

Application NBER Meeting on the Economics of Digitization

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It would be a great honor to be invited to join next year's NBER Meeting on the Economics of Digitization and contribute the insights I have gained through my graduate studies, research and practical experience in economic advisory to the discussion.

My passion for the Economics of Digitization inspired me to pursue a research and Ph.D. position in the field of Management and Economics of High Technologies at the Institute for Strategy, Technology and Organization at LMU Munich. In particular, I am fascinated by the dynamics and turbulences characteristic of network industries. Guided by the supervision of Prof. Tobias Kretschmer, my main research interests lie in analyzing how the intensive diffusion of smart technologies affects areas such as health and sustainability. Can health apps aid in the fight against obesity? Can smart meters be vehicles to increase energy efficiency both on the demand- and supply-side of the economy? Could these also provide the basis for a disruptive new market structure in the energy market? Smart technologies provide opportunities not only for revolutionizing business and market structures, but also for the support of policy measures in these and other areas. With my own research I wish to contribute to analyzing these opportunities.

In addition to conducting research at LMU Munich, I am enrolled in the Master of Business Research (MBR) graduate program, which allows me to gain deeper insights into the Economics of Digitization by participating in graduate courses such as "Electronic Markets" and "Digital Products and Services". These courses convey knowledge on the foundations of the network economy, pricing, user-generated content, information markets, online and mobile advertising. In addition, they offer insights into the economic and technical background of the digital economy. Simultaneously, the MBR allows me to strengthen my existing methodological skills in courses such as "Advanced Econometrics", "Quantitative Methods", "Simulation Methods" and "Experimental Methods". Besides my studies and research, I am involved in the teaching of the courses "Actors and Strategies in Regulated Markets" and "How

to Compete in Network Industries”. Furthermore, I am currently supervising a Bachelor thesis specialized on the international usage and diffusion of mobile applications.

Prior to beginning my position as Ph.D. student and research and teaching assistant at LMU Munich, I was awarded the degree of Master of Science in International Economic Studies, with distinction, from the ‘Triple crown’ accredited Maastricht University School of Business and Economics. The major focus of my studies was on Economic Policy. During my studies, I gained broad insights into fields ranging from monetary economics, tax policy to behavioral and socioeconomics, whereby my study program had a strong orientation on applied econometric analysis.

Between my Master and doctoral studies I gained approximately three years of work experience in the field of economic analysis and advisory. As a Research Associate in a private research and consulting institute, I worked on various national and international projects amongst others tendered by the European Commission, UNESCO as well as different German ministries. All future-oriented projects I worked on focused on the economic aspects surrounding education, innovation and the labor market. One of the core research foci was on the digitization of learning. Furthermore, I gained practical insights into the digitization of daily work processes during my working experience as an Associate at PIMCO.

Given my background in economic policy analysis and research focus on the digital economy, I am convinced that the NBER Meeting is a perfect fit and would be great source of inspiration for my own work. In addition to exchanging ideas on research and new policy approaches and connecting with other like-minded researchers, the NBER Meeting on the Economics of Digitization is especially interesting for me as a first year Ph.D. student for numerous other reasons. It allows me to gain valuable new insights into this young frontier area of research and find inspirations for my own analyses in this exciting field. In addition, it offers me the opportunity to personally meet and receive guidance from leading researchers in my field of interest, which I consider a source of immeasurable value. Overall, it would be the uttermost pleasure for me to join the NBER Meeting and help lay the foundation for a worldwide community in this exciting and policy-relevant research field.

Thank you very much for your consideration.