the EEA (European Economic Association) @ Bocconi University; 20th Annual IIOC (International Industrial Organization Conference) @ Boston, US; Annual ASSA (Allied Social Sciences Association) Meeting @ online; **2021:** 36th EBES (Eurasia Business and Economics Society) Conference @ Berlin, Germany; 23rd Annual INFER (International Network for Economic Research) Conference @ University of Lisbon; ESEM (Econometric Society European Meeting) @ online; North American Summer Meeting of the Econometric Society @ online; African Meeting of the Econometric Society @ online; Asian Meeting of the Econometric Society @ online; Annual SIOE (Society for Institutional & Organizational Economics) Conference @ online; Annual EARIE (European Association for Research in Industrial Economics) Conference @ NHH, Norwegian School of Economics; Annual RES (Royal Economic Society) Conference @ online; 35th EBES (Eurasia Business and Economics Society Conference) @ online; Annual MaCCI (Mannheim Centre for Competition and Innovation) Conference @ online; **2020:** ISMS (INFORMS Society for Marketing Science) Conference @ online; Econometric Society World Congress @ online; Annual SIOE (Society for Institutional & Organizational Economics) Conference @ online; Congress of the EEA (European Economic Association) @ online; **2019:** 19th Annual SAET (Society for the Advancement of Economic Theory) Conference @ Ischia, Italy; **2018:** 1st NOEG (Austrian Economic Association) Winter Workshop @ Vienna University of Economics & Business Administration (WU); **2011:** 8th International Conference Developments in Economic Theory and Policy @ University of the Basque Country; ACCD (Augustin Cournot Doctoral Days) @ Strasbourg, France;

Teaching

Business Strategy: Americas Executive MBA — 2026
Cornell University (Johnson Graduate School of Management) and
Queen's University (Smith School of Business)

Business Strategy: Full-time MBA — 2016 - 2026
Cornell University (Johnson Graduate School of Management)

Strategy: Cornell-Tsinghua Junior Executive FMBA — 2021 - 2024, 2026
Cornell University (Johnson Graduate School of Management) & Tsinghua University

Shaping Organizational Strategy: Executive Education — 2023
Ministry of Investment, Kingdom of Saudi-Arabia (MISA)

Business Strategy: NYC Tech MBA — 2017
Cornell University (Johnson Graduate School of Management)

Business Strategy: Accelerated MBA — 2017
Cornell University (Johnson Graduate School of Management)

Business Analytics II Review Session: Full-time MBA — 2012 - 2016
Northwestern University (Kellogg School of Management)

Managerial Economics Review: Executive MBA — 2012 - 2016
Northwestern University (Kellogg School of Management)

Introduction to STATA: JD MBA — 2015

Northwestern University (Kellogg School of Management)

Statistical Decision Analysis Review: Executive MBA 2012 - 2014
Northwestern University (Kellogg School of Management)

Principles of Pricing Review: Senior honors program 2013
Northwestern University (Kellogg School of Management)

Game Theory Review Session 2011
Vienna Institute of Advanced Studies (IHS)

Academic & University Service

Conference session organizer (scheduled) 2025
95th SEA (Southern Economic Association) Annual Meeting
Tampa, US

Conference session organizer 2025
24th Annual Meeting of the Society for the Advancement of Economic Theory (SAET)
Ischia, Italy

Antitrust@Cornell25 conference organizer 2025
Cornell University, SC Johnson College of Business

Deloitte National Case Competition judge 2024-2025
Cornell University, SC Johnson College of Business

Cornell Johnson MBA Integrative Case competition judge 2016-2024
Cornell University, SC Johnson College of Business

Organization@Cornell24 conference organizer 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)
Pei Chen Luo (current)
Si Zuo (PhD 25, Shanghai Jiao Tong University)
Haimeng Zhang (PhD 21, IESE Business School)
Alexander Tettenhorst (MS 18, chair, U.S. Census Bureau)

In the News

[1] "Boundaries of the firm: Limiting the cannibalization of existing patented products,"
American Economic Association: Research Highlights Article, 06/16/2026.

[2] "Search platforms rewrite the rules of online shopping," Cornell Chronicle, 02/18/2026.

[3] "Small firms may offer higher pay due to a lack of market power," Phys.org, 09/25/2024.

[4] "2024 iPhone Survey: 63% of Americans Won't Buy a Phone Due to Inflation," WalletHub, 09/10/2024.

[5] "I-Team: What does New York stand to lose if Micron falls short on its promises?"
NBC News, CNY Central, 10/22/2023.

[6] "Resume padding: Bad for individuals, good for society?" Phys.org, 07/27/2023.

[7] "Big Firms Don't Always Exercise Their Labor Market Power to Suppress Wages,"
Johnson Business Feed, 05/24/2023.

[8] "Pay Transparency Laws Raise Women's Salaries (And Slightly Lower Men's)," The PEW Charitable Trusts, 05/26/2022.

[9] "America Isn't Working," Mishpacha, 11/30/2021.

[10] "South Korea's New Regulation On In-app Purchases," BeFM Morning Wave in Busan, 09/06/2021.

[11] "South Korea law upends app store practices," TechTarget, 09/02/2021.

[12] "App store commission fees scrutinized by South Korea," TechTarget, 08/27/2021.

[13] "How Control Of Consumer-Generated Data Affects Online Advertising," MediaPost, 08/26/2021.

[14] "Legacy regulatory practices won't rein in tech giants," TechTarget, 07/16/2021.

[15] "Average Holiday Budget In Rhode Island: WalletHub," Patch.com, 11/24/2020.

[16] "2020 Holiday Budgets by City," WalletHub, 11/17/2020.

[17] "What do we do with our germ-harboring smartphones in the midst of pandemic?," YubaNet, 03/13/2020.

[18] "Artifical intelligence, what US experts say about new EU rules," START Magazine (in Italian), 02/23/2020.

[19] "EU stakes out positions on regulating data, artificial intelligence," Axios, 02/20/2020.

[20] "When does it make sense for a company to split in two?," Marketplace, 01/17/2020.

[21] "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.

[22] "Oktoberfest Facts–History, Beer, Food & More," WalletHub, 09/11/2018.

[23] "Thomas Jungbauer says any little bit of information that Google brings to China could have positive effects," BBC Newsnight (Interview), 08/17/2018.

[24] "Don't be so quick to write off Google's censored search engine for China," SF Gate, 08/16/2018.

[25] "Google's censored search engine could actually help Chinese citizens," The Washington Post, 08/16/2018.

[26] "Google to appeal historic anti-trust fine," ABC Australia's The World Today, 07/19/2018.

[27] "Google fined for abuse of proprietary Android operating system," VTV News (in Vietnamese), 07/19/2018.

[28] "EU fines Google a record $5 billion over mobile practices," Associated Press, 07/18/2018.

[29] "Best 40 under 40 Professors", Poets and Quants, 04/23/2018.

[30] "The demise of the Vienna Institute of Advanced Studies," Der Standard (in German, English translation here), 09/29/2015.

Fellowships and Awards

Teaching Honor Roll (Top Instructors) 2016-date
Cornell University, Johnson Graduate School of Management

Artificial Intelligence Faculty Curriculum Innovation & Teaching Award 2026
Cornell University, Johnson Graduate School of Management

Strategy & Business Economics Area Research Grant 2025
Cornell University, SC Johnson College of Business

Strategy & Business Economics Area Research Grant 2024
Cornell University, SC Johnson College of Business

Best 40 under 40 Professors 2018
Poets & Quants

Teaching Appreciation Award 2016
Northwestern University, Kellogg School of Management, Executive Global MBA Network

Executive Teaching Appreciation Medal 2015
Northwestern University, Kellogg School of Management, Executive Manager's Program 99

Conference Travel Award 2015
Northwestern University, The Graduate School

Doctoral Tuition & Expenses Fellowship 2011-2016
Northwestern University, Kellogg School of Management

Fellowship of the President of the Federation of Austrian Industries (IV) 2010

MSc Scholarship 2009
Vienna Institute of Advanced Studies (IHS)

Award for extraordinary academic achievements 2008, 2009
Republic of Austria

Memberships

ALEA - American Law and Economics Association 2024-date

SEA - Southern Economic Association 2024-date

GTS - Game Theory Society 2022-date

INFORMS - Institute for Operations Research and the Management Sciences 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