

# JÖRG CLAUSSEN

July 2018

## Office Address

*University of Munich*  
Munich School of Management,  
Institute for Strategy, Technology and Organization  
Kaulbachstr. 45, second floor, room 204  
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Department of Strategy and  
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Kilevey 14a  
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## Personal

Date of Birth 5 September 1981, Munich, Germany

Sex Male

Nationality German

Marital Status Married, two sons

## Academic Positions

2/2016 – *Associate Professor (W2)*  
Institute for Strategy, Technology and Organization,  
Munich School of Management, University of Munich

9/2012 – *Assistant Professor (Part-time from 2/2016, Postdoc until 8/2013)*  
Department of Strategy and Innovation  
Copenhagen Business School

3/2011 – 8/2012 *Postdoc*  
Department for Industrial Organization and New Technologies  
Ifo Institute for Economic Research at the University of Munich

11/2007 – 2/2011 *Research and Teaching Assistant*  
Institute for Strategy, Technology and Organization,  
Munich School of Management, University of Munich

## Education

11/2007 – 6/2011 *PhD (Dr. oec. publ., summa cum laude)*  
Munich School of Management, University of Munich  
Topic: Product and Organization Design for Dynamic Environments  
Committee: Tobias Kretschmer (advisor), Arnold Picot

4/2008 – 5/2010 *Master of Business Research*  
University of Munich

10/2005 – 7/2007 *Master of Business Administration*  
Technical University Munich

10/2005 – 9/2007 *Master of Science (Electrical Engineering and Information Technology)*  
Technical University Munich

4/2004 – 6/2006 *Honor's Degree in Technology Management*  
Center for Digital Technology and Management, Munich

10/2002 – 8/2005 *Bachelor of Science (Electrical Engineering and Information Technology)*  
Technical University Munich

## Research Interests

- Strategy & Organization
- Empirical Industrial Organization
- High Technology Industries, in particular Videogames and Telecommunication
- Simulation Methods in Management

## Refereed Journal Articles

- [1] Demand variation, strategic flexibility and market entry: Evidence from the U.S. airline industry (with Christian Essling and Christian Peukert). Forthcoming, *Strategic Management Journal*.
- [2] Online Copyright Enforcement, Consumer Behavior, and Market Structure (with Luis Aguiar and Christian Peukert). Forthcoming, *Information Systems Research*.  
Available at <http://doi.org/10.1287/isre.2018.0778>.
- [3] Target choice in global mobile telephony: A dyadic approach (with Rebecca Köhler and Tobias Kretschmer). *Industrial and Corporate Change*, 27 (2), 2018, 371-386.  
Available at <http://doi.org/10.1093/icc/dtx038>.
- [4] Piracy and Box Office Movie Revenues: Evidence from Megaupload (with Tobias Kretschmer and Christian Peukert). *International Journal of Industrial Organization*, 52, 2017, 188-215.  
Available at <http://dx.doi.org/10.1016/j.ijindorg.2016.12.006>.
- [5] Generational Transitions in Platform Markets – The Role of Backward Compatibility (with Tobias Kretschmer). *Strategy Science*, 1 (2), 2016, 90-104.  
Available (open access) at <http://dx.doi.org/10.1287/stsc.2015.0009>.
- [6] When Less Can Be More – Setting Technology Levels in Complementary Goods Markets (with Christian Essling and Tobias Kretschmer). *Research Policy*, 44 (2), 2015, 328-339.  
Available at <http://dx.doi.org/10.1016/j.respol.2014.10.005>.
- [7] Vertical Scope, Turbulence and the Benefits of Commitment and Flexibility (with Tobias Kretschmer and Nils Stieglitz). *Management Science*, 61 (4), 2015, 915-929.  
Available at <http://dx.doi.org/10.1287/mnsc.2014.1925>.
- [8] Talent Management and Career Development: What it Takes to Get Promoted (with Thorsten Grohsjean, Johannes Luger, and Gilbert Probst). *Journal of World Business*, 49 (2), 2014, 236-244.  
Available at <http://dx.doi.org/10.1016/j.jwb.2013.11.007>.
- [9] Tariff-Mediated Network Effects versus Strategic Discounting: Evidence from German Mobile Telecommunications (with Moritz Trüg and Leon Zucchini). *International Journal of Industrial Organization*, 31, 2013, 751-759.  
Available at <http://dx.doi.org/10.1016/j.ijindorg.2013.04.002>.
- [10] The Effects of Rewarding User Engagement: The Case of Facebook Apps (with Tobias Kretschmer and Philip Mayrhofer). *Information Systems Research*, 24 (1), 2013, 186-200.  
Available at <http://dx.doi.org/10.1287/isre.1120.0467>.
- [11] The Strength of Direct Ties: Evidence from the Gaming Industry (with Oliver Falck and Thorsten Grohsjean). *International Journal of Industrial Organization*, 30, 2012, 223-230.  
Available at <http://dx.doi.org/10.1016/j.ijindorg.2011.09.004>.

## Submitted Papers

- [12] Follow the Money: Online Piracy and Self-Regulation in the Advertising Industry (with Michail Batikas and Christian Peukert). Revise and resubmit at *International Journal of Industrial Organization*.
- [13] Women do not play their aces – Shying away leads to distorted ability perceptions (with Eszter Czibor and Mirjam van Praag). Revise and resubmit at *Journal of Economic Behavior and Organization*.
- [14] Susceptibility and Influence in Social Contagion (with Benjamin Engelstätter and Michael Ward). Revise and resubmit at *Marketing Science*.
- [15] Knowledge work in the sharing economy: What drives project success in online labor markets? (with Pooyan Khashabi, Tobias Kretschmer and Mareike Seifried). Revise and resubmit as *Journal of Management Studies*.
- [16] Designing Freemium Paywalls: Evidence from the Mobile Gaming Industry (with Julian Runge, Stefan Wagner and Daniel Klapper). Submitted.

## Work in Progress

- [17] The impact of demand on supplier entry: Evidence from Airbnb (with Michail Batikas and Raphael Breitner).
- [18] On the Road Again: The Effect of Live Performances on Artist Popularity (with Christian Peukert).
- [19] Why Do We Choose Green Alternatives?—Drivers of Danish Solar Panel Adoption (with Anders Ørding Olsen and Justin Tumlinson).
- [20] Post-Acquisition Mobility: The Role of Expertise Similarity and Network Ties (with Johannes Loh, Pooyan Khashabi and Tobias Kretschmer).

Working papers are available at <http://ssrn.com/author=857305>

## Fellowships & Awards

- Sapere Aude: DFF-Research Talent Grant, awarded by the Danish Council for Independent Research, DKK 498,240 (12/2015)
- \$15,000 Award from the NBER Economics of Digitization and Copyright Initiative for “Assessing the Impact of Piracy on Movie Revenues” (2/2013, together with Christian Peukert and Tobias Kretschmer)
- Dissertation Award from LMU Management Alumni (6/2011)
- Bent Dalum PhD Award, DRUID-DIME Academy Winter Conference (1/2011)
- Travel grant from LMU Management Alumni (8/2010)
- Scholarship by “Förderverein Kurt Fordan für herausragende Begabungen” for the exchange studies at Lund University, Sweden (8/2006)
- Scholarship by the “Center for Digital Technology and Management” for the research stay at Carnegie Mellon University, Pittsburgh, USA (9/2005)

**Presentations at Seminars and Conferences** (P = Presentation / D = Discussion / C = Session Chair)

*2018 (including scheduled)*

- Academy of Management Annual Meeting (Chicago / USA, P)
- DRUID Summer Conference (Copenhagen / Denmark, P, D)
- JMS Paper Development Workshop on the Sharing Economy (Beijing / China, P, P)
- TU Darmstadt (Darmstadt / Germany, P)
- AOM Conference on Big Data and Managing in a Digital Economy (Surrey / UK, P, P)
- Frankfurt School of Finance & Management (Frankfurt / Germany, P)
- DRUID PhD Course (Odense / Denmark, P, P)

*2017*

- Telecom ParisTech (Paris / France, P)
- Loughborough University (London / UK, P)
- DRUID Summer Conference (New York / USA, P, D)
- Ausschuss für Unternehmenstheorie und –politik des VfS (Frankfurt / Germany, P)
- GeorgiaTech School of Economics Seminar (Atlanta, USA, P)

*2016*

- Workshop on Information Systems and Economics (Dublin, Ireland, P)
- INFORMS Annual Meeting (Nashville / USA, P)
- Media Economics Workshop (Zurich / Switzerland, P, D)
- Academy of Management Annual Meeting (Anaheim / USA, P)
- Searle Center Conference on Internet Commerce and Innovation (Chicago / USA, D, D)
- International Industrial Organization Conference (Philadelphia / USA, P)

*2015*

- Apps Economy Workshop (IPTS Seville / Spain, P)
- Media Economics Workshop (Stellenbosch / South Africa, P)
- EARIE Conference (Munich / Germany, P)
- Academy of Management Annual Meeting (Vancouver / Canada, P, C)
- DRUID Summer Conference (Rome / Italy, P, D)
- ZEW Conference on the Economics of ICT (Mannheim / Germany, P)
- Sustainability Ethics, and Entrepreneurship Conference (Denver / USA, P)
- Johannes Gutenberg University Mainz (Germany, P)
- University of Munich (Germany, P)

*2014*

- Workshop on challenges of knowledge creation (Max Planck Institute Munich / Germany, P)
- Academy of Management Annual Meeting (Philadelphia / USA, P)
- Mini-conference on decision making and the boundaries of the firm (Copenhagen / DK, D)
- Copenhagen Conference on Innovation and Entrepreneurship (Skodsborg / Denmark, P, D, C)
- DRUID Academy (Aalborg / Denmark, D, C)

## 2013

- Innovation Research Seminar (RWTH Aachen / Germany, P)
- Workshop on the Economics of Digital Piracy (University of Rennes / France, P, D)
- ICT Conference Munich (University of Munich / Germany, P, D, C)
- Conference on Media Economics and Public Policy (Tel Aviv / Israel, P)
- EARIE Conference (Evora / Portugal, P, C)
- Academy of Management Annual Meeting (Orlando / USA, P, C)
- ZEW Conference on the Economics of ICT (Mannheim / Germany, P, D, C)
- DRUID Summer Conference (Barcelona / Spain, P, P, D)
- International Industrial Organization Conference (Boston / USA, P, D)
- Research Seminar of the Information Society Unit (IPTS Seville / Spain, P)
- UT Arlington Economics Workshop (UT Arlington / USA, P)
- DRUID Academy (Aalborg / Denmark, D)
- PhD Workshop on Innovation and Entrepreneurship (KU Leuven / Belgium, D)

## 2012

- CAMS Seminar (University of Munich / Germany, P, P)
- Academy of Management Annual Meeting (Boston / USA, P)
- NBER Summer Institute, Economics of IT and Digitization Workshop (Boston / USA, P)
- International Schumpeter Society Conference (Brisbane / Australia, P, D)
- ZEW Conference on the Economics of ICT (Mannheim / Germany, P, D)
- DRUID Summer Conference (Copenhagen / Denmark, P, D, C)
- ZEW Research Seminar (Mannheim / Germany, P)
- International Industrial Organization Conference (Arlington / USA, P, D)
- CESifo Area Conference on Applied Microeconomics (Munich / Germany, D)
- INO Seminar (Copenhagen Business School / Denmark, P)
- Management and Economics of ICT Conference (Munich / Germany, D)
- Strategic Management Group Research Seminar (Copenhagen Business School / Denmark, P)
- Management and Microeconomics Seminar (Goethe-University Frankfurt / Germany, P)

## 2011

- Management Research Seminar (Linköping University / Sweden, P)
- Academy of Management Annual Meeting (San Antonio / USA, P)
- DRUID Summer Conference (Copenhagen / Denmark, P, D)
- International Industrial Organization Conference (Boston / USA, P, P, D)
- Workshop on the Economics of ICTs (Evora / Portugal, P, D)
- CESifo Area Conference on Applied Microeconomics (Munich / Germany, D)
- SEEK Kick-Off Conference (ZEW / Mannheim / Germany, P)
- International Conference on Path Dependence (FU Berlin / Germany, P, D)
- DRUID Winter Conference (Aalborg / Denmark, P, D)

2010

- Mid-Atlantic Strategy Colloquium (University of Maryland / USA, P)
- Academy of Management Annual Meeting (Montréal / Canada, P)
- ZEW Conference on the Economics of ICT (Mannheim / Germany, P)
- DRUID Summer Conference (London / UK, P, D)
- ZEW Conference on Platform Markets (Mannheim / Germany, P, D)
- Strategic Organization Design Seminar (U of Southern Denmark / Odense / Denmark, P)
- DRUID Winter Conference (Aalborg / Denmark, P, D)

2009

- EARIE Conference (Ljubljana / Slovenia, P)

### Other Professional Activities

Editorial Positions	Associate Editor, Information Economics and Policy (since 1/2014)
Referee	<p><u>Journals</u>: European Journal of Information Systems, European Management Review, Industrial and Corporate Change, Industry and Innovation, Information Economics and Policy, Journal of Economic Behavior and Organization, Journal of Media Economics, Journal of Strategy and Management, Management Science, Organization Science, Research Policy, Strategic Management Journal</p> <p><u>Research Bodies</u>: German Federal Ministry of Education and Research</p> <p><u>Conferences</u>: Academy of Management Annual Meeting (Chicago 2018, Atlanta 2017, Anaheim 2016, Vancouver 2015, Philadelphia 2014, Lake Buena Vista 2013, Boston 2012, San Antonio 2011, Montréal 2010, Chicago 2009, Anaheim 2008), DRUID Summer Conference (Copenhagen 2014, 2012, 2011, Barcelona 2013), G-Forum (Kassel 2015), SMS Special Conference (Milan 2017)</p>
Conference Organization	<p>Munich Summer Institute, 2016, 2017 and 2018 (together with Stefan Bechthold, Dietmar Harhoff, and Tobias Kretschmer)</p> <p>Copenhagen Conference on Innovation and Entrepreneurship, 2014 (together with Keld Laursen, Marius Meeus, Niels Noorderhaven, and Valentina Tartari)</p> <p>Invited session on platform markets, ICT Conference Munich, 2013</p> <p>Workshop on “Social Network Formation and Peer Effects”, ZEW Mannheim, 2013 (together with Benjamin Engelstätter and Michael Ward)</p>
Academic Service	<p>Coordinator for the CESifo Applied Microeconomics Network (1/2011-12/2012)</p> <p>Coordinator for the structured PhD program “Master of Business Research” (MBR) at the University of Munich (7/2009-2/2011)</p>
Member	<p>Academy of Management (AOM)</p> <p>Danish Research Unit in Industrial Dynamics (DRUID)</p> <p>European Association for Research in Industrial Economics (EARIE)</p> <p>Industrial Organization Society (IOS)</p>
Visiting Scholar	<p>UT Arlington, USA (2/2013-3/2013)</p> <p>ZEW, Mannheim, Germany (7/2012 – 8/2012)</p> <p>SOD, University of Southern Denmark, Odense, Denmark (4/2010 – 5/2010)</p> <p>ICES, Carnegie Mellon University, Pittsburgh, USA (8/2005 – 12/2005)</p>
Summer Schools	<p>One-week Workshop: “Wharton Global Faculty Development Program” Wharton, U of Pennsylvania 2012</p> <p>One-week Workshop: “Contributing to the Strategy Literature”, Hart Posen, U of Zurich 2011</p> <p>Two-week Doctoral Training Course: “Evolutionary Economics”, Max Planck Institute of Economics, Jena 2008</p>

## Projects

- [“Identifying Peer Effects in Solar Panel Adoption”](#), funded by the Danish Council for Independent Research, postdoc grant of 1,765,188 DKK (5/2015-4/2017)
- [“Effects of knowledge and learning in technology adoption: social networks, adoption, and persistence in the video game market”](#), joint project together with Benjamin Engelstätter and Mike Ward, funded by the SEEK program of the ZEW (4/2012-10/2013)
- [“Patents in ICT – challenge for the business location Germany”](#), joint workshop organization with the Chair in Technology and Innovation Management, Technical University Munich, commissioned by the German Federal Ministry of Economics and Technology (5/2011-7/2011)
- [“Study on the cost competitiveness of European industry in the globalization era – empirical evidence on the basis of relative unit labour costs at sectoral level”](#), joint project with Cambridge Econometrics, commissioned by the European Commission, Directorate-General Enterprise & Industry (1/2011-7/2011)
- [“Study on the Competitiveness of the EU Mechanical Engineering Industry”](#), joint project with Cambridge Econometrics and Dansk Technological Institute, commissioned by the European Commission, Directorate-General Enterprise & Industry (1/2011-12/2011)

## Teaching

Audience: U = Undergraduate / G = Graduate / P = PhD / E = Executive

Type: L = Lecture / S = Seminar / T = Tutorial / \* = joint course with other professors

### *Academic year 2017/2018*

- Strategy and Innovation (University of Munich, G, L)\*
- Technology and Strategy (University of Munich, U, L)
- New Products (University of Munich, G, L)\*
- Methods in Management (University of Munich, G, L)\*
- Data Analytics for Strategy Research (University of Munich, U, S)
- Management and Economics of Innovation (Copenhagen Business School, E, L)
- Data Crawling (University of Munich, P, L)

### *Academic year 2016/2017*

- Competitive Strategy (University of Munich, G, L)\*
- Technology and Strategy (University of Munich, U, L)
- Quantitative Data Analysis (University of Munich, U, S)
- Management and Economics of Innovation (Copenhagen Business School, E, L)
- BioBusiness and Innovation Entrepreneurship Project (Copenhagen Business School, G, L)\*
- Data Crawling (University of Munich, GeorgiaTech., P, L)

### *Academic year 2015/2016*

- BioBusiness and Innovation Entrepreneurship Project (Copenhagen Business School, G, L)\*
- Quantitative Data Analysis (University of Munich, U, S)
- Competitive Strategy (University of Munich, G, L)\*

### *Academic year 2014/2015*

- BioBusiness and Innovation Entrepreneurship Project (Copenhagen Business School, G, L)
- Entrepreneurship and Innovation (Copenhagen Business School, E, L)\*
- Management and Economics of Innovation (Copenhagen Business School, P, L)\*

- Economics and Management of Innovation (Copenhagen Business School, G, L)\*
- Innovation and Knowledge (Copenhagen Business School, G, L)\*
- Managing and Generating Creative Ideas (Copenhagen Business School, G, L)\*

*Academic year 2013/2014*

- BioBusiness and Innovation Entrepreneurship Project (Copenhagen Business School, G, L)
- Innovation and Knowledge (Copenhagen Business School, G, L)\*
- Innovation in Food and Agribusiness (Copenhagen Business School, G, L)\*

*Academic year 2012/2013*

- Agribusiness and Innovation (Copenhagen Business School, G, L)\*

*Academic year 2011/2012*

- Advanced Data Analysis (University of Munich, G, S)
- Quantitative Data Analysis (University of Munich, U, S)

*Academic year 2010/2011*

- Advanced Management and Economics of Network Industries (University of Munich, G, L)
- Quantitative Data Analysis (University of Munich, U, S)

*Academic year 2009/2010*

- Foundations of Management (University of Munich, U, T)
- Managerial Economics (CDTM / Munich, G, L)
- Organizational Design for Dynamic Environments (University of Munich, U, S)
- Quantitative Data Analysis (University of Munich, U, S)

*Academic year 2008/2009*

- Frontiers in Telecommunication Research (University of Munich, U, S)
- Innovation & Information (University of Munich, G, T)
- Management and Economics of Network Industries (University of Munich, U, T)
- Managerial Economics (CDTM / Munich, G, L)

*Academic year 2007/2008*

- Management and Economics of Network Industries (University of Munich, U, T)

**Media Coverage**

- Online Copyright Enforcement, Consumer Behavior, and Market Structure
  - Coverage in more than 50 media outlets
  - Examples of English coverage: [Wired](#), [Torrent Freak](#), [ZDNet](#)
  - Examples of German coverage: [Spiegel Online](#), [heise](#), [Bild](#)
- Market Leadership through Technology – Backward Compatibility in the U.S. Handheld Video Game Industry
  - [Data shows Vita's missing backward compatibility could cost Sony sales](#)  
Ars Technica. Published February 8<sup>th</sup>, 2012.
- Piracy and Movie Revenues: Evidence from Megaupload
  - Coverage in more than 50 media outlets, over 10,000 social media shares
  - Examples of English coverage: [Wall Street Journal](#), [Washington Post](#), [The Next Web](#)
  - Examples of German coverage: [Süddeutsche Zeitung](#), [Netzpolitik.org](#)



## **Other Experience**

- 3/2007 – 9/2007      Master Theses in Business Administration and Electrical Engineering  
Vodafone R&D, Munich, Germany
- 8/2006 – 12/2006    Exchange Studies in Business Administration  
Lund University, Sweden
- 3/2006 – 4/2006      Project Study  
A.T. Kearney, Munich, Germany
- 3/2005 – 7/2005      Internship and Bachelor Thesis  
NTT DoCoMo Euro-Labs, Munich, Germany
- 6/2001 – 2/2005      Working Student  
EOS GmbH, Krailling, Germany
- 9/2001 – 6/2002      Community Service  
Hospital of the University of Munich, Germany

## **Patents**

- Method and apparatus for context based switching between reactive and proactive group header selection (with C. Prehofer and Q. Wei). Priority date: July 6, 2005. EP1742426A1.
- Method and apparatus for switching network modes (with B. Hurler, C. Prehofer, Q. Wei, and M. Zitterbart). Priority date: August 8, 2005. EP1761086A1.

## **Languages**

German (native), English (fluent)