

CURRICULUM VITAE



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Most recent publications

- First home or first away? Optimal ordering in two-legged ties. *Managerial and Decision Economics* 2024, 45(1), 54-69.
- Price commitment and the strategic launch of a fighter brand. *Quantitative Marketing and Economics* 2023, 21(3), 381-435.
- Market expansion and the scope of mass customization. *Marketing Letters* 2022, 1-22.
- Auditing versus monitoring and the role of commitment, *Review of Accounting Studies* 2023, 28(2), 463-496.
- What can I do for you? Optimal market segmentation in service markets, *Production and Operations Management* 2022, 31(7), 2838-2852 (joint with Ressi, A.)
- Friend or foe? Co-opetition and entrepreneurial networking, *Small Business Economics* 2022, 59(3), 1043-1059.

RESEARCH METHODS

- Game Theory
- Contract Theory
- Experimental Economics

RESEARCH FOCUS

- Behavioral Economics
- Economic of Strategy
- Industrial Organization
- Law & Economics
- Managerial Accounting
- Organizational Economics
- Personnel Economics
- Production Economics
- Sports Economics

EDUCATION

1992 - 1995	Habilitation in Nationalökonomie, University Basel
1986 - 1988	Ph.D. in Economics, University Bonn
1985 - 1986	MSc in Mathematical Economics, London School of Economics
1978 - 1984	Diploma in Mathematics, University of Bonn
1978 - 1984	Diploma in Computer Science, University of Bonn

PROFESSIONAL EXPERIENCE

Positions at WHU

Since 2023	Member of the Senate
2015 - 2022	Chairman of the MSc examination board
2004 - 2005	Dean

1996 - 2004 Chairman of the Ph.D. program
Since 1995 Full Professor, Chair of Organizational Theory

Positions at other universities and institutions

2016 - 2018 Teaching Professor, Audencia Business School, Nantes
2004 - 2019 Personal tutor WHU, German Academic Scholarship Foundation,
Vertrauensdozent WHU Studienstiftung des Deutschen Volkes
Since 2008 Member of the Ph.D. selection committee, German Academic Scholarship
Foundation, Studienstiftung des Deutschen Volkes
2001 - 2011 Teaching Professor, Free University of Bolzano

Positions in business

1989 - 1992 Consultant, Düsseldorf

PROFESSIONAL ACTIVITIES

2019 - 2022 Chairman of Ausschuss für Unternehmenstheorie und -politik im Verein für
Socialpolitik, VfS
2009 - 2011 Chairman of Ausschuss für Industrieökonomik im Verein für Socialpolitik, VfS
1999 - 2018 President of German Economic Association of Business Administration,
GEABA e.V.

AWARDS AND HONORS

1993 - 1995 Scholarship MGU (Mensch, Gesellschaft, Umwelt), Universität Basel,
Switzerland
1992 - 1993 Scholarship German Research Foundation, Deutsche Forschungsgemeinschaft
(DFG), Germany
1987 - 1988 Scholarship German Academic Scholarship Foundation, Studienstiftung des
deutschen Volkes, Germany
1985 - 1986 Scholarship German Academic Exchange Service, German Academic Exchange
Service - DAAD
1984 - 1985 Scholarship Volkswagen Foundation, Volkswagen AG, Germany

PUBLICATIONS

Articles in Behavioral Economics

- Fake news - does perception matter more than the truth? *Journal of Behavioral and Experimental Economics* 2020, Vol. 85, (joint with Pünder, J., Schulze-Lohoff, I.)
- Stock options under non-expected utility theory, *Problems and Perspectives in Management* 2010, Vol. 8, pp. 182-196 (joint with Wolff, F.)
- Die subjektive Bewertung von Aktienoptionsplänen: Eine experimentelle Untersuchung, *Zeitschrift für betriebswirtschaftliche Forschung* 2003, Vol. 50, pp. 145-160 (joint with Wolff, F.)
- Experimentelle Didaktik in wirtschaftswissenschaftlichen Studiengängen, *Zeitschrift für Betriebswirtschaft* 2000, Vol. 3, pp. 179-190 Studiengängen (joint with E. Renner)

Articles in Economics & Strategy

- Price commitment and the strategic launch of a fighter brand. *Quantitative Marketing and Economics* 2023, 21(3), 381-435.
- Market expansion and the scope of mass customization. *Marketing Letters* 2022, 1-22.
- Incumbent positioning as a determinant of strategic response to entry, *Small Business Economics* 2015, Vol. 44, pp. 577-596 (joint with Schubert, S., Zschoche, M.)
- How to protect your premium product from low-price competitors: price, quality, or portfolio adjustment? *International Journal of Research in Marketing* 2014, Vol. 31, pp. 253-265.
- Strategisches Management, in: Bitz, M. & Domsch, M. & Ewert, R. & Wagner, F. W. (eds.), *Vahlens Kompendium der Betriebswirtschaftslehre* 2005, Vahlen, pp. 185-246.

Articles in Industrial Organization

- Friend or foe? Co-opetition and entrepreneurial networking, *Small Business Economics*, forthcoming.
- Endogenous formation of entrepreneurial networks, *Small Business Economics* 2021, Vol. 56 (1), pp. 39-64.
- The information paradox in a monopolist's credence goods market, *International Journal of Industrial Organization* 2021, Vol. 75 (joint with Reik, S., Ressi, A.)
- Carrier collaboration with endogenous networks: or, the limits of what carrier collaboration can achieve under antitrust immunity, *Journal of Air Transport Management* 2021, Vol. 94 (joint with Czerny, A., Lang, H., Mantin, B.)
- Competitive insurance pricing with complete information, loss-averse utility and finitely many policies, *Insurance: Mathematics & Economics* 2016, pp. 11-21.
- Mergers in patent contest models with synergies and spillovers, *Schmalenbach Business Review* 2006, Vol. 58, pp. 157-179 (joint with Velden, C.)

- Quarks, Lemons and Self-Regulation: A Welfare Analysis, *Journal of Regulatory Economics* 1995, Vol. 7, No. 3, pp. 309-325 (joint with Gehrig, T.)

Articles in Law & Economics

- Das Subsidiaritätsprinzip aus organisationstheoretischer Perspektive, in: Kaal, W. A. & Schmidt, M. & Schwartze, A. (eds.), *Festschrift zu Ehren von Christian Kirchner*, Mohr Siebeck 2014, pp. 1197-1210.
- Generierung und Transfer staatlichen Wissens im System des Verwaltungsrechts - eine ökonomische Diskussion, in: Collin, P. & Spiecker Döhmman, I. (eds.), *Generierung und Transfer staatlichen Wissens im System des Verwaltungsrechts*, Mohr Siebeck 2008, pp. 331-346.
- Decision rules in a judicial hierarchy: comment, *Journal of Institutional and Theoretical Economics* 2005, Vol. 161, pp. 293-298.
- Crime, Coordination, and Punishment: An Economic Analysis, *International Review of Law and Economics* 2001, Vol. 21, pp. 23-46
- Regulatory Enforcement in the Presence of a Court System, *International Review of Law and Economics* 1997, Vol. 17, pp. 491-508
- Monitoring, Appeal, and Investigation: The Enforcement and Legal Process, *Journal of Regulatory Economics* 1997, Vol. 12, pp. 127-146
- Limited Liability on the Requirement to Purchase Insurance, *International Review of Law and Economics* 1996, Vol. 16, pp. 259-276
- Disclosure of Information and Incentives for Care, *International Review of Law and Economics* 1995, Vol. 15, No. 1, pp. 65-85
- Economic Analysis of Procedural Aspects in the German Environmental Liability Law, *Journal of Institutional and Theoretical Economics* 1993, Vol. 149, pp. 609-633

Articles in Managerial Accounting

- Auditing versus monitoring and the role of commitment, *Review of Accounting Studies* 2023, 28(2), 463-496.
- Joint ventures in patent contests with spillovers and the role of strategic budgeting, *Journal of Economics and Business* 2011, Vol. 63, pp. 605-637.
- Organizational design of R&D after mergers and the role of budget responsibility, *Journal of Economics and Business* 2008, Vol. 60, pp. 469-484 (joint with Velden, C.)
- On the Role of Commitment in a Principal-Agent Relationship with an Informed Principal, *Journal of Economic Theory* 1996, Vol. 68, No. 2, pp. 510-530
- Monitoring in Principal-Agent Relationships, *Journal of Institutional and Theoretical Economics* 1992, Vol. 147, pp. 517-538

Articles in Organization Economics

- Organizing dynamic capabilities: exploiting complementarities by organizational bundling, *Journal of Competence-Based Strategic Management* 2016, Vol. 8 (1), pp. 11-28 (joint with Zschoche, M.)
- Organization of project evaluation and implementation under moral hazard, *Journal of Institutional and Theoretical Economics* 2010, Vol. 166, pp. 212-238 (joint with Lammers, F.)
- The organization of project evaluation under competition, *Review of Managerial Science* 2009, Vol. 3, pp. 141-155 (joint with Lammers, F.)
- Institutionenökonomik, in: Köhler, R. & Küpper, H.-U. & Pfingsten, A. (eds.), *Handwörterbuch der Betriebswirtschaft* 2007, Schäffer-Poeschel, pp. 781-789
- Simultaneous- versus sequential-move tournaments with heterogenous agents, *Schmalenbach Business Review* 2006, Vol. 58, pp. 306-331 (joint with Kräkel, M.)
- Transaktionskostentheorie, in: Schreyögg, G. & Werder, A. von (eds.), *Handwörterbuch der Unternehmensführung und Organisation* (HWO) 2004, Schäffer-Poeschel, pp. 1450-1458.

Articles in Personnel Economics

- An economic theory of leadership styles, *Review of Managerial Science* 2013, Vol. 7, pp. 365-391.
- Strategische Anreizgestaltung, in: Stock-Homburg, R. (ed.), *Handbuch strategisches Personalmanagement*, Springer Gabler 2011, pp. 103-122 (joint with Bieberstein, F.)
- Human capital investments in asymmetric corporate tournaments, *Journal of Economics and Business* 2008, Vol. 60, pp. 312-331 (joint with Kräkel, M.)
- Eine ökonomische Theorie der Mitarbeiterführung, in: Franz, W. & Ramser, H. J. & Stadler, M. (eds.), *Arbeitsverträge*, Mohr 2008, pp. 73-102.
- Preemption in rank-order tournaments, *Zeitschrift für Betriebswirtschaft* 2007, Vol. 77, pp. 1293-1314 (joint with Kräkel, M.)
- Preemptive behavior in sequential-move tournaments with heterogenous agents, *Economics of Governance* 2005, Vol. 6, pp. 245-252 (joint with Kräkel, M.)
- Konflikt- und Kooperationsmanagement, in: Gaugler, E. & Oechsler, W. A. & Weber, W. (eds.), *Handwörterbuch des Personalwesens*, Schäffer-Poeschel 2004, pp. 1014-1025.
- Präemptives Verhalten in sequentiellen Turnieren, *Zeitschrift für Betriebswirtschaft* 2002, Vol. 2, pp. 125-130 (joint with Kräkel, M.)

- Die Sicherung von Humankapitalinvestitionen – Entscheidungsdelegation und Entscheidungspartizipation, in: U. Backes-Gellner, C. Schmidtke (eds.): *Bildungssystem und betriebliche Beschäftigungsstrategien in internationaler Perspektive*, Duncker & Humblot 2002, Berlin, pp. 59-79
- Humankapitalinvestitionen und die Delegation von Entscheidungen, *Zeitschrift für Betriebswirtschaft* 2001, Vol. 71, 2, pp. 183-202 (joint with Webers, S.),
- Flexible Arbeitszeitverkürzung: Möglichkeiten und Grenzen aus Sicht der Unternehmen, *Zeitschrift Führung + Organisation* 1999, 68. Jahrgang, pp. 202-206
- Flexibilisierung der Lebensarbeitszeit, *Zeitschrift Führung + Organisation* 1997, 66. Jahrgang, pp. 156-163 (joint with Höreth, T.)

Articles in Production Economics

- What can I do for you? Optimal market segmentation in service markets, *Production and Operations Management* 2022, 31(7), 2838-2852 (joint with Ressi, A.)
- Company-customer interaction in mass customization, *International Journal of Production Economics* 2020, Vol. 220 (joint with Süsser, T.)

Articles in Sports Economics

- First home or first away? Optimal ordering in two-legged ties. *Managerial and Decision Economics* 2024, 45(1), 54-69.
- Competitive balance and the away goals rule during extra time, *Journal of Sports Economics* 2021, Vol. 22(7), pp. 823-863.
- The ball is round, the game lasts 90 minutes, everything else is pure theory, *Journal of Sports Economics* 2021, Vol. 22 (1), pp. 27-74.
- The role of referees in professional sports contest, *Journal of Sports Economics* 2019, Vol. 20 (8), pp. 1014–1050 (joint with Duvinage, C.)
- The influence of ability, rank, and gender on risk-taking in contests: evidence from the ski world cup, *Journal of Institutional and Theoretical Economics* 2016, Vol. 172, pp. 573-614 (joint with Feess, E., Müller, H.)

Books, monographs, and edited books

- *The economics of motivation and organization: an introduction*, Edward Elgar, 2014
- *The economics of organization and coordination*, Edward Elgar, 201
- *Strategic conflict management: a game-theoretical introduction*, Edward Elgar 2007 (joint with Weitzel, U.)
- *Organisation und Koordination: eine ökonomische Einführung*, Gabler 2009.
- *Organisation und Motivation: eine ökonomisch-psychologische Einführung*, Gabler 2008
- *Der Transaktionskostenansatz in der Betriebswirtschaftslehre*, Schäffer-Poeschel 2001

- *Die Spieltheorie in der Betriebswirtschaftslehre*, Schäffer-Poeschel 2001
- *Die Prinzipal-Agenten-Theorie in der Betriebswirtschaftslehre*, Schäffer-Poeschel 2001
- *Ökonomische Organisationstheorie. Eine Einführung in die Grundlagen*, Gabler 2000
- *Strategisches Konfliktmanagement in Organisationen. Eine spieltheoretische Einführung*, Gabler 1998
- *Effektivität von Recht aus ökonomischer Sicht*, Duncker & Humblot 1998
- *On Control in Principal-Agent Relationships*, Ph.D. Thesis, University of Bonn 1988

As Guest editor in Management, Organization and Economics Journals

- Economic analyses in business administration, *Schmalenbach Business Review* 2020, Vol. 72/3 (joint with Rohlfing-Bastian, A., Wagenhofer, A.)
- Economic analyses in business administration, *Schmalenbach Business Review* 2011, Vol. 63/2 (joint with Wagenhofer, A.)
- Economic analyses in business administration, *Schmalenbach Business Review* 2008, Vol. 60/3 (joint with Wagenhofer, A.)
- Economic analyses in business administration, *Schmalenbach Business Review* 2006, Vol. 58/3 (joint with Wagenhofer, A.)
- Economic analyses in business administration, *Schmalenbach Business Review* 2005, Vol. 57/1 (joint with Wagenhofer, A.)
- Economic analyses in business administration, *Schmalenbach Business Review* 2004, Vol. 56/1 (joint with Wagenhofer, A.)
- Strategische Anreizsetzung im Unternehmen, *Zeitschrift für Betriebswirtschaft* 2004, Vol. 74/4 (joint with Fandel, G.)
- Ökonomische Analyse von Governance-Strukturen, *Zeitschrift für Betriebswirtschaft* 2003, Vol. 73/5 (joint with Fandel, G.)
- Theorie der Unternehmung, *Zeitschrift für Betriebswirtschaft* 2001, Vol. 71/4 (joint with Albach, H.)