

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	University of Zurich , Zurich, Switzerland <i>Senior Research Associate</i> , Department: Business Administration	July, 2019 - present
	ZEW , Mannheim, Germany <i>Researcher</i> , Department: Digital Economy	September, 2015 - June, 2019
	University of Mannheim , Mannheim, Germany <i>Researcher</i> , Department: Economics	May, 2017 - August, 2017
	ZEW , Mannheim, Germany <i>Research Assistant</i> , Department: Digital Economy	July, 2011 - August, 2015
EDUCATION	University of Zurich , Zurich, Switzerland PhD, Management & Economics (summa cum laude)	July, 2019
	University of Mannheim , Mannheim, Germany MSc, Economics	August, 2015
	BSc, Economics	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. – 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.	
	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> .	
	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> .	
	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>Affeldt, P., and R. Kesler (2023), Competitors' Reactions to Big Tech Acquisitions: Evidence from Mobile Apps, DIW Discussion Papers 1987.</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. – 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>Kesler, R., Kraft, L., 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' 2023</p> <p>Academy of Management Best Paper Proceedings & Technology and Innovation Management Division Best Paper Finalist 2020</p> <p>Award for Best Paper at ZEW in 2018/2019 (EUR 5,000, ZEW Sponsors' Association) 2019</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) 2018</p> <p>Award for Presentation at International Conferences (EUR 500, Verein für Socialpolitik) 2017</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) 2016</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) March, 2020 - present</p> <p>UZH Media & Digitization Meeting October, 2019</p> <p>20th ZEW Summer Workshop for Young Economists: 'Digitized Economy and Novel Research Methods' July, 2018</p>
RESEARCH STAYS	<p>Georgia Institute of Technology, Atlanta, USA February, 2018 - March, 2018</p> <p>University of Zurich, Zurich, Switzerland November, 2017</p>
REFEREING	<p>Economics of Innovation and New Technology; Information Economics and Policy; ICIS 2019, 2020, & 2022; International Journal of Industrial Organization; Journal on Computing; Journal of Industry, Competition and Trade; Journal of Political Economy; Management Science; Review of Network Economics</p>

CONFERENCES, WORKSHOPS, AND SEMINARS	HEC Lausanne, Switzerland; Digital Economy Workshop, Netherlands; Pan-Asian Digital Economy Seminar, Virtual; Centre for Competition Economics Seminar, Virtual	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; DIGECON2021, Virtual	2021
	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	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; 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	2017
TEACHING EXPERIENCE	Annual Conference of the Verein für Socialpolitik, Germany; 43rd EARIE Annual Conference, Portugal; MaCCI Workshop Economics of ICT, Germany	2016
	University of Zurich , Zurich, Switzerland	
	<i>Teaching Assistant</i> , Economics of Innovation (Master)	February, 2020 - present
	<i>Teaching Assistant</i> , Business Administration III (Bachelor)	September, 2019 - present
	<i>Organisation</i> , Data Crawling for Research (Master & PhD)	September, 2019 - January, 2020
	HEC Lausanne , Lausanne, Switzerland	
	<i>Guest Lecturer</i> , Strategy in Digital Markets (Master)	October, 2021 & 2022
	University of Giessen , Giessen, Germany	
TEACHING SKILLS	<i>Lecturer</i> , Economics of Digitalisation (Master)	October, 2018 - March, 2020
	ZEW , Mannheim, Germany	
	<i>Teaching Assistant</i> , Advanced Microeconomics (PhD)	February, 2018 - July, 2018
	University of Mannheim , Mannheim, Germany	
	<i>Lecturer</i> , Seminar in Internet Economics (Bachelor)	May, 2017 - August, 2017
	University of Zurich , Zurich, Switzerland	
	<i>Continuing Education</i> , Début Course in University Teaching	September, 2019

POLICY ADVICE AND ARTICLES	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?, <i>CPI Antitrust Chronicle</i> , December 2022.	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, 1 child (born 2021)	