

CONTACT INFORMATION	University of Zurich Department of Business Administration Plattenstrasse 14 CH-8032 Zurich Switzerland	☎ +41 044 634 21 10 ✉ reinhold.kesler@business.uzh.ch 🌐 www.rkesler.com 🐦 @reinholdkesler
RESEARCH INTERESTS	Digitization, Marketing & Innovation, Competition Policy & Regulation	
RESEARCH EXPERIENCE	<b>University of Zurich</b> , Zurich, Switzerland <i>Senior Research Associate</i> , Department: Business Administration	<b>July, 2019 - present</b>
	<b>ZEW</b> , Mannheim, Germany <i>Researcher</i> , Department: Digital Economy	<b>September, 2015 - June, 2019</b>
	<b>University of Mannheim</b> , Mannheim, Germany <i>Researcher</i> , Department: Economics	<b>May, 2017 - August, 2017</b>
	<b>ZEW</b> , Mannheim, Germany <i>Research Assistant</i> , Department: Digital Economy	<b>July, 2011 - August, 2015</b>
EDUCATION	<b>University of Zurich</b> , Zurich, Switzerland PhD, Management & Economics (summa cum laude)	<b>July, 2019</b>
	<b>University of Mannheim</b> , Mannheim, Germany MSc, Economics	<b>August, 2015</b>
	BSc, Economics	<b>August, 2013</b>
AFFILIATIONS	<b>ZEW</b> , Mannheim, Germany <i>Junior Research Associate</i> , Department: Digital Economy	<b>May, 2020 - present</b>
PUBLICATIONS	Cure, M., Hunold, M., Kesler, R., Larrieu, T., and U. Laitenberger (2022), Vertical Integration of Platforms and Product Prominence, <i>Quantitative Marketing and Economics</i> , 20, 353–395.	
	Bertschek, I., and R. Kesler (2022), Let the User Speak: Is Feedback on Facebook a Source of Firms' Innovation?, <i>Information Economics and Policy</i> , 60, 100991. – A summary is available as: Bertschek, I., and R. Kesler (2017), Does Engaging with Customers on Facebook Lead to Better Product Ideas?, <i>Harvard Business Review</i> , October.	
	Hunold, M., Kesler, R., and U. Laitenberger (2020), Rankings of Online Travel Agents, Channel Pricing, and Consumer Protection, <i>Marketing Science</i> , 39(1), 92-116.	
	Hunold, M., Kesler, R., Laitenberger, U., and F. Schlütter (2018), Evaluation of Best Price Clauses in Online Hotel Bookings, <i>International Journal of Industrial Organization</i> , 61, 542-571.	
UNDER REVIEW	Kaiser, U., Kesler, R., and M. Reisinger (2023), The Interplay Between Product Variety and Customer Satisfaction: Theory and Evidence. <i>Revise and Resubmit at Management Science</i> .	
	Kesler, R. (2023), The Impact of Apple's App Tracking Transparency on App Monetization. <i>Reject and Resubmit at Management Science</i> .	

WORKING PAPERS	<p>Janssen, R., Kesler, R., Kummer, M., and J. Waldfogel (2022), GDPR and the Lost Generation of Innovative Apps, NBER Working Paper No. 30028: <a href="https://www.nber.org/papers/w30028">https://www.nber.org/papers/w30028</a>.</p> <p>Affeldt, P., and R. Kesler (2021), Competitors' Reactions to Big Tech Acquisitions: Evidence from Mobile Apps, DIW Discussion Papers 1987.</p> <p>Kesler, R., Kummer, M., and P. Schulte (2019), Competition and Privacy in Online Markets: Evidence from the Mobile App Industry, ZEW Discussion Paper No. 19-064.  – An abridged version is available as: Kesler, R., Kummer, M., and P. Schulte (2020), Competition and Privacy in Online Markets: Evidence from the Mobile App Industry, <i>Academy of Management Proceedings</i>, 2020(1), 20978.</p>
WORK IN PROGRESS	<p>Kraft, L., Kesler, R., Skiera, B., and T. Koschella, Existence, Antecedents and Consequences of Non-Compliance in Mobile App Markets.</p> <p>Zac, A., Kesler, R., Peukert, C., and S. Tomkins, Welfare Effects of Sustainability Information in E-Commerce.</p>
AWARDS AND GRANTS	<p>E4S Center Bridge Funding: 'Welfare Effects of Sustainability Information in E-Commerce' <b>2023</b></p> <p>Academy of Management Best Paper Proceedings &amp; Technology and Innovation Management Division Best Paper Finalist <b>2020</b></p> <p>Award for Best Paper at ZEW in 2018/2019 (EUR 5,000, ZEW Sponsors' Association) <b>2019</b></p> <p>SEEK Grant 'Balancing Privacy and Innovation: The Impact of the EU-GDPR on the Online Market for Mobile Applications' (PI, State of Baden-Württemberg) <b>2018</b></p> <p>Award for Presentation at International Conferences (EUR 500, Verein für Socialpolitik) <b>2017</b></p> <p>Nominee for the DRUID2017 Best Paper Award</p> <p>'Future of the Working World' Award for Best Master Thesis (EUR 2,000, Volksbank Weinheim) <b>2016</b></p>
MEDIA COVERAGE	<p><i>Mentions</i> in Business Insider, Focus, Frankfurter Allgemeine Zeitung, Rheinische Post, SPIEGEL Online, Der Standard, Stern, Süddeutsche Zeitung, Tagesspiegel, Tagesschau, Welt, Wirtschaftswoche  <i>Interviews</i> with euractiv, Handelsblatt, Les Jours, Neue Zürcher Zeitung, Saarbrücker Zeitung, WIRED, German radio stations (DLF, MDR, NDR, SWR, WDR) and television (ZDF)</p>
ORGANIZATION OF EVENTS	<p>Virtual Digital Economy (VIDE) Seminar (Co-Organizer) <b>March, 2020 - present</b></p> <p>UZH Media &amp; Digitization Meeting <b>October, 2019</b></p> <p>20th ZEW Summer Workshop for Young Economists: 'Digitized Economy and Novel Research Methods' <b>July, 2018</b></p>
RESEARCH STAYS	<p>Georgia Institute of Technology, Atlanta, USA <b>February, 2018 - March, 2018</b></p> <p>University of Zurich, Zurich, Switzerland <b>November, 2017</b></p>
REFEREING	<p>Economics of Innovation and New Technology; Information Economics and Policy; ICIS 2019, 2020, &amp; 2022; International Journal of Industrial Organization; Journal of Industry, Competition and Trade; Journal of Political Economy; Management Science; Review of Network Economics</p>

CONFERENCES, WORKSHOPS, AND SEMINARS	HEC Lausanne, Switzerland; HEC Paris Marketing Research Seminar, France	<b>2024</b>
	Digital Economy Workshop, Switzerland; MaCCI Annual Conference, Germany; EMAC Annual Conference, Denmark; CEPR Competition Policy RPN & LBS Workshop, UK; Frankfurt School of Finance & Management, Germany	<b>2023</b>
	University of Siegen, Germany; Rotterdam School of Management, Netherlands; DIW IO Brown Bag Seminar, Virtual; 20th ZEW Conference on the Economics of ICT, Germany; Goethe University, Germany; University of Basel, Switzerland	<b>2022</b>
	DELabUW DEEcon Seminar, Virtual; 19th ZEW Conference on the Economics of ICT, Virtual; 19th Annual IIOC, Virtual; DIGECON2021, Virtual	<b>2021</b>
	VIDE Brown Bag Seminar, Virtual; Lunch Seminar CERN MINES ParisTech, Virtual; Paris Seminar on the Economics of Digitization, Virtual; 80th Annual Meeting of the AOM, Virtual; DIGECON2020, Israel; Workshop on Digitalization in Economics and Management, Germany; TU Darmstadt, Germany	<b>2020</b>
	UZH Media & Digitization Meeting, Switzerland; Digital Economy Workshop, Portugal	<b>2019</b>
	10th Paris Conference on Digital Economics, France; Workshop on Platforms & E-Commerce, France; DIW IO Brown Bag Seminar, Germany	<b>2018</b>
	MaCCI Competition and Regulation Day, Germany; University of Zurich Research Seminar and Data Workshop, Switzerland; TILEC Workshop on Economic Governance of Data-driven Markets, Netherlands; Annual Conference of the Verein für Socialpolitik, Austria; 44th EARIE Annual Conference, Netherlands; 19th ZEW Summer Workshop for Young Economists, Germany; DRUID2017 Conference, USA; 15th Annual IIOC, USA; 9th ICT Conference Paris, France	<b>2017</b>
TEACHING EXPERIENCE	Annual Conference of the Verein für Socialpolitik, Germany; 43rd EARIE Annual Conference, Portugal; MaCCI Workshop Economics of ICT, Germany	<b>2016</b>
	<b>University of Zurich</b> , Zurich, Switzerland	
	<i>Teaching Assistant</i> , Economics of Innovation (Master)	<b>February, 2020 - present</b>
	<i>Teaching Assistant</i> , Business Administration III (Bachelor)	<b>September, 2019 - present</b>
	<i>Organisation</i> , Data Crawling for Research (Master & PhD)	<b>September, 2019 - January, 2020</b>
	<b>HEC Lausanne</b> , Lausanne, Switzerland	
	<i>Guest Lecturer</i> , Strategy in Digital Markets (Master)	<b>October, 2021 &amp; 2022</b>
	<b>University of Giessen</b> , Giessen, Germany	
TEACHING SKILLS	<i>Lecturer</i> , Economics of Digitalisation (Master)	<b>October, 2018 - March, 2020</b>
	<b>ZEW</b> , Mannheim, Germany	
	<i>Teaching Assistant</i> , Advanced Microeconomics (PhD)	<b>February, 2018 - July, 2018</b>
	<b>University of Mannheim</b> , Mannheim, Germany	
MEMBERSHIPS	<i>Lecturer</i> , Seminar in Internet Economics (Bachelor)	<b>May, 2017 - August, 2017</b>
	<b>University of Zurich</b> , Zurich, Switzerland	
	<i>Continuing Education</i> , Début Course in University Teaching	<b>September, 2019</b>
	Digital Economy Network, UZH Digital Society Initiative	

POLICY ADVICE AND ARTICLES	R. Kesler (2022), Digital Platforms Implement Privacy-Centric Policies: What Does it Mean for Competition?, <i>CPI Antitrust Chronicle</i> , December 2022.	<b>2022</b>
	Affeldt, P., and R. Kesler (2021), Big Tech Acquisitions – Towards Empirical Evidence, <i>Journal of European Competition Law &amp; Practice</i> , 21(6), 471-478.	<b>2021</b>
	Contributions to the data economy chapter of the Annual Report 2021 by the German Council of Economic Experts, Germany	
	Presentation at ‘Midi de la Concurrence’ by the Luxembourg Competition Council, Luxembourg	<b>2020</b>
	Interview on a regulatory impact assessment for the Swiss State Secretariat for Economic Affairs (SECO), Switzerland	
	Deliverable for the project ‘Investments in New Forms of Knowledge-Based Capital’ funded by the Federal Ministry of Education and Research of Germany: Breithaupt, P., Kesler, R., Niebel, T., and C. Rammer (2020), Intangible Capital Indicators Based on Web Scraping of Social Media, ZEW Discussion Paper No. 20-046.	
	Presentations within ‘Leibniz im Bundestag’ initiative, Berlin, Germany	<b>2019</b>
	Presentation at ‘Ökonomenkreis’ by the Bundeskartellamt, Bonn, Germany	<b>2018</b>
	Berger, M., Bertschek, I., Briglauer, W., Dutt, V., Gehrke, B., Heinemann, F., Kesler, R., Krieger, B., Lubczyk, M., Rammer, C., Trunschke, M., Murmann, S., and I. Weilage (2018), Structural Reform in Germany 2013-2017, European Commission, DG GROW, Brussels, Belgium.	
	Bertschek, I., Briglauer, W., Erdsiek, D., Kesler, R., and T. Niebel (2018), Metastudie zur Bestandsaufnahme des Digitalen Ökosystems NRW, Ministerium für Wirtschaft, Innovation, Digitalisierung und Energie des Landes Nordrhein-Westfalen, Mannheim, Germany.	
	Bertschek, I., Kesler, R., Laitenberger, U., Ecorys, Kantar TNS Nederland, and WIFO (2017), Business-to-Business Relations in the Online Platform Environment, European Commission, DG GROW, Brussels, Belgium.	<b>2017</b>
	Deliverable for the fellowship ‘Program on Economics & Privacy’ of co-author Michael Kummer funded by the George Mason University: Kesler, R., Kummer, M., and P. Schulte (2017), Mobile Applications and Access to Private Data: The Supply Side of the Android Ecosystem, ZEW Discussion Paper No. 17-075.	
PERSONAL INFORMATION	Bertschek, I., Erdsiek, D., Kesler, R., Niebel, T., and F. Rasel (2017), Metastudie: Chancen und Herausforderungen der Digitalisierung in Baden-Württemberg, Ministerium für Wissenschaft, Forschung und Kunst Baden-Württemberg, Mannheim, Germany.	
	Bertschek, I., Briglauer, W., Hüschelrath, K., Krämer, J., Frübing, S., Kesler, R., and M. Saam (2016), Metastudie zum Fachdialog Ordnungsrahmen für die Digitale Wirtschaft, BMWi, Berlin, Germany.	<b>2016</b>
	Bertschek, I., Briglauer, W., Fuest, C., Kesler, R., Ohnemus, J., and C. Rammer (2016), Innovationspolitik in Deutschland: Maßnahmen für mehr Innovationen im Zeitalter der Digitalisierung, Mannheim, Germany.	
	Born 1989 in Kyrgyzstan, German citizenship, 1 child (born 2021)	