

Application NBER Meeting on the Economics of Digitization

Contact information

Philipp A. Staiger, M.Sc.

Ph.D. Student at LMU Munich

Institute for Strategy, Technology and Organization

E-Mail: p.staiger@lmu.de

Kaulbachstr. 45\II, 80539 Munich, Germany

Thank you for the opportunity to apply to the NBER Meeting on the Economics of Digitization. Reflecting on my studies, my research focus and knowledge of digitization I am confident that this meeting would be a perfect fit.

Based on my graduate studies with focus on innovation and electronic markets, my research at the Massachusetts Institute of Technology as well as my focus on digital economy within my newly started PhD studies I would be a valuable participant to your meeting.

In January 2014 I finished my Master's degree with a major in innovation and digital markets at LMU Munich with the final grade very good (highest grade). Within the course of my studies I elected to focus on innovation and especially digital markets. My pursued coursework consisted of lectures and seminars such as "Electronic Markets" which included topics on the foundations of the network economy, pricing, user-generated content, information markets, online and mobile advertising. Further courses like the "Digital Products and Services" course, offered insights into the economic and technical background of the digital economy. The lecture and the tutorial encompassed advanced topics on business models (e.g. integration of the user, platform concepts, getting money for content, cross-media) and advanced topics on management concepts (e.g. management of disruptive technologies, acceptance and use of new technologies, realizing new software solutions). The Master as well as Bachelor program additionally contained a strong focus on economics including courses such as Managerial Economics 1 and 2, Microeconomics, Macroeconomics, and Econometrics. These courses emphasized models (like IS-LM or AS-AD model), and external effects and market structure.

My graduate work as Student and Research Assistant at the Institute for E-Commerce and digital Markets as well as the Institute for Strategy, Technology and Organization allowed me to deepen my knowledge in the field of economics of digitization and in particular network markets. Ultimately these experiences influenced my decision to pursue a Visiting Fellow and later a Visiting Student position at the MIT (August 2012-13) seizing the opportunity to participate in courses with Sinan Aral or Eric Brynjolfsson. At MIT I engaged in coursework in "Economics of Information: Strategy, Structure and Pricing" with Sinan Aral, "Collaborative Innovation Networks - Big Data and Predictive Analytics" with Peter Gloor and "Introduction to System Dynamics" with Anjali Sastry. The "Economics of Information" course introduced important concepts of how information drives today's economy and also offered a lively discussions on topics like how the NY Times and the newspaper industry will change over time and what this means for future jobs. In the second semester at MIT I conducted research on the influence of Twitter in social identity signaling (master's theses).

Within my general research interest in technology, I focus on the digital economy, IT systems & digital transformation as well as disruptive information technologies. I am especially focused on how new digital businesses change the economic landscape and how the structure of future organizations change due to digitalization and the impact of this change on economies as a whole. Currently I am working on gaining a deeper knowledge in the vicinity of Polanyi's Paradox. How does tacit knowledge protect employees from the IT driven labor market polarization and how could the future of organizations look like with the IT driven transition from atheoretical brute force techniques to AI technology?

In light of my graduate experience in the digital economy and my high number of coursework in economics I am confident that your NBER Meeting is a perfect fit with my current work in my Ph.D. program at the frontier between economics and business. I feel that the sampling of frontier research from research leaders would be a very valuable source of guidance, especially in my early stage of Ph.D. research. It would be a pleasure to meet research leaders in the field of digital economy face-to-face and to build the foundation for a worldwide community of scholars in this policy-relevant area.

Thank you very much for your consideration!