

CURRICULUM VITAE

MARKUS LANG

PERSONAL DETAILS

Date of Birth: September 13, 1978
Nationality: German
Tel.: +41 44 634 53 11
Fax: +41 44 634 53 29
Email: markus.lang@business.uzh.ch

CURRENT ACADEMIC POSITIONS

03/09 – present **University of Zurich (Switzerland)**
Department of Business Administration, Chair of Services & Operations Management,
Senior Teaching and Research Associate

PREVIOUS POSITIONS

04/11 – 05/11 **École Supérieure de Commerce de Paris (ESCP), Campus Berlin (Germany)**
Chair of Human Resource Management & Intercultural Leadership, Visiting Research
Fellow

11/08 – 05/09 **Universitat Pompeu Fabra, Barcelona (Spain)**
Department of Economics and Business, Visiting Research Fellow

02/08 – 06/08 **University of California at Berkeley (USA)**
Haas School of Business, Visiting Scholar, invited by Prof. Oliver E. Williamson

09/07 – 02/08 **University of Lausanne (Switzerland)**
Department of Econometrics and Political Economy (DEEP), Visiting Research Fellow

12/04 – 03/09 **University of Zurich (Switzerland)**
Department of Business Administration, Teaching and Research Associate

04/01 – 12/04 **University of Ulm (Germany)**
Faculty of Mathematics and Economics, Teaching Assistant

EDUCATION

12/04 – 03/09 **University of Zurich (Switzerland)**
Ph.D. in Management and Economics, Dr. oec. publ., *summa cum laude*
Supervisor: Prof. Helmut Dietl, Co-Supervisor: Prof. Egon Franck

01/07 – 02/08 **Study Center Gerzensee (Switzerland)**
Postgraduate Program in Microeconomics and Econometrics (Prof. M. Dewatripont,
Prof. B. Honoré, Prof. J. Moore, Prof. J.-C. Rochet, Prof. K. Schmidt, Prof. M. Watson)

10/98 – 12/04 **University of Ulm (Germany)**
Studies of Mathematics and Business Administration, Dipl.-Math. oec. („Master Degree“
equivalent), *summa cum laude*

09/01 – 07/02 **University of Valencia (Spain)**
Department of Applied Mathematics, Studies Abroad with DAAD Exchange Program

FIELDS OF RESEARCH

Game Theory, Contest Theory, Regulation of Network Industries, Sports Economics, Organization Theory, Operations Strategies, Agent-based Computational Models

GRANTS/SCHOLARSHIPS

- Postdoctoral Research Grant from the Ecoscientia Foundation and the Foundation for the Advancement of Young Scientists (FAN) of the Zürcher Universitätsverein (75'000 CHF)
- Research Grant from the Research Fund of the University of Zurich (45'828 CHF)
- Scholarship of e-fellows, Scholarship of Professor Bamann Academic Foundation

REFEREEING ACTIVITIES

Management Research Review, Journal of Industrial Economics, Labour Economics, Journal of Institutional and Theoretical Economics, European Journal of Political Economy, Southern Economic Journal, Public Finance Analysis, Journal of Sports Economics, International Journal of Sport Finance, Competition and Regulation in Network Industries, BE Journal of Theoretical Economics.

TEACHING EXPERIENCE

- Lectures and Seminars on Bachelor and Master Level in Services and Operations Management, Sports Management and Sports Economics.
- Supervision of Bachelor and Master Theses.

PROFESSIONAL EXPERIENCE

Since 09/08	Swiss Economics AG, Zurich (Switzerland) Consultant for Regulatory Strategies, Regulatory Development and Strategy Development
07/08	Research on Poverty Alleviation REPOA, Dar-es-Salaam (Tanzania) Research Fellow in Project "The Productive Poor: A Study of Entrepreneurship and Pro-poor Development in Sub-Saharan Africa" in Cooperation with the Norwegian School of Economics and Business Administration (NHH), REPOA and PRIDE
10/03 – 12/03	BSH Bosch and Siemens Group, Saragossa (Spain) Internship as Production Controller

ADDITIONAL INFORMATION

Relevant IT Knowledge

Microsoft Office (Powerpoint, Word, Excel, Access), Mathematica, MATLAB, Stata, Eviews, Latex, Scientific Workplace, Visual Basic, C++, Oberon, Modula 2 and SAP

Languages

German (native speaker), English (full professional proficiency), French (full professional proficiency), Spanish (professional working proficiency)

Interests

Politics, Photography, Chess, Literature, Cooking, Sailing, Basketball, Tennis and Travelling

PUBLICATIONS

Articles in Peer-Reviewed Journals

- “The Lead Factory Concept: Benefiting from an Efficient Knowledge Transfer” (with Patricia Deflorin, Helmut Dietl and Maike Scherrer-Rathje), forthcoming in Journal of Manufacturing Technology Management.
- “Salary Cap Regulation in Professional Team Sports” (with Helmut Dietl, Egon Franck and Alexander Rathke), forthcoming in Contemporary Economic Policy.
- “The Sugar Daddy's Game: How Wealthy Investors Change Competition in Professional Team Sports” (with Martin Grossmann and Philipp Theiler), forthcoming in Journal of Institutional and Theoretical Economics (JITE).
- “Gehaltsobergrenzen und Luxussteuern: Erkenntnisse aus dem professionellen Mannschaftssport” (with Helmut Dietl and Tobias Duschl), Swiss Journal of Business Research and Practice (Die Unternehmung), Sonderband 1, pp. 169-180 (2011).
- “Transitional Dynamics in a Tullock Contest with a General Cost Function” (with Helmut Dietl and Martin Grossmann), B.E. Journal of Theoretical Economics, Vol. 11, Issue 1, Article 17 (2011).
- “Executive Pay Regulation: What Regulators, Shareholders, and Managers Can Learn from Major Sports Leagues” (with Helmut Dietl and Tobias Duschl), Business and Politics, Vol. 13, Issue 2, Article 6 (2011).
- “The Combined Effect of Salary Restrictions and Revenue Sharing in Sports Leagues” (with Helmut Dietl and Alexander Rathke), Economic Inquiry, Vol. 49, Issue 2, pp. 447-463 (2011).
- “Competition and Welfare Effects of VAT Exemptions” (with Helmut Dietl, Christian Jaag and Urs Trinkner), B.E. Journal of Economic Analysis and Policy, Vol. 11, Issue 1, Article 19 (2011).
- “Competitive Balance and Revenue Sharing in Sports Leagues with Utility-Maximizing Teams” (with Helmut Dietl and Martin Grossmann), Journal of Sports Economics, Vol. 12, Issue 3, pp. 284-308 (2011).
- “Revenue Sharing and Competitive Balance in a Dynamic Contest Model” (with Helmut Dietl and Martin Grossmann), Review of Industrial Organization, Vol. 36, Issue 1, pp. 17–36 (2010).
- “RFID-based Entry into the German B2B Parcel Market and its Effect on Competitive Strategies, Prices and Market Shares: The Case of Red Parcel Post” (with Helmut Dietl, Martin Lutzenberger and Stephan Wagner), Journal of Strategic Management Education, Vol. 5, Issue 3–4, pp. 125–150 (2010).
- “Corruption in Professional Sumo: An Update on the Study of Duggan and Levitt” (with Helmut Dietl and Stephan Werner), Journal of Sports Economics, Vol. 11, Issue 4, pp. 383–396 (2010).
- “The Economic Consequences of Foreigner Rules in National Sports Leagues” (with Alexander Rathke and Marco Runkel), Région et Développement, Vol. 31, pp. 47–64 (2010).
- “The Effect of Luxury Taxes on Competitive Balance, Club Profits, and Social Welfare in Sports Leagues” (with Helmut Dietl and Stephan Werner), International Journal of Sport Finance, Vol. 5, Issue 1, pp. 41–51 (2010).
- “Social Welfare in Sports Leagues with Profit-Maximizing and/or Win-Maximizing Clubs” (with Helmut Dietl and Stephan Werner), Southern Economic Journal, Vol. 76, Issue 2, pp. 375–396 (2009).
- “The Effect of Salary Caps in Professional Team Sports on Social Welfare” (with Helmut Dietl and Alexander Rathke), B.E. Journal of Economic Analysis and Policy, Vol. 9, Article 17 (2009).
- “Governance of Professional Sports Leagues – Cooperatives versus Contracts” (with Helmut Dietl, Egon Franck and Tariq Hasan), International Review of Law and Economics, Vol. 29, Issue 2, pp. 127–137 (2009).
- “Revenue Sharing, Reserve Clause and Salary Caps in Professional Team Sports Leagues” (with Helmut Dietl, Egon Franck and Alexander Rathke), International Journal of Global Business and Economics, Vol. 2, Issue 1, pp. 44–50 (2009).
- “The Effect of Gate Revenue-Sharing on Social Welfare” (with Helmut Dietl), Contemporary Economic Policy, Vol. 26, Issue 3, pp. 448–459 (2008).
- “Overinvestment in Team Sports Leagues – A Contest Theory Model” (with Helmut Dietl and Egon Franck), Scottish Journal of Political Economy, Vol. 55, Issue 3, pp. 353–368 (2008).

- “Why Football Players may Benefit from the ‘Shadow of the Transfer System’” (with Helmut Dietl and Egon Franck), European Journal of Law and Economics, Vol. 26, Issue 3, pp. 129–151 (2008).

Articles in Peer-Reviewed Collections

- “Impact of VAT Exemptions in the Postal Sector on Competition and Welfare” (with Helmut Dietl, Christian Jaag, Martin Lutzenberger and Urs Trinkner), forthcoming in Reinventing the Postal Sector in an Electronic Age, edited by M. A. Crew and P. R. Kleindorfer. Cheltenham, UK: Edward Elgar.
- “Market Entry and Competitive Strategies in the German B2B Parcel Market” (with Helmut Dietl, Martin Lutzenberger and Stephan Wagner), Progress in the Competitive Agenda in the Postal and Delivery Sector, edited by M. A. Crew and P. R. Kleindorfer. Cheltenham, UK, Edward Elgar, pp. 280–297 (2009).

Article Contributions to Books

- “Contest Theory and its Applications in Sports” (with Helmut Dietl, Egon Franck and Martin Grossmann), forthcoming in The Oxford Handbook of Sports Economics, edited by S. Shmanske and L. Kahane. New York, USA, Oxford University Press.
- “European and International Sports League Comparisons” (with Helmut Dietl and Rodney Fort), forthcoming in Handbook on International Sport Management and Policy, edited by Paul Downward. London, UK, Routledge.
- “The Institutional Differences between the US Major Leagues and the European Leagues: Implications for Salary Caps” (with Helmut Dietl, Egon Franck and Alexander Rathke), forthcoming in Economics of Sports Leagues: An International Perspective, edited by L. Lenten. Northampton, UK, Edward-Elgar.

Reports

- “Umsetzungsvarianten einer aktiven öffentlichen FTTH-Policy für die Schweiz” (with Matthias Finger, Christian Jaag, Martin Lutzenberger and Urs Trinkner), Study on behalf of Sunrise (2009).
- “Bestimmung des Regulierungsbedarfs aus ökonomischer Sicht: Angemessenheit und Folgen einer funktionalen oder strukturellen Trennung von Swisscom” (with Matthias Finger, Christian Jaag, Martin Lutzenberger and Urs Trinkner), Study on behalf of Swisscom AG (2008).

Books

- “The Economics of Professional Team Sports Leagues”, Shaker Publishing, Aachen, Germany (2009).

WORKING PAPERS

- “Incentive Effects of Bonus Taxes” (with Helmut Dietl, Martin Grossmann and Simon Wey), *ISU Working Paper Series No. 140* (2010), available at <http://ssrn.com/abstract=1683595>. Under review at RAND Journal of Economics.
- “The Effects of Increased Competition in a Vertically Separated Railway Market” (with Marc Laperrouza and Matthias Finger), *ISU Working Paper Series No. 131* (2010), available at <http://ssrn.com/abstract=1674920>. Under review at Journal of Industry, Competition and Trade.
- “A Contest Model of a Professional Sports League with Two-Sided Markets” (with Helmut Dietl, Egon Franck and Tobias Duschl), *ISU Working Paper Series No. 114* (2009), available at <http://ssrn.com/abstract=1500228>. Revise and resubmit at Journal of Economics and Statistics.
- “The Organizational Advantages of Cooperatives: Knowledge Generation, Knowledge Acquisition and Hold-up Mitigation” (with Helmut Dietl and Martin Grossmann), *ISU Working Paper Series No. 68* (2009), available at <http://ssrn.com/abstract=1416167>.

PEER-REVIEWED CONFERENCE PAPERS

- “Knowledge Transfer within Production Networks: An NK-Model Approach” (with Patricia Deflorin, Helmut Dietl and Eric Lucas):
 - *International Conference on Operations Research*, August 30-September 2, 2011, ETH Zurich, Switzerland.
- “Incentive Effects of Bonus Taxes” (with Helmut Dietl, Martin Grossmann and Simon Wey):

- *15th Annual Conference of "The International Society for New Institutional Economics (ISNIE)"*, June 16-18, 2011, Stanford University, USA.
- "Executive Pay Regulation: What Regulators, Shareholders, and Managers Can Learn from Major Sports Leagues" (with Helmut Dietl and Tobias Duschl):
 - *15th Annual Conference of "The International Society for New Institutional Economics (ISNIE)"*, June 16-18, 2011, Stanford University, USA.
- "A Contest Model of a Professional Sports League with Two-Sided Markets" (with Helmut Dietl, Egon Franck and Tobias Duschl):
 - *86th International Conference of the "Western Economic Association"*, June 29-July 3, 2011, San Diego, USA
 - *35. Workshop der "Kommission Organisation"*, February 23-25, 2011, Berlin, Germany.
- "The Effects of Bonus Taxes on Executive Pay in a Principal-Agent Model" (with Helmut Dietl, Martin Grossmann and Simon Wey):
 - *14th Congress for Personnel Economics*, February 9-11, 2011, Zurich, Switzerland.
- "The Effect of Access Charges on Social Welfare in the Railway Industry" (with Marc Laperrouza and Matthias Finger)
 - *European Transport Conference 2010*, October 11-13, 2010, Glasgow, UK.
- "Impact of VAT-Exemptions in the Postal Sector on Competition and Welfare" (with Helmut Dietl, Christian Jaag, Martin Lutzenberger and Urs Trinkner)
 - *18th CRRRI Conference on Postal and Delivery Economics*, June 2-5, 2010, Porvoo, Finland.
- "The Organizational Advantages of Cooperatives: Knowledge Generation, Knowledge Acquisition and Hold-up Mitigation" (with Helmut Dietl and Martin Grossmann)
 - *10th Annual Conference of the "European Academy of Management (EURAM)"*, May 19-22, 2010, Tor Vergata University, Rome, Italy
 - *34. Workshop der "Kommission Organisation"*, February 24-26, 2010, Berlin, Germany.
- "Competitive Balance and Revenue Sharing in Sports Leagues with Utility-Maximizing Teams² (with Helmut Dietl and Martin Grossmann)
 - *Third Biennial International Conference on "The Economics and Psychology of Football"*, May 29-30, 2010, Heythrop College, University of London, UK
 - *85th International Conference of the "Western Economic Association"*, June 29-July 3, 2010, Portland, USA
 - *25th Annual Congress of the "European Economic Association"*, August 23-26, 2010, Glasgow, UK.
- "A Contest Model of a Professional Sports League with Two-Sided Markets" (with Helmut Dietl, Egon Franck and Tobias Duschl)
 - *Second European Conference in Sport Economics*, October 5-6, 2010, Cologne, Germany.
 - *10th Annual Conference of the "European Academy of Management" (EURAM)*, May 19-22, 2010, Tor Vergata University, Rome, Italy.
- "The Knowledge Economics of Cooperatives" (with Martin Grossmann and Helmut Dietl)
 - *13th Annual Conference of "The International Society for New Institutional Economics (ISNIE)"*, June 18-20, 2009, University of California at Berkeley, Walter A. Haas School of Business, USA.
- "The Combined Effect of Salary Restrictions and Revenue Sharing on Club Profits, Player Wages and Competitive Balance" (with Helmut Dietl and Alexander Rathke)
 - *First European Conference in Sports Economics*, September 14-15, 2009, Paris, France
 - *84th International Conference of the "Western Economic Association"*, June 29-July 3, 2009, Vancouver, Canada
 - *International Conference on "Club Finances and Player Remuneration"*, April 4-5, 2009, Paderborn, Germany
- "Welfare Effects of Salary Caps in Sports Leagues with Win-Maximizing Clubs" (with Helmut Dietl, Egon Franck and Alexander Rathke):
 - *33. Workshop der "Kommission Organisation"*, February 25-27, 2009, Berlin, Germany
 - *GBDI 10th International Conference for Business and Economics*, October 12-15, 2008, Las Vegas, USA.

- “Market Entry and Competitive Strategies in the German B2B Parcel Market“ (with Helmut Dietl, Martin Lutzenberger and Stephan Wagner)
 - *18th CRRRI Conference on Postal and Delivery Economics*, May 28-31, 2008, Albufeira, Portugal.
- “Should Salary Caps be Implemented in the European Football Leagues?“ (with Helmut Dietl, Egon Franck and Alexander Rathke)
 - *Annual Conference of the “International Association of Sports Economists“*, May 9-10, 2008, Gijon, Spain.
- “The Effect of Salary Caps in Professional Team Sports on Social Welfare“ (with Helmut Dietl and Alexander Rathke)
 - *32. Workshop der “Kommission Organisation“*, February 21-22, 2008, Munich, Germany.
- “Forensic Econometrics: The Effect of Duggan and Levitt's Study on Corruption in Professional Sumo“ (with Helmut Dietl and Stephan Werner)
 - *32. Workshop der “Kommission Organisation“*, February 21-22, 2008, Munich, Germany.
- “The Impact of Gate Revenue Sharing on Social Welfare in Professional Team Sports“ (with Helmut Dietl)
 - *82nd International Conference of the “Western Economic Association“*, June 29 – July 3, 2007, Seattle, USA.
- “The Impact of Salary Caps on Social Welfare in a Professional Sports League“ (with Helmut Dietl and Alexander Rathke)
 - *International Conference at BASPO*, May 11-12, 2007, Magglingen, Switzerland.
- “Why Redistribution Doesn't Matter for Competitive Balance: A Dynamic Team Sports Model“ (with Martin Grossmann and Helmut Dietl)
 - *81st International Conference of the “Western Economic Association“*, June 29 – July 3, 2006, San Diego, USA.
- “The Role of Transfer Restrictions in Professional Football“ (with Helmut Dietl and Egon Franck)
 - *International Conference of the “Eastern Economic Association“, February 24-26, 2006, Philadelphia, USA.*
- “Overinvestment in European Football Leagues“ (with Helmut Dietl and Egon Franck)
 - *34th International Conference of Economists, September 26 -28, 2005, Melbourne, Australia.*