Luise Eisfeld

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Born: 5 Oct 1992
Citizenship: German

Research Interests	**Primary**:	Empirical Industrial Organization; Economics of Digitization
	Secondary:	Applied Microeconomics; Competition Policy

References

Bruno Jullien	**Timothy Simcoe**
Toulouse School of Economics	Boston University
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Daniel Ershov	**Alexandre de Cornière**
UCL School of Management	Toulouse School of Economics
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Education

Toulouse School of Economics
Ph.D. in Economics — 2018-2023
 - Thesis Title: "Essays in Empirical Industrial Organization" — *(expected)*
M.Res. Economics — 2017-18
M.Sc. Economic Theory and Econometrics — 2015-17

University of Mannheim
B.Sc. Economics — 2012-15

Academic Visits

Boston University: Technology and Policy Research Initiative — Jan-Jun 2022
& Questrom School of Business (6 months)

Yale School of Management (1 week) — Apr 2022

Hong Kong University of Science and Technology — Sep-Dec 2014
(4 months, undergrad)

Working Papers

[1] Entry and Acquisitions in Software Markets

Job Market Paper

 - Schumpeter Prize for Best Student Paper in Antitrust, 2022.
 - **Finalist,** Lear Competition Festival Award, 2021.

Abstract: How do acquisitions of young, innovative, venture capital funded firms (startups) affect entry incentives of new firms? I create a new dataset by merging web-scraped product-level data on enterprise software with data on firms' entry and acquisition decisions. The data produce new facts on software acquisitions, highlighting the heterogeneous motives of acquirers. I build and estimate a dynamic model that endogenizes startups' entry decisions in the face of these acquisitions. In the model, acquisitions can affect returns to entry (1) via market structure, and (2) by providing an entry-for-buyout incentive to potential entrants. I find that, whereas overall

startup acquisitions can incentivize new firms to enter, certain types of acquisitions – those conducted by established industry players and targeting more mature startups – tend to be followed by less entry. Preliminary results from counterfactual simulations suggest that if competition authorities were to block all startup acquisitions, entry would fall in some markets. A case-by-case merger analysis may thus be favorable for sustained startup entry.

[2] How Do Online Product Rankings Influence Sellers' Pricing Behavior?

Abstract: Products that are displayed more prominently on e-commerce platforms are more likely to be found and purchased by consumers. The algorithms ranking these products, however, may condition a product's position in a listings page on its price. Using web-scraped data from hotels displayed on Expedia and an instrumental variable identification strategy, I find that the ranking algorithm tends to display hotels at *less* favorable positions at times at which they are priced *higher*. I provide a framework that employs these estimates jointly with demand parameters obtained from a sequential search model. I simulate a counterfactual scenario, and reveal that Expedia's ranking algorithm tends to intensify price competition between sellers compared to a random ranking. This increases consumer welfare, but reduces seller profits. My finding has consequences for two-sided platforms' optimal design of ranking algorithms: in order to foster adoption, platforms should carefully trade off benefits arising to the two sides, and consider equilibrium effects.

Work in Progress	**Pass-through of Prices on E-Commerce Platforms** (with Jun Yan and Li Yu) **First Mover Advantage and Imitation in Product Innovation** (with Vatsala Shreeti)

Presentations
* scheduled
‡ cancelled

2022:	Boston University Econ (Empirical IO Reading Group) Questrom School of Business (Strategy & Innovation Brown Bag) Technology and Policy Research Initiative (Boston University) Trans-Atlantic Doctoral Conference (online) EARIE (Vienna) Jornadas de Economía Industrial (Las Palmas de Gran Canaria) APPAM* (Washington D.C.)
2021:	LED Young Economist Seminar (Université Catholique de Louvain) Lear Competition Festival (online)
2020:	Workshop on Platforms, E-Commerce and Digital Economics‡ (CREST Paris) Trans-Atlantic Doctoral Conference‡ (London Business School) EBE Summer Meeting‡ (LMU Munich)
2019:	Competition and Innovation Summer School (Montenegro) EARIE (Barcelona)

(Not listed: multiple workshop presentations at TSE in every year.)

Invited Workshops

CEPR Paris Winter Symposium 2021 (postponed due to Covid-19)
NBER Economics of Digitization: Tutorial (online, 2021)
Digital Economics Research Network (DERN) Workshop (Brussels, 2019)
NBER Economics of Artificial Intelligence: Graduate Workshop (Toronto, 2019)

Teaching Assistantships

Competition Policy Workshop (M.Sc.), TSE	Spring 2020-Fall 2021
Intermediate Econometrics (M.Sc.), TSE	Fall 2020
Intermediate Econometrics (M.Sc.), TSE	Fall 2019
Applied Econometrics (M.Sc.), TSE	Spring 2019

Research Assistantships	**University of Mannheim**: Collaborative Research Center "Political Economy of Reforms"; 12 months	2012-13
	Mannheim Center for European Social Research (MZES); 3 months	2011-12
Internships	**UNIDO**, Vienna (Austria); 4 months	2016
	Landesbank Hessen-Thüringen, Frankfurt (Germany); 2 months	2014
Scholarships & Grants	**ADRES** Conference Travel Grant	2022
	UT1 Mobility Grant and **EUR TSE Mobility Grant**: Academic Visit to Boston University	2022
	Fondation Jean Jacques Laffont Scholarship	2021-22
	Toulouse School of Economics PhD Scholarship	2017-21
	Alfred P. Sloan Foundation: NBER Conference Sponsorship	2019
	PROMOS Scholarship, German Academic Exchange Service (DAAD)	2014
Awards	Schumpeter Prize, Best Student Paper on Antitrust (ITIF)	2022
	Finalist, Lear Young Talent Competition Award	2021
	Dean's List, Hong Kong University of Science and Technology	2014
Referee Service	*Journal of Asian Economics*	
Professional Service	Mentoring and Organization, Women in Economics at TSE	2020-2022
	Coordinator, Applied Micro Workshop, TSE	Fall 2018
Technical Skills	**Proficient**: R, Python, MATLAB, LaTeX	
	Intermediate: STATA	
	Beginner: HTML, Mathematica, SAS, Git	
Languages	German (native), English (fluent), French (fluent), Mandarin (very basic)	

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