

Dainis Zēgners

June 2018

Research Interests

Digitization and Platforms
Industrial Organization
Competitive Strategy
Organizational Economics

Contact Information

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Personal

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| Born: | Bonn - Germany |
| Citizenship: | Latvian and German |

Current Position

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| Since 04/2017 | Assistant Professor (Non-Tenure Track) University of Cologne Faculty of Management, Economics and Social Sciences Digital Transformation and Value Creation Group |
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Academic Experience

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| 2011 – 2017 | Research Assistant Institute for Strategy, Technology and Organization (ISTO) Munich School of Management LMU Munich |
| 02/2014 – 05/2014 | Visiting Researcher Télécom ParisTech, Paris – France (Host: Marc Bourreau) |

Education

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| 2011 - 2016 | Ph.D. (Dr. oec. publ.) LMU Munich Advisors: Tobias Kretschmer (primary), Florian Englmaier (secondary) |
| 2011 - 2014 | Master of Business Research LMU Munich |
| 2003 - 2009 | Diplom-Volkswirt (equivalent to M.Sc. in Economics) University of Bonn |

Publications (Referred Journals)

“Competition with Aftermarket Power when Consumers are Heterogeneous.”
(with Tobias Kretschmer). *Journal of Economics and Management Strategy*. 26/1 (2017), 96-122.

Working Papers and Work in Progress

“Voluntary Disclosure of Product Information: The Case of E-book Samples.” ([Available on SSRN](#)).

“Building an Online Reputation with Free Content: Evidence from the E-book Market.”
([Available on SSRN](#)).

“Having the Lead vs. Lagging Behind: The Incentive Effect of Handicaps in Tournaments.”
(with Andreas Steinmayr and Rudi Stracke). *Work in Progress*.

“Reference Points and Behavior: Evidence from Professional Chess.” (with Anthony Strittmatter and Uwe Sunde). *Work in Progress*.

“Negativity Bias in News-Media.” (with Johannes Münster and Markus Dertwinkel-Kalt).
Work in Progress.

Presentations (Invited Seminars and Conferences)

- 2018 EEA Annual Meeting (*scheduled*), Cologne; AOM Annual Conference, Chicago (*scheduled*); AOM Special Conference on Big Data and Managing in a Digital Economy, Surrey; Rotterdam School of Management (invited seminar); Loughborough University London (invited seminar); COPE Workshop on Personnel Economics, Munich.
- 2017 University of Liège (invited seminar); LEOH Workshop on Organizational Economics, Cologne (poster); Annual Conference of the German Economic Association (VfS), Vienna; Searle Conference on Internet Commerce and Innovation, Chicago; Munich Summer Institute (poster presentation), Munich; IIOC Annual Meeting, Boston; Economics of ICT Conference, Paris; Royal Economic Society PhD Meeting, London
- 2016 Spanish Economic Association Annual Meeting, Bilbao; KU Leuven (invited seminar); Télécom ParisTech (invited seminar); University of Surrey (invited seminar); Informs Annual Meeting, Nashville (invited session); Media Economics Workshop, Zürich (poster); ETH Zürich (invited seminar); LEOH Workshop on Organizational Economics, Munich (poster); KLU Hamburg (invited seminar); EARIE Annual Meeting, Lisbon (selected for Rising Star session); EEA Annual Meeting, Geneva; Goethe-University Frankfurt (invited seminar); Munich Summer Institute, Munich; ZEW Conference on the Economics of ICTs, Mannheim; University of Cologne (invited seminar); Natural Experiments and Controlled Field Studies (poster presentation), Ohlstadt; Workshop on Economics of Network Industries, Paris; IIOC Annual Meeting, Philadelphia; Workshop on the Digital Economy, Louvain-la-Neuve
- 2015 ORG Seminar at LMU Munich, Munich; TIME Seminar, Munich
- 2014 Internal Seminar at Télécom ParisTech, Paris; PhD Workshop on Industrial Economics, Reus; Workshop on the Economics of ICTs, Porto; EEA Annual Meeting, Toulouse; EARIE Annual Meeting, Milan
- 2013 ICT Conference, Munich; EARIE Annual Meeting, Evora; Workshop on the Economics of ICTs, Evora; TIME Seminar, Munich

Teaching

Bachelor

Media Markets (U Cologne, Lecture and Seminar, 2018)

Regulation and Competition Policy in the Digital Economy (U Cologne, Seminar, 2017 - 2018)

Management & Economics of Network Industries
(LMU Munich, BSc., Lecture: 2015, Tutorial: 2012 - 2014)

Actors & Strategies in Regulated Markets (LMU Munich, Seminar, 2011 - 2015)

Public Affairs (LMU Munich, Seminar, 2012)

Teaching (ctd.)

Master

Strategy and Economics of Platforms (U Cologne, Lecture & Tutorial, 2017)

Managerial Economics (EM Lyon, Tutorial, 2014 - 2016)

Project Course with External Industry Partners (LMU Munich, Seminar, 2013 - 2016)

Advanced Management & Economics of Network Industries (LMU Munich, Tutorial, 2011)

Workshop and Lecture Participations

Lectures on Organizational Economics (LEOH) 2017 given by Paul Heidhues, University of Cologne; TIM Doctoral Consortium 2016, AOM Annual Meeting, Anaheim; Lectures on Organizational Economics (LEOH) 2015 given by Robert Gibbons, Frankfurt Goethe-University; Lectures on Organizational Economics (LEOH) 2016 given by Oliver Hart, LMU Munich; Natural Experiments and Controlled Field Studies Workshop, 2015 - 2016, Ohlstadt.

Thesis Supervision

Supervision of 24 Bachelor and 3 Master theses by students enrolled in Management or Economics. Topics include Economics of Digital Markets and the Internet, Network Effects, Platform Competition, Crowd-Funding or Standard Battles.

Professional Activities and Services

Reviewer for *Journal of Economics & Management Strategy*, *Information Economics and Policy*, *Strategic Management Journal*, *AOM Annual Meetings*

Member of Local Organizing Team for yearly conference of the European Association for Industrial Economics (EARIE) 2015 in Munich

Coordinating Assistant for Munich School of Management Ph.D. program

Coordinating Teaching Activities of Institute for Strategy, Technology and Organization

Scholarships

DAAD (German Academic Exchange Service) Scholarship during visit at Télécom ParisTech

Other Professional Experience

2010 - 2011 Analyst Competition Economics, EE&MC Consultants, Bonn - Germany

2008 - 2010 Student Research Assistant eHealth, Empirica mbh, Bonn - Germany

Personal Interests and Hobbies

Chess, Running, Photography

References

Prof. Tobias Kretschmer
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Prof. Florian Englmaier
Department of Economics
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Prof. Marc Bourreau
Chair of Innovations & Regulation
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Justin Tumlinson, Ph.D.
Institute for Innovation and Entrepreneurship
Loughborough University
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