

## Jens Prüfer

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### CURRENT POSITIONS

Associate Professor, Department of Economics, Tilburg University, 2018-  
Academic Director, MSc Economics program, Tilburg School of Economics and Management, 2016-  
Research Fellow, CentER for Economic Research, Tilburg University, 2006-  
Senior Member, Tilburg Law and Economics Center (TILEC), 2006-

### PREVIOUS POSITIONS

Assistant Professor (tenured), Department of Economics, Tilburg University, 2015-2018  
Assistant Professor (tenured), Department of Management, Tilburg University, 2012-2014  
Assistant Professor, Department of Economics, Tilburg University, 2006-2012  
Post-Doctoral Fellow, Goethe University Frankfurt, 2005-2006  
Research Assistant, Goethe University Frankfurt, 2003-2005,  
    Project: “Pricing and Revenue Models on the Internet“, sponsored by the German Federal  
    Ministry of Education and Research  
Lecturer, University of Applied Sciences (FH) Pforzheim, FH Nürtingen, University of Cooperative  
    Education (BA) Stuttgart, 2002-2003

### RESEARCH & TEACHING INTERESTS

Primary: Institutional & Organizational Economics, Law & Economics  
Secondary: Applied Microeconomics, Industrial Organization, Political Economics, Economics of  
Innovation and Datafication

### EDUCATION

Ph.D., Goethe University Frankfurt (Economics), Germany, 2005  
    Title: “Essays on Organisational Design in Networks”  
    Committee: Uwe Walz (Chair), Matthias Blonski, Alfons Weichenrieder, Christian Laux  
Diplom-Volkswirt (M.Sc. equivalent), University of Tübingen, Germany, 2001  
    Minor subject: Chinese Studies  
Visiting student, National University of Singapore, 1998-1999

### PUBLICATIONS

“Consumers’ Privacy Choices in the Era of Big Data” (with Sebastian Dengler), *Games and Economic Behavior*, 2022, forthcoming.  
“Governance of Data Sharing: a Law and Economics Approach” (with Inge Graef), *Research Policy*, 2021, 50: 104330.  
“Competing with Big Data” (with Christoph Schottmüller), *Journal of Industrial Economics*, 2021, forthcoming.  
“Data Science for Entrepreneurship Research: Studying Demand Dynamics for Entrepreneurial Skills in the Netherlands” (with Patricia Prüfer), *Small Business Economics*, 2020, 55, 651–672.  
“Faithful Strategies: How Religion Shapes Nonprofit Management” (with Lapo Filistrucchi), *Management Science*, 2019, 65(1), 188-208.  
“Trusting Privacy in the Cloud,” *Information Economics and Policy*, 2018, 45, 52-67.  
“Religion, Moral Attitudes, and Economic Behavior” (with Isadora Kirchmaier and Stefan T. Trautmann), *Journal of Economic Behavior & Organization*, 2018, 148, 282-300.

- “Firms, Nonprofits, and Cooperatives: A Theory of Organizational Choice” (with Patrick Herbst), *Annals of Public and Cooperative Economics*, 2016, 87(3), 315-343.
- “Business Associations and Private Ordering,” *Journal of Law, Economics, and Organization*, 2016, 32(2), 306-358.
- “Trade Associations, Lobbying, and Endogenous Institutions” (with Maria Larraín), *Journal of Legal Analysis*, 2015, 7(2), 467-516.
- “On the Evolution of Collective Enforcement Institutions: Communities and Courts” (with Scott E. Masten), *Journal of Legal Studies*, 43(2), 2014, 359-400.
- “How to Govern the Cloud?” *IEEE CloudCom 2013*, DOI 10.1109/CloudCom.2013.100, 33-38.
- “Academic Faculty Governance and Recruitment Decisions” (with Uwe Walz), *Public Choice*, 155(3), 2013, 507-529.
- “Democracy, Populism, and (Un)bounded Rationality” (with Johannes Binswanger), *European Journal of Political Economy*, 2012, doi: 10.1016/j.ejpoleco.2012.02.002.
- “Search Engine Competition with Network Externalities” (with Cédric Argenton), *Journal of Competition Law & Economics*, 8(1), 2012, 73–105.
- “Competition and Mergers among Nonprofits,” *Journal of Competition Law & Economics*, 7(1), 2011, 69–92.
- “An Auction Market for Journal Articles” (with David Zetland), *Public Choice*, 145, 2010, 379-403.
- “Interconnection and Competition among Asymmetric Networks in the Internet Backbone Market” (with Eric Jahn), *Information Economics and Policy*, 20 (3), 2008, 243-256.
- “Dark Clouds over the Internet?” (with Eric Jahn), *Telecommunications Policy*, 31, 2007, 144–154.

#### **OTHER PUBLICATIONS (non-peer reviewed)**

- “Competition Policy and Data Sharing on Data-driven Markets: Steps Towards Legal Implementation,” Friedrich-Ebert-Stiftung. <https://www.fes.de/studie-datenteilungspflicht> 2020.
- “Mandated data sharing is a necessity in specific sectors” (with Inge Graef), *Economisch Statistische Berichten*, 103 (4763), 2018, 298-301.
- “Data Science for Institutional and Organizational Economics” (with Patricia Prüfer), in: *A Research Agenda for New Institutional Economics*, Claude Ménard and Mary M. Shirley (eds.), Edward Elgar Publishers, 2018, 248-259.

#### **WORKING PAPERS**

- “The Nonprofit’s Dilemma” (with YiLong Xu)
- “Governance and Competition of Standard-Setting Organizations” (with Clemens Fiedler and Maria Larraín Aylwin), Revise & Resubmit at *Research Policy*.
- “Big Data and Democracy” (with Freek van Gils and Wieland Müller); TILEC Discussion Paper No. 2020-003, CentER Discussion Paper No. 2020-011.
- “Innovation Contests”; an earlier version was distributed under the title “Semi-Public Competitions”, CentER Discussion Paper, No. 2009-33, TILEC Discussion Paper, No. 2008-023.

#### **WORK IN PROGRESS**

- “A Test for Data-Drivenness of Markets” (with Tobias Klein, Madina Kurmangaliyeva, and Patricia Prüfer)
- “Search Engines, User Information, and Quality” (with Tobias Klein, Madina Kurmangaliyeva, and Patricia Prüfer)
- “The Proper Scope of Government in Hospitals” (with Lapo Filistrucchi and Phuc Phung)
- “Classification Through Thick and Thin: Permissive Norms and Strict Laws” (with Gillian Hadfield and Vatsalya Srivastava)
- “Clash of Classification Institutions” (with Gillian Hadfield and Vatsalya Srivastava)

## **ACADEMIC VISITS**

MIT, March 2011

University of Michigan, June 2009 & March 2011

## **TEACHING EXPERIENCE**

“University Teaching Qualification” (BKO), awarded by Tilburg University, 2014

### *Undergraduate:*

Religion and Economics: Tilburg, 2016-2021

Industrial Organization: Tilburg, 2013-2015

Microeconomics for International Business Administration: Tilburg, 2009-11

Economics for Business Studies: Tilburg, 2007-09

Microeconomic Theory: FH Pforzheim, BA Stuttgart, 2003

Principles of Economics: FH Pforzheim, 2002-03

Theory of Monetary Policy: FH Nürtingen, 2002-03

### *Graduate:*

Governance of Innovation: Tilburg, 2019-21

Organizational Economics (PhD): Tilburg, 2012-21

Innovation and Networks: Tilburg, 2016-18

Competition and Innovation: Tilburg, 2015

Economic Foundations of Strategy, Organizations, and International Business (PhD): Tilburg, 2012-16

Game Theory & Industrial Organization: Tilburg, 2006-11

Organizational Choice: Frankfurt, 2006

Organization and Competition in Networks: Frankfurt, 2006

E-Commerce Economics: MBA, FH Pforzheim, 2002-2005

### *Short courses:*

Institutions & Economic Governance (PhD): MIT, 2011; University of Michigan, 2011

Order Without Law (PhD): Tilburg, 2010, 2011; ESNIE European School on New Institutional Economics, 2012

Industrial Economics for Lawyers: Tilburg, 2007

## **NON-ACADEMIC PROFESSIONAL EXPERIENCE**

Consultant, Network Economy S.A., Frankfurt, 2003-2005, Innovation & Telecommunications

Founder and CEO, InterEdu.com – International Education Information Centre, Tübingen, 1999–2002

## **AWARDS & GRANTS**

Research project “Indexation and Governance Approaches for Analysis and Regulatory Design of Data-driven Markets in Germany,” German Finance Ministry, 2020, Principal Investigator (EUR 155,000).

Research grant for project on “Democracy and Big Data,” Data Science Center Tilburg, 2017-19 (EUR 75,000).

Conference subsidy for the organization of a workshop on “Economic Governance and Social Preferences” by KNAW, the Royal Dutch Academy of Sciences, 2015 (EUR 5,000).

“Governance and Competition of Standard Setting Organizations,” financed by Qualcomm Inc. as part of cooperation with TILEC (my project’s share: EUR 25,000)

Participation in EU FP7 project on “Accountability in Cloud Computing”, (FP7/2007-2013; grant agreement no: 317550 (A4Cloud). 2012-2014 (my project’s share: EUR 70,000).

“Excellent Teacher Award” for “Microeconomics for International Business Administration”, Faculty of Economics and Business Administration, Tilburg University, 2012.

“Excellent Teacher Award” for “Game Theory and Industrial Organization”, Faculty of Economics and Business Administration, Tilburg University, 2011.

Conference subsidy for the organization of a workshop on “Economic Governance and Competition” by KNAW, the Royal Dutch Academy of Sciences, 2010 (EUR 4,000).

“Best Bachelor Course Award 2008” for “Economics for Business Studies”, Faculty of Economics and Business Administration, Tilburg University (EUR 2,500).

“2008 Tilburg Law and Economics Center IIPC grant for TILEC members” for the project "Semi-public Contests: A new and efficient mechanism to match inventors and innovators" (EUR 10,000).

### **DOCTORAL SUPERVISION**

Bianca Polenzani (visiting from University of Perugia), 2021

Madina Kurmangaliyeva (Postdoc at TILEC, 2018-21) (supervisor)

Freek van Gils (supervisor, 2017-)

Vatsalya Srivastava (main supervisor, 2014-; first job: Assistant Prof at Jindal School of Government and Public Policy, Delhi)

Sebastian Dengler (main supervisor, 2017; first job: Postdoc at Tilburg Institute for Law, Technology, and Society)

Xu YiLong (second supervisor, 2017; first job: Postdoc at U Heidelberg)

María José Larraín Aylwin (main supervisor, 2011- ; first job: Chilean Comp. Law Authority (FNE))

### **PHD THESIS COMMITTEES**

Behrang Manouchehrabadi (2020, Rotterdam)

Panos Chasapopoulos (2018, Antwerp)

Branislav Hock (2017, Tilburg Law School)

Mauricio Rodriguez Acosta (2016, Tilburg)

Miguel Carvalho (2011, Tilburg)

### **SOCIETAL IMPACT, POLICY ADVICE & OUTREACH**

Member of Expert Group to the EU Observatory on the Online Platform Economy (DG CNECT, DG GROW), 2021-

Advisor of German Finance Ministry on regulation of data-driven markets, 2020

Advisor of German Friedrich-Ebert-Stiftung on a Mandatory Data-sharing Bill, 2019

Advisor of Dutch Economics Ministry on “Competition Policy and Online Platforms,” 2019

Talk “Future of Data Economy” at German Ministry of Finance, Berlin, 2018

Talk “Future of Regulation” at Network of Economic Regulators of the OECD, Paris, 2018

Advice on “Personalization in the Digital Economy” of Dutch Competition Authority (ACM), 2018

Roundtable on “Data Ownership and Data Access,” Dutch Ministry of Economic Affairs, 2018

“Competing with Big Data” (with Christoph Schottmüller) is cited by General Secretary of Dutch Economics Ministry (in ESB, 2018) + our central policy proposal leads to a special issue on data sharing at policy journal ESB, 2018

“Public Policy in a Data-driven Economy,” seminar at Dutch Ministry of Economic Affairs, 2017

Advisory talk on competition policy in data-driven markets, Dutch Economics Ministry, 2017

Talk “Competition policy in the digital economy: towards a new theory of harm,” Center for European Policy Studies, Brussels (with many representatives of EU Commission), 2016

### **INVITED TALKS, SEMINARS, DISCUSSIONS (since 2014)**

2022: University of East Anglia, Research Seminar

2021: Keynote lecture on Digital Platform Ecosystems, University of Passau

TAISIG Talks, Tilburg

TILEC Workshop on the Economics of Patents and Standards (Discussant)

CLEEN Conference 2021, U East Anglia (Discussant)

Working group on Regulation of Platforms, U Paris-Dauphine, Research seminar

Workshop on Data Commons, German Federal Ministry of Labor and Social Affairs

2020: Workshop Economic Governance and Organizations, Tilburg Law and Economics Center

Expert seminar “The Surplus Value of Religion,” University Centre Saint-Ignatius Antwerp

Conference “Should data shape private law? Between stereotypes and personalization”,

Tilburg Law School

2019: University of St. Gallen, Research seminar

Friedrich-Ebert-Stiftung, Berlin

TILTING Perspectives, Tilburg

- 2018: “Governance of Platform Markets in the ‘Big data’ era,” Workshop at Mannheim U  
Workshop on Behavioral Industrial Organization, Tinbergen Institute, Amsterdam  
CUNEF, Research seminar, Madrid  
Tilburg Institute for Law, Technology, and Society, Research seminar
- 2017: Workshop on Behavioral Industrial Organization, Amsterdam (Discussant)  
NHH Bergen, Research seminar  
USC Gould School of Law, Law and Social Science Workshop, Los Angeles  
Conference on “The Economics of Data Ownership, Access and Trade,” European  
Commission and Toulouse School of Economics, Brussels  
University Paris-Dauphine, Governance and Regulation research seminar  
Telecom ParisTech, Research Seminar, Paris  
University of Liège, Economics research seminar
- 2016: “Competition policy in data-driven ecosystems,” CERRE Private Seminar, Brussels  
ETH Zürich, Law & Economics Seminar  
Data Science Center Tilburg, Research Seminar
- 2015: Workshop on Institutions and Organizations, UPF, Barcelona  
CLEEN Meeting, Tilburg (Discussant)  
Competition Workshop on “Platforms & Vertical Restraints”, Economics Ministry, The Hague
- 2014: University of Florence Economics Seminar  
University of Siena, Economics Seminar  
Private Orderings Conference, Oxford University  
A4Cloud General Meeting, Tilburg  
5<sup>th</sup> Development Economics Workshop, Tilburg (Discussant)  
CPB Seminar, Den Haag

#### **REFEREED CONFERENCES (since 2014)**

- “Governance of Data Sharing: a Law and Economics Approach”  
*International Joseph Schumpeter Society Conference, Luiss, Rome, 2021*  
*Society for Institutional & Organizational Economics, Online, 2021*
- “The Proper Scope of Government in Hospitals”  
*Society for Institutional & Organizational Economics, MIT, 2020 (cancelled)*
- “Big Data and Democracy”  
*Digital Economics Conference, Toulouse 2020*  
*European Economic Association, Manchester, 2019*  
*Society for Institutional & Organizational Economics, Stockholm, 2019*  
*FSR C&M Annual Scientific Seminar on “Media and the Digital Economy”, Florence, 2019*  
*Media Economics Workshop, Salento (Italy), 2018*
- “Understanding Classification Institutions”  
*Society for Institutional & Organizational Economics, HEC Montreal, 2018*
- “Clash of Classification Institutions”  
*4<sup>th</sup> Workshop on Relational Contracts, U Chicago, 2018*  
*Association for the Study of Religion, Economics, and Culture (ASREC), Chapman U, 2018*  
*The Life & Legacy of Douglass North: Celebrating the 25th Anniversary of North's Nobel Prize in Economics, Mercatus Center, George Mason U, 2018*  
*Society for Institutional & Organizational Economics, Columbia U, NYC, 2017*
- “Competing with Big Data”  
*Understanding the Costs and Benefits of the Platform Economy: Implications for Developing Asia, Manila (Philippines), 2019*  
*European Economic Association, Cologne, 2018*  
*ZEW Conference on Information and Communication Technologies, Mannheim, 2017*  
*European Association for Research in Industrial Economics (EARIE), Maastricht, 2017*  
*Standing Group on Regulatory Governance of the European Consortium for Political Research (ECPR), Tilburg, 2016*  
*Society for Institutional & Organizational Economics, Sciences Po, Paris, 2016*
- “Religion & Moral Attitudes”

- Society for Institutional & Organizational Economics, Sciences Po, Paris, 2016*  
“Consumers’ Privacy Choices in the Era of Big Data”  
*14th ZEW Conference on Information and Communication Technologies, Mannheim, 2016*  
*Workshop “Industrial Organization in the Digital Economy”, Louvain-la-Neuve, 2016*  
*International Society for New Institutional Economics (ISNIE), Harvard U, 2015*  
*9th Competition Law and Economics European Network (CLEEN) Workshop, 2015*  
“Believing in Making a Difference”  
*International Society for New Institutional Economics (ISNIE), Harvard U, 2015*  
“Trusting Privacy in the Cloud”  
*International Society for New Institutional Economics (ISNIE), Duke U, 2014*  
*Conference on “Norms Actions and Games,” King’s College, London, 2014*  
“Business Associations, Lobbying, and Endogenous Institutions”  
*Social Norms and Institutions, Ascona, 2015*  
*Italian Economic Association, Trento, 2014*  
*International Society for New Institutional Economics (ISNIE), Duke U, 2014*  
*European Association for Research in Industrial Economics (EARIE), Milan, 2014*

## **REVIEWING**

American Economic Journal: Microeconomics, Annals of Public and Cooperative Economics, B.E. Journal of Economic Analysis & Policy, Communications & Strategies, Econometrica, Economica, European Economic Review, European Journal of Political Economy, ICIS 2021, Information Economics and Policy, International Journal of Industrial Organization, Journal of Banking & Finance, Journal of Comparative Economics, Journal of Competition Law & Economics, Journal of Development Economics, Journal of Economic Behavior & Organization, Journal of Economics & Management Strategy, Journal of Empirical Legal Studies, Journal of Health Economics, Journal of Institutional and Theoretical Economics, Journal of Law, Economics & Organization, Journal of Legal Studies, Journal of Management Studies, Journal of Public Economic Theory, Labour Economics, Management Science, Netnomics, Public Choice, RAND Journal of Economics, Research Policy, Review of Economic Studies, Review of Network Economics, Southern Economic Journal, Telecommunications Policy, Voluntary Sector Review

## **CONFERENCE ORGANIZATION, SERVICE TO THE PROFESSION**

- SIOE Editor*: in charge of contents at and structure of SIOE.org (Society for Institutional & Organizational Economics), 2014-  
*Organizer* of TILEC-GovReg Workshop on “Governance of Big Data and AI: Economic, Legal, and Political Challenges” (Keynotes: Antoine Bordes (Facebook Research), Ruben Durante (U Pompeu Fabra), Viktor Mayer-Schönberger (Oxford), Molly Roberts (UC San Diego)), 2019  
Society for Institutional & Organizational Economics annual conference, HEC Montreal 2018:  
*Program Executive Committee Member*  
*Organizer* of TILEC-GovReg Workshop on “Economic Governance of Data-driven Markets” (Keynotes: Yochai Benkler (Harvard), Paul Seabright (Toulouse), Joshua Tucker (NYU), Marshall van Alstyne (Boston U)), 2017  
*Organizer* of TILEC Workshop on “Economic Governance and Social Preferences” (Keynotes: Roland Bénabou (Princeton), Simon Gächter (Nottingham), Avner Greif (Stanford), Mark Ramseyer (Harvard)), 2015  
International Society for New Institutional Economics annual conference, Harvard University, 2015:  
*Program Committee Member*  
International Society for New Institutional Economics annual conference, Duke University, 2014:  
*Program Committee Member*  
Workshop on “Economics of Security in the Cloud,” CloudCom 2013, Bristol: *Program Committee Member*  
*Organizer* of TILEC Workshop on “Economic Governance and Organizations” (Keynotes: Luis Garicano (LSE), Henry Smith (Harvard), Henry Hansmann (Yale), Guido Tabellini (Bocconi)), 2013

International Society for New Institutional Economics annual conference, Florence, 2013: *Program Committee Member*

*Organizer* of session at AEA meetings 2012 (Chicago) on “Legal and Economic Foundations of Organization” (Papers by Gillian Hadfield/Barry Weingast, Steve Tadelis/Oliver Williamson, Benjamin Hermalin/Michael Katz, Scott Masten/Jens Prüfer)

*Organizer* of TILEC Workshop on “Economic Governance and Competition: The Pros and Cons of Private Ordering in the Shadow of the Law” (Keynotes: Lisa Bernstein (Chicago), Avinash Dixit (Princeton), Robert Gibbons (MIT), Bentley MacLeod (Columbia)), 2010

#### **DEPARTMENTAL & FACULTY SERVICE**

Academic Director, MSc in Economics, Tilburg University, 2016-  
(ranked *Best MSc Economics program in the Netherlands* (out of 9) in each year since 2017  
(*National Student Enquete, Elsevier & Keuzegids* rankings))

Member of Recruitment Committee for Assistant Professor (Department of Economics), 2021

Member of Recruitment Committee for TILEC Director (TILEC & Department of Economics), 2021

Member of Education Committee of Research Master program in Economics, 2019-

Member of Recruitment Committee for Lecturers (Department of Economics), 2019

Head of Recruitment Committee (TILEC: “Economic Governance of Data-driven Markets”), 2017/18

Education Coordinator Microeconomics, CentER Graduate School, Tilburg University, 2011-2016

Host of TILEC visitor Peter Leeson, George Mason University, 2010

Member of Job Market Committee (Department of Economics), 2008-09

IO Reading Group, Organizer, 2007-2009

Host of TILEC visitor Dean Williamson, U.S. Department of Justice, 2008

Host of TILEC visitor Scott Masten, University of Michigan, 2007

Member of Advice Committee Reform Bachelor Programme in Economics, 2007

Member of Job Market Committee (Department of Economics/TILEC), 2006-07

Assistant to the Dean of Education (Goethe University Frankfurt), 2004-05

#### **PERSONAL**

Date of birth: May 18, 1975

Citizenship: German

Married to [Patricia Prüfer](#); three children (born 2002, 2005, and 2010)