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| CONTACT<br>INFORMATION | Düsseldorf Institute for Competition Economics (DICE)<br>Heinrich Heine University Düsseldorf<br>Universitätsstr. 1<br>40225 Düsseldorf   | ☎ +49 211 81-15056<br>✉ kesler@dice.hhu.de<br>🌐 www.rkesler.com<br>🐦 @reinholdkesler |
| RESEARCH<br>INTERESTS  | Digitization, Competition Policy & Regulation, Marketing & Innovation   |  |
| EXPERIENCE             | <b>Heinrich Heine University Düsseldorf</b> , Düsseldorf, Germany<br><i>Assistant Professor of Economics</i>  | October, 2024 - present  |
|                        | <b>University of Zurich</b> , Zurich, Switzerland<br><i>Senior Research Associate</i>   | July, 2019 - September, 2024   |
|                        | <b>ZEW</b> , Mannheim, Germany<br><i>Researcher</i><br><i>Research Assistant</i>  | September, 2015 - June, 2019<br>July, 2011 - August, 2015                            |
|                        | <b>University of Mannheim</b> , Mannheim, Germany<br><i>Researcher</i>  | May, 2017 - August, 2017   |
| EDUCATION              | <b>University of Zurich</b> , Zurich, Switzerland<br>PhD, Management & Economics (summa cum laude)  | July, 2019   |
|                        | <b>University of Mannheim</b> , Mannheim, Germany<br>MSc, Economics<br>BSc, Economics   | August, 2015<br>August, 2013   |
| 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.<br>– 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 &amp; Practice</i> , 21(6), 471-478.  |  |
|                        | 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 (2024), The Interplay Between Product Variety and Customer Retention: Theory and Evidence. <i>Revise and Resubmit at Management Science</i> .  |  |
|                        | Janssen, R., Kesler, R., Kummer, M., and J. Waldfogel (2023), GDPR and the Lost Generation of Innovative Apps. <i>Reject and Resubmit at American Economic Journal: Economic Policy</i> .   |  |

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|                        | Kesler, R. (2023), The Impact of Apple’s App Tracking Transparency on App Monetization. <i>Reject and Resubmit at Management Science</i> .  |  |
|                        | Affeldt, P., and R. Kesler (2023), Competitors’ Reactions to Big Tech Acquisitions: Evidence from Mobile Apps. <i>Revise and Resubmit at International Journal of Industrial Organization</i> .   |  |
| WORKING PAPERS         | <p>Kesler, R., Kraft, L., Skiera, B., and T. Koschella (2024), Existence, Antecedents and Consequences of Non-Compliance in Mobile App Markets, available at: <a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4871225">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4871225</a>.</p> <p>Kesler, R., Kummer, M., and P. Schulte (2021), Competition and Privacy in Online Markets: Evidence from the Mobile App Industry, ZEW Discussion Paper No. 19-064.</p> <p>– 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       | Arnorsson, S., Bechtold, S., Kesler, R., Lancieri, F., Peukert, C., and A. Zac, The Shrinking Shelf? DSA, DMA, and the Amazon Marketplace.  |  |
| 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, Guardian, Rheinische Post, SPIEGEL Online, Der Standard, Stern, Süddeutsche Zeitung, Tagesspiegel, Tagesschau, Welt, Wirtschaftswoche</p> <p><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 - July, 2023</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>   |  |

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| REFEREING                                  | 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 Industry, Competition and Trade; Journal of Political Economy; Management Science; Review of Network Economics   |   |
| CONFERENCES,<br>WORKSHOPS, AND<br>SEMINARS | 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  | <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; Digital Economy Workshop, 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; Digital Economy Workshop, 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; 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 | <b>2017</b>   |
|  | Annual Conference of the VfS, Germany; 43rd EARIE Annual Conference, Portugal; MaCCI Workshop Economics of ICT, Germany   | <b>2016</b>   |
| TEACHING<br>EXPERIENCE                     | <b>Heinrich Heine University Düsseldorf</b> , Düsseldorf, Germany<br><i>Lecturer</i> , Seminar in Dark Patterns (Bachelor)  | <b>October, 2024 - February 2025</b>  |
|  | <b>University of Zurich</b> , Zurich, Switzerland<br><i>Teaching Assistant</i> , Economics of Innovation (Master)<br><i>Teaching Assistant</i> , Business Administration III (Bachelor)   | <b>February, 2020 - July 2024</b><br><b>September, 2019 - February 2024</b> |
|  | <b>University of Giessen</b> , Giessen, Germany<br><i>Lecturer</i> , Economics of Digitalisation (Master)   | <b>October, 2018 - March, 2020</b>  |
|  | <b>ZEW</b> , Mannheim, Germany<br><i>Teaching Assistant</i> , Advanced Microeconomics (PhD)   | <b>February, 2018 - July, 2018</b>  |
|  | <b>University of Mannheim</b> , Mannheim, Germany<br><i>Lecturer</i> , Seminar in Internet Economics (Bachelor)   | <b>May, 2017 - August, 2017</b>   |

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| POLICY ADVICE<br>AND ARTICLES | Interview on the Impact of Indian's Digital Competition Law on Consumers, India  | <b>2024</b>                |
|                               | 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>                |
|                               | Contributions to the data economy chapter of the Annual Report 2021 by the German Council of Economic Experts, Germany   | <b>2021</b>                |
|                               | 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.               |                            |
|                               | 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.  |                            |
| AFFILIATIONS                  | Junior Research Associate, ZEW Mannheim, Germany   | <b>May, 2020 - present</b> |
| PERSONAL<br>INFORMATION       | Born 1989 in Kyrgyzstan, German citizenship, 1 child (born 2021)   |                            |