

CONTACT INFORMATION	Düsseldorf Institute for Competition Economics (DICE) Heinrich Heine University Düsseldorf Universitätsstr. 1 40225 Düsseldorf	 +49 211 81-15056  kesler@dice.hhu.de  www.rkesler.com  @reinholdkesler
INTERESTS	Digitization, Competition Policy & Regulation, Marketing & Innovation	
EXPERIENCE	Heinrich Heine University Düsseldorf , Düsseldorf, Germany <i>Assistant Professor of Economics</i>	October, 2024 - present
	University of Zurich , Zurich, Switzerland <i>Senior Research Associate</i>	July, 2019 - September, 2024
	ZEW , Mannheim, Germany <i>Researcher</i> <i>Research Assistant</i>	September, 2015 - June, 2019 July, 2011 - August, 2015
	University of Mannheim , Mannheim, Germany <i>Researcher</i>	May, 2017 - August, 2017
EDUCATION	University of Zurich , Zurich, Switzerland PhD, Management & Economics (summa cum laude)	July, 2019
	University of Mannheim , Mannheim, Germany MSc, Economics BSc, Economics	August, 2015 August, 2013
PUBLICATIONS	Kaiser, U., Kesler, R., and M. Reisinger (2025), The Interplay Between Product Variety and Customer Retention: Theory and Evidence. <i>Forthcoming at Management Science</i> . 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. Affeldt, P., and R. Kesler (2021), Big Tech Acquisitions – Towards Empirical Evidence, <i>Journal of European Competition Law & Practice</i> , 21(6), 471-478. 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. 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. Schlüter (2018), Evaluation of Best Price Clauses in Online Hotel Bookings, <i>International Journal of Industrial Organization</i> , 61, 542-571.	
UNDER REVIEW	Kesler, R. (2025), The Impact of Apple's App Tracking Transparency on App Monetization.	

WORKING PAPERS	Kesler, R., Kraft, L., Skiera, B., and T. Koschella (2025), Existence, Antecedents and Consequences of Non-Compliance in Mobile App Markets. DICE Discussion Paper 419.	
	Affeldt, P., and R. Kesler (2023), Competitors' Reactions to Big Tech Acquisitions: Evidence from Mobile Apps. DIW Discussion Papers 1987.	
	Janssen, R., Kesler, R., Kummer, M., and J. Waldfogel (2023), GDPR and the Lost Generation of Innovative Apps. NBER Working Paper No. 30028.	
WORK IN PROGRESS	Arnórsson, S., Bechtold, S., Kesler, R., Lancieri, F., Peukert, C., and A. Zac, The Shrinking Shelf: The Effects of Digital Regulation on Amazon.	
	Eisfeld, L., Kaiser, U., and R. Kesler, When the Merger is Reviewed by Consumers: Stealth Acquisitions and Online Ratings.	
	Nenadic, L., Bechtold, S., Davis, K., and R. Kesler, Platform Republics: How Platform Rules Shape the Content of App Licenses.	
AWARDS AND GRANTS	E4S Center Bridge Funding: 'Welfare Effects of Sustainability Information in E-Commerce'	2023
	Academy of Management Best Paper Proceedings & Technology and Innovation Management Division Best Paper Finalist	2020
	Award for Best Paper at ZEW in 2018/2019 (EUR 5,000, ZEW Sponsors' Association)	2019
	SEEK Grant 'Balancing Privacy and Innovation: The Impact of the EU-GDPR on the Online Market for Mobile Applications' (PI, State of Baden-Württemberg)	2018
	Award for Presentation at International Conferences (EUR 500, Verein für Socialpolitik)	2017
	Nominee for the DRUID2017 Best Paper Award	
	'Future of the Working World' Award for Best Master Thesis (EUR 2,000, Volksbank Weinheim)	2016
MEDIA COVERAGE	<i>Mentions</i> in Business Insider, Focus, Frankfurter Allgemeine Zeitung, Guardian, Rheinische Post, SPIEGEL Online, Der Standard, Stern, Süddeutsche Zeitung, Tagesspiegel, Tagesschau, Welt, Wirtschaftswoche, ZEIT <i>Interviews</i> with euractiv, Handelsblatt, Les Jours, Neue Zürcher Zeitung, Saarbrücker Zeitung, WIRED, German radio (DLF, MDR, NDR, SWR, WDR), podcast (SWR Wissen) and television (ZDF)	
ORGANIZATION OF EVENTS	Virtual Digital Economy (VIDE) Seminar (Co-Organizer)	March, 2020 - July, 2023
	UZH Media & Digitization Meeting	October, 2019
	20th ZEW Summer Workshop for Young Economists: 'Digitized Economy and Novel Research Methods'	July, 2018
RESEARCH STAYS	Georgia Institute of Technology, Atlanta, USA	February, 2018 - March, 2018
	University of Zurich, Zurich, Switzerland	November, 2017

REFEREEING	Digital Policy, Regulation and Governance; Economics of Innovation and New Technology; Information Economics and Policy; ICIS 2019, 2020, 2022 & 2024; International Journal of Industrial Organization; Journal on Computing; Journal of Economic Behavior and Organization; Journal of Industry, Competition and Trade; Journal of Political Economy; Management Science; Review of Network Economics; Annual Conference of the Verein für Socialpolitik 2025	
CONFERENCES, WORKSHOPS, AND SEMINARS	Panel on Competition in Digital Markets (CCLE), Virtual; Bonner Streitgespräche zum Daten- und Datenschutzrecht, Germany; MaCCI Annual Conference, Germany; ZEW ICT Conference, Germany; Annual Meeting of the German Law & Economics Association (GLEA), Germany; EU-JRC Digital Economy Seminar, Virtual; University of Passau DPE Research Seminar, Germany	2025
	HEC Lausanne, Switzerland; Digital Economy Workshop, Netherlands; Pan-Asian Digital Economy Seminar, Virtual; Centre for Competition Economics Seminar, Virtual; CNIL Privacy Research Day, France; MaCCI/JRC Workshop on Digital Economics, Germany	2024
	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	2023
	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	2022
	DELabUW DEEcon Seminar, Virtual; 19th ZEW Conference on the Economics of ICT, Virtual; 19th Annual IIOC, Virtual; Digital Economy Workshop, Virtual	2021
	VIDE Brown Bag Seminar, Virtual; Lunch Seminar CERNA MINES ParisTech, Virtual; Paris Seminar on the Economics of Digitization, Virtual; 80th Annual Meeting of the AOM, Virtual; Digital Economy Workshop, Israel; Workshop on Digitalization in Economics and Management, Germany; TU Darmstadt, Germany	2020
	UZH Media & Digitization Meeting, Switzerland; Digital Economy Workshop, Portugal	2019
	10th Paris Conference on Digital Economics, France; Workshop on Platforms & E-Commerce, France; DIW IO Brown Bag Seminar, Germany	2018
	MaCCI Competition and Regulation Day, Germany; UZH Research Seminar and Data Workshop, Switzerland; TILEC Workshop on Economic Governance of Data-driven Markets, Netherlands; Annual Conference of the VfS, 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	2017
	Annual Conference of the VfS, Germany; 43rd EARIE Annual Conference, Portugal; MaCCI Workshop Economics of ICT, Germany	2016
TEACHING EXPERIENCE	<p>Heinrich Heine University Düsseldorf, Düsseldorf, Germany</p> <p><i>Lecturer</i>, Law & Economics (Bachelor, Fall)</p> <p><i>Lecturer</i>, Digital Economics (Bachelor, Spring)</p> <p><i>Lecturer</i>, Seminar in Data Economy (Bachelor)</p> <p><i>Lecturer</i>, Seminar in Dark Patterns (Bachelor, Fall)</p>	October, 2025 - present April, 2025 - present April, 2025 - present October, 2024 - present
	University of Zurich , Zurich, Switzerland	
	<i>Teaching Assistant</i> , Economics of Innovation (Master)	February, 2020 - July 2024

Teaching Assistant, Business Administration III (Bachelor) **September, 2019 - February 2024**

University of Giessen, Giessen, Germany
Lecturer, Economics of Digitalisation (Master)

October, 2018 - March, 2020

ZEW, Mannheim, Germany
Teaching Assistant, Advanced Microeconomics (PhD)

February, 2018 - July, 2018

University of Mannheim, Mannheim, Germany
Lecturer, Seminar in Internet Economics (Bachelor)

May, 2017 - August, 2017

**POLICY ADVICE
AND ARTICLES**

Two Interviews on Digital Platforms Research with DSA Enforcement Teams, Brussels **2025**

Kesler, R., and A. Rasch (2025), How Does Trump 2.0 Change Consumer Protection in the US and What Are the Consequences for the EU?, *Wirtschaftsdienst*, 105(3), 200-204.

Interview on the Impact of Indian's Digital Competition Law on Consumers, India **2024**

R. Kesler (2022), Digital Platforms Implement Privacy-Centric Policies: What Does it Mean for Competition?, *CPI Antitrust Chronicle*, December 2022.

Contributions to the data economy chapter of the Annual Report 2021 by the German Council of Economic Experts, Germany **2021**

Presentation at 'Midi de la Concurrence' by the Luxembourg Competition Council, Luxembourg **2020**

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 **2019**

Presentation at 'Ökonomenkreis' by the Bundeskartellamt, Bonn, Germany **2018**

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. **2017**

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.

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. **2016**

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.

AFFILIATIONS

Junior Research Associate, ZEW Mannheim, Germany

May, 2020 - present

PERSONAL

INFORMATION

Born 1989 in Kyrgyzstan, German citizenship, 2 children (born 2021 & 2025)