

Christian Peukert

Research and Teaching Assistant, PhD Student

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Education

- 2011– **LMU Munich**, Germany.
PhD in Business Administration (ongoing, expected submission 2013)
Master of Business Research
- External Discrete Choice Analysis, Moshe Ben-Akiva (MIT) and Michel Bierlaire (EPFL Lausanne).
Courses New Empirical Industrial Organization, Neil Gandal (U Tel Aviv).
Contributing to Strategy Research, Hart Posen (U Michigan).
- 2005–2009 **Ulm University**, Germany.
Diplom Wirtschaftswissenschaftler (equivalent to M.Sc. in Economics)
Thesis: Beyond Cost Advantages: Innovative Capabilities of IT Outsourcing
- 2008 **University of St. Gallen**, Switzerland.

Academic Experience

- 2011– **LMU Munich**, Institute for Strategy, Technology and Organization, Germany.
Research and Teaching Assistant
Professor Tobias Kretschmer
- 2009–2011 **Ulm University**, Institute of Economic Policy, Germany.
Research and Teaching Assistant
Professor Werner Smolny
- 2009, 2010 **ZEW Mannheim**, ICT Research Group, Germany.
Research Visits
Professor Irene Bertschek

Research

Interest **Media Economics, Entertainment Marketing; Outsourcing, Technology, Innovation.**

Projects **Piracy and Movie Revenues: Evidence from Megaupload**, work in progress, with Jörg Claussen and Tobias Kretschmer.

On the Road Again: The Effect of Live Performances on Artist Popularity, work in progress, with Jan-Christian Tonon and Jörg Claussen.

Switching Costs and Information Technology – The Case of IT Outsourcing, Reject and Resubmit at Information Systems Research.

The Competitive Effects of Strategic Outsourcing, work in progress.

External Technology Supply and Client-Side Innovation, forthcoming, in D. Audretsch, E. Lehmann, A. Link, A. Starnecker (eds.), *Technology Transfer in a Global Economy*, Springer.

■ **Conferences and Invited Seminars**

- 2012 Marketing Science Conference (Boston, USA), Technology Transfer Society Annual Meeting (New York, USA).
- 2011 9th ZEW ICT Conference (Mannheim, Germany), Institute for the World Economy (Kiel, Germany), Technology Transfer Society Annual Meeting (Augsburg, Germany), INFORMS Annual Meeting (Charlotte, USA).
- 2010 International Conference on Industrial Dynamics, Innovation Policy and Growth (Izmir, Turkey), EUNIP (Reus, Spain), 8th ZEW ICT Conference (Mannheim, Germany), Institute for the World Economy (Kiel, Germany), ICT Conference Munich (Munich, Germany), INFORMS Annual Meeting (Austin, USA).

■ **Teaching**

- MSc Managerial Economics (Tutorials, 2012–2013).
EMLYON Business School, France
- Advanced Data Analysis (Term Papers, 2012–2013).
LMU Munich, Germany
- Applied Econometrics (Tutorials and Term Papers, 2009–2011), Growth and International Economics (Tutorials, 2011), International Monetary Economics (Tutorials, 2010).
Ulm University, Germany
- BSc Quantitative Data Analysis (Term Papers, 2011–2013), Public Affairs (Term Papers, 2012), Management and Economics of Network Industries (Tutorials, 2011), Dynamics in Organizational Design (Term Papers, 2011).
LMU Munich, Germany

■ **Awards**

- 2008 **German Academic Exchange Service**, Freemover Scholarship.
- 2011 **German Economic Association**, Award for Presentation at International Conferences.
École Polytechnique Fédérale de Lausanne, Fellowship for PhD course.

■ **Professional activities**

- Reviewer **Academic Journals.**
Information Economics and Policy, European Management Review.
- Conferences **Member of the Organizing Committee.**
Management and Economics of ICT Conference Munich (2012).
- Member **Academic Societies.**
INFORMS, German Economic Association.

■ **Languages**

- German Mother tongue
- English Fluent
- French Basic

Abstracts

Media Economics, Entertainment Marketing **Piracy and Movie Revenues: Evidence from Megaupload**, work in progress, with Jörg Claussen and Tobias Kretschmer.
In this paper we make use of a natural experiment in the market for illegal downloading to study movie box office revenues. Exogenous variation comes from the unexpected shutdown of the popular file hosting platform Megaupload.com on January 19, 2012. The estimation strategy is based on a matched sample. We compare weekly box-office revenues of movies playing in the same country, calendar week, stage of the life-cycle and genre before and after the shutdown. Identification comes from cross-country and cross-temporal variation. In a conservative fixed-effects specification we find that the shutdown had a negative (yet insignificant) effect on box office revenues of an average movie. For blockbusters the sign is reversed. This may suggest support for the theoretical perspective of (social) network effects where file-sharing acts as a mechanism to spread information about a good from consumers with zero or low willingness to pay to users with high willingness to pay.

On the Road Again: The Effect of Live Performances on Artist Popularity, work in progress, with Jan-Christian Tonon and Jörg Claussen.
Many factors may explain a musician's popularity, e.g. talent, promotional activities, word of mouth etc. While most research has focused on the importance of promotion, no academic work so far has explicitly tackled the impact of live performances on artist popularity. We aim at filling this gap by using a large and rich dataset from the popular online music service last.fm. Micro-level observations of cancelled concerts allow us to exploit a unique experiment-like setting to study the causal impact of exposure to live performances on the attendees' listening behavior. We find that even long after giving a concert, artists still enjoy a considerable increase in music plays. This represents the first empirical evidence of a positive and lasting effect of live performances on artists' popularity.

Outsourcing, **Switching Costs and Information Technology – The Case of IT Outsourcing**, Reject and Technology, Resubmit at Information Systems Research.
Innovation

Switching costs play an important role when organizations decide about the renewal of an existing contract or switching the vendor of information technology (IT) services. We develop a semi-structural model to identify determinants of switching and estimate switching costs. The model is estimated on a unique set of micro data combining information on US credit unions and corresponding IT vendors. Our results suggest that average switching costs account for a quarter of annual expenditure for professional services. We show that relationship-specific factors are much more important drivers of switching costs than firm-specific or market-specific variables.

The Competitive Effects of Strategic Outsourcing, work in progress.

During the last decades, outsourcing has gained much attention as a means of efficiency improvement. It is often claimed that economies of scale cause a relative cost advantage of specialized vendors. On top of that, outsourcing provides an advantage because of knowledge, that the vendor has built up in the interaction with clients, is being transferred. The literature has studied downsides of outsourcing, however, as we argue, not from a strategic perspective. We identify two trade-offs: First, transfer of knowledge does not only lower the focal firm's production cost, but in consequence also the imitation cost of competitors. We therefore propose that outsourcing of knowledge-intensive tasks increases competitive pressure. Second, while naive intuition would suggest to deter imitation by imposing control mechanisms for leakage, we argue that this simultaneously raises the threat of substitution. Voluntary disclosure of proprietary knowledge may act as a mechanism to induce rivals to wait and imitate instead of investing in own – substitutive – innovation. We therefore propose that innovation strategy moderates the competitive effects of outsourcing, leading to lower competitive pressure in the market for innovations.

External Technology Supply and Client-Side Innovation, forthcoming, in D. Audretsch, E. Lehmann, A. Link, A. Starnecker (eds.), *Technology Transfer in a Global Economy*, Springer. *Flexibility in response to competitive pressure from globalized markets and increasingly individualized customer desires has become vital for firms. A common strategy to address this challenge is to employ a dynamic concept of organization and reach beyond the boundaries of the firm. Accordingly, technology transfer from providers of knowledge intensive business services attracts more and more attention. In this context we focus on external supply of information technology and client-side innovation. The aim of this paper is to contribute to resolving an empirical puzzle arising from the prior literature. Some authors find beneficial effects of IT outsourcing, others underline that firms often fail to achieve expected strategic goals. Our stylized theoretical model combines a knowledge production function framework and transaction cost economics. We hypothesize that the right balance between internal and external knowledge is critical for innovation. The empirical application is German firm-level data covering a wide range of industries from 2003 to 2006. Our results largely support the theoretical arguments and suggest a positive linear relationship between the level of outsourcing and process innovation. For product innovation we find a hump-shape.*