

Florian Anselm Münch

Updated November 21, 2022

Web: florianmuench.com **Email:** f.muench@tu-berlin.de **Phone:** +49 157 84 69 12 17
Data analysis: Stata, [Github](#), R **Languages:** German (native), French & English (fluent), Spanish (B1)

Research interests Applied Microeconomist, Field Experiments, Firms, Development, Innovation, Energy and International Economics

Job Market Paper **Nurturing National Champions? The Impact of Local Content in Solar Auctions on Firm Innovation** [Read JMP](#) *R&R at Energy Policy* with Fabian Scheifele.

Ph.D., date: 04/2023 **(Quasi-) Experimental Impact Evaluation of Industrial Policy**
Ph.D. Committee: Knut Blind (Advisor), Astrid Cullman, & Leonardo Iacovone.

Education **Technical University Berlin** Berlin, Germany
PhD in Industrial Economics 10/2018 – Present
Supervisor: Professor Knut Blind.

London School of Economics London, UK
MSc in International Political Economy 2016 – 2017

Sciences Po Paris Paris, France
MA in International Economic Policy 2015 – 2016

Georgetown University Washington D.C., USA
Political Economy, Development Economics 2014 – 2015

Sciences Po Paris Nancy, France
BA in Political Sciences 2012 – 2014

Université de Lorraine Nancy, France
BSc in Economics 2012 – 2015

Coursework during PhD

- Treatment Effects: Policy Evaluation (Prof. Caliendo), Designing & Running RCTs (MIT), Practical Issues in Designing & Analyzing Field Experiments (Dr. David McKenzie), Development Research in Practice (DIME)
- Econometrics: Applied Econometrics (HU Berlin), Microeconometrics (TU Berlin), Computer-based statistics with R (TU Berlin)

Peer-reviewed Publications	<p>The design of technical requirements in public solar auctions: Evidence from India with Adela Marian. Full Article Policy Report Media Coverage <i>Renewable & Sustainable Energy Reviews</i>, 2022.</p>
Working papers	<p>Climbing the Quality Ladder but how? Experimental Evidence from Teaching Firms Quality Management for Export with Amira Bouziri. Pre-registration</p> <p>Attracting Firms to Government Programs: Evidence from Two Email Experiments in Tunisia with Teo Firpo, Fabian Scheifele & Amira Bouziri. Pre-registration</p> <p>Gender and the Allocation of Public Contracts: Quasi-Experimental Evidence from Costa Rica's E-Procurement Platform Florian Anselm Münch.</p>
Work in Progress	<p>A Randomised Controlled Trial of Innovation Vouchers for Diversification, in Ústí, a coal-exit region in Czech Republic with Andreas Menzel & Mariana Pereira-López.</p> <p>Stronger Together: A Randomised Controlled Trial of Female-Led Export Consortia with Fabian Scheifele & Amira Bouziri. IGC funding</p> <p>Cultivating Small-Multinationals: A Randomised Controlled Trial of Export via E-Commerce Abstract with Fabian Scheifele, Teo Firpo & Amira Bouziri. Pre-registration</p>
Policy Reports	<p>Access to Markets: Standards & Regulation with Knut Blind & Simone Wurster. Full Report <i>OECD SME Policy Index: Eastern Partnership Countries</i>, 2020.</p>
Funding	<p>International Growth Centre (LSE, Oxford), SGB Evidence Fund (60.000€), GIZ (65.000€), World Bank (10.000€)</p>
Award	<p>Heinrich-Böll-Foundation Scholarship (2013-2017)</p>
Selected Lectures	<p>Green Industrial Policy 2021 Sustainable Innovation Lecture Series (Dr. Rainer Quitzow)</p>

References

Prof. Dr. Knut Blind

Technical University Berlin
Chair of Innovation Economics
Tel.: +49 30 314 766 38
Email: knut.blind@tu-berlin.de

Prof. Dr. Amira Bouziri

Mediterranean School of Business
Associate Professor of Economics
Tel.: + 216 26 302 993
Email: amira.bouziri@msb.tn

Dr. Leonardo Iacovone

The World Bank, Hertie School
Lead Economist
Adjunct Professor of Economics
Email 1: liacovone@gmail.com
Email 2: liacovone@worldbank.org

Dr. Rainer Quitzow & Dr. Adela Marian

Institute for Advanced Sustainability Studies (IASS)
Head of Department & Senior Researcher
Tel.: +49 33 12 88 22 / 374 or 415
Email 1: rainer.quitzow@iass-potsdam.de
Email 2: adela.marian@iass-potsdam.de

Abstracts of selected working papers

Cultivating Small-Multinationals: Export via E-commerce

E-commerce technology enables exporting to more distant and richer clients, cutting out intermediaries. Yet, technology adoption among SMEs in developing countries is low. Both supply-side constraints, such as lack of knowledge and resources, and demand-side constraints, such as lack of local clients able and willing to pay online, obstruct e-commerce technology adoption. Interest among SMEs to explore e-commerce opportunities is high, as documented by the more than 1000 SMEs that applied to be part of the pilot field experiment. Among the eligible SMEs, 120 were randomly allocated to treatment and 120 to a control group. The treatment consists of classroom training regarding e-commerce for export, technical support related to websites and digital marketing, and two-month subsidized support from Master students trained in e-commerce. We assess technology adoption and export performance in surveys and through objective digital monitoring and administrative data. The field experiment is joint work with Amira Bouziri, Fabian Scheifele, and Teo Firpo. It was launched in 2020 and the final data collection is scheduled for 2024.

Stronger Together: Female-only Export Consortia

Exporting provides business opportunities with high returns, but it also requires high managerial knowledge and skills, a network, and self-confidence, all of which female entrepreneurs tend to lack. We test an intervention that tackles these various problems at a time. 90 export-interested female entrepreneurs in four complementary sectors are randomly allocated to receive support to establish a consortium, a legally connected group of 20-25 firms, to cooperate in exporting their products abroad over two years. 90 equally interested are in a control group. Simultaneously, the firms receive individual and consortia-level consultancy regarding their export strategy. The consortia provide the women with a new business network disconnected from family structures, contacts to exchange about common business challenges and strategies to succeed as a female entrepreneur in international markets, and the legal framework to collectivize the fixed costs of exporting. At one and two years post the start of the intervention, we measure the effects on women's business empowerment, network size and quality, business, management, and export practices, as well as their export performance.