

Ambre Nicolle

Ludwig Maximilian University
Munich School of Management
Institute for Strategy, Technology and Organization
Kaulbachstr. 45, 80539 Munich
Germany

Phone: +49 (0)89 2180 6110
Email: a.nicolle@lmu.de
Website: ambrenicolle.com

Current Position

- 09/2022 - Assistant Professor (Akademische Rätin, Fixed-Term Contract)
Institute for Strategy, Technology and Organization
LMU School of Management
Ludwig Maximilian University (LMU), Germany.
- 10/2024 - Deputy Head of the Institute for Strategy, Technology and Organization
(Head: Tobias Kretschmer).

Research Experience

- 12/2020 – 09/2022 Assistant Professor (Enseignant-Chercheur)
*Center for Research in Economics and Statistics (CREST) &
École Nationale de la Statistique et de l'Analyse de l'Information (ENSAI),
France.*
- 10/2018 -11/2020 LMU Incoming Research Fellow (Post-doctoral researcher)
Supported by the Marie Skłodowska-Curie COFUND scheme
and LMU Munich's Institutional Strategy LMUexcellent
Institute for Strategy, Technology and Organization (ISTO)
Ludwig Maximilian University (LMU), Germany.
- 01/2020 - 03/2020 Visiting Researcher, Cambridge Judge Business School
University of Cambridge, United Kingdom.
- 12/2017 - 09/2018 Research Assistant, LabEx Entreprendre, *University of Montpellier.*
Visiting Researcher, *Telecom Paris, France.*
- 12/2014 - 11/2017 Research Assistant, Economic Research Department, *Orange, France.*
Visiting Researcher, *Telecom Paris, France.*

Education

- 2014- 2018 PhD in Economics, *University of Montpellier, France*
"Essays in Empirical Industrial Organization: Demand and Supply in the
Mobile Telecommunications Markets". Main advisors: Edmond Baranes
(*University of Montpellier*) and Lukasz Grzybowski (*University of Warsaw
& University of Cape Town*).
- 2012-2014 Masters in Economics, *University of Montpellier, France.*
- 2009-2012 Bachelor in Economics and Management, *University of Perpignan, France.*

Research Projects

Publications

Displacement and complementarity in the recorded music industry: Evidence from France (2023), joint with Marc Ivaldi, Frank Verboven and Jiekai Zhang. Published in *Journal of Cultural Economics*, 1-52. [VHB Jourqual 2024 B; CharteredABS AJG 2; CNRS EcoGé B]

Estimating consumer inertia in repeated choices of smartphones (2021), joint with Lukasz Grzybowski. Published in *Journal of Industrial Economics*, 69: 33-82. [VHB Jourqual 2024 B; CharteredABS AJG 3; CNRS EcoGé A]

Assessing fifteen years of State Aid for broadband networks in the European Union: a quantitative analysis (2020), joint with Marc Bourreau and Richard Feasey. Published in *Telecommunications Policy*, 44(7), 101974. [VHB Jourqual 2024 C; CharteredABS AJG 1; CNRS EcoGé C]

Impact of competition, investment, and regulation on prices of mobile services: Evidence from France (2018), joint with Lukasz Grzybowski and Christine Zulehner. Published in *Economic Inquiry*, 56(2), 1322-1345. [VHB Jourqual 2024: Not listed; CharteredABS AJG 3; CNRS EcoGé A]

Working papers

Platform competition and strategic trade-offs for complementors: Heterogeneous reactions to the entry of a new platform, joint with Johannes Loh. Second Revise and Resubmit at *Strategic Management Journal*. [VHB Jourqual 2024 A+; CharteredABS AJG 4*; CNRS EcoGé A]

Are consumers myopic? Evidence from handset and mobile services choices. Single authored. Revise and Resubmit at *Journal of Industrial Economics*. [VHB Jourqual 2024 B; CharteredABS AJG 3; CNRS EcoGé A]

Strategic Confusopoly: Evidence from the UK mobile market, joint with Christos Genakos and Tobias Kretschmer. Revise and Resubmit at *Strategy Science* [VHB Jourqual 2024 B; CharteredABS AJG 3; CNRS EcoGé B]

Threats, Bans, and Competition: Ripple Effects in the Global Smartphone Market. Single authored.

Work-in-progress

Competition in the Gaming Industry & All-You-Can-Play Services, joint with Johannes Loh.

When Knowledge Sharing Turns Tough: The Impact of Contributor Behavior on Community Participation, with Tobias Kretschmer and Sophia Wetzler.

Awards and Grants

2024	<i>LMU</i> Mentoring Program, <i>LMU</i> PostDoctoral Support Funds [3k€] <i>LMU</i> PostDoctoral Support Funds Conference [1k€] Nomination for the CSIG 2024 Best Proposal Awards (SMS 2024) with Johannes Loh.
2023	<i>LMU</i> PostDoctoral Support Funds Conference [2k€] Nomination for the SMS Annual Conference Best Paper Prize (SMS 2023) with Johannes Loh.
2021-2022	Cooperation Funds from <i>Ludwig Maximilian University</i> (LMU) [Principal investigator, 5k€].
2019-2021	Grant from the French Ministry of Culture for the project “Recorded Music Consumption in the Digital Era”, joint with Marc Ivaldi (<i>Toulouse School of Economics</i>), Frank Verboven (<i>KU Leuven</i>) and Jiekai Zhang (<i>Hanken School of Economics</i>) [22k€].
2019	Listed in the Top 15 Reviewers by the <i>International Journal of Industrial Organization</i> .
2019	Honorable Mention for the Best PhD Thesis in Digital Economics Award, granted by the French Association for Research in Digital Economics (AFREN).
2018	Incoming Research Fellowship from <i>Ludwig Maximilian University</i> (LMU) for the research project “Consumer Behavior in Markets with Complex Pricing”. Program co-financed by the Marie Skłodowska COFUND scheme of the European Union’s Framework Program for Research “Horizon 2020. Three years fellowship, start-up funding and annual allowance for travel and material expenses [Principal investigator, 55k€].
2016	Selected for the Rising Star session at EARIE 2016.

Presentations (*scheduled)

Invited talks

2025*	Platforms, Markets, and the Digital Society, Seminar of the <i>Weizenbaum Institute for the Networked Society</i> , Berlin, Germany.
2024	Game Changers: The Business of Games, <i>University of Galway, Ireland</i> . Applied Economics Seminar, <i>University of Bristol, UK</i> Research Seminar, <i>University of Freiburg, Germany</i>

- 2023 LIEN Seminar, Economix, *University Paris Nanterre*, France; LEDa's Seminar, *University Paris Dauphine – PSL*, Paris, France; Brownbag Seminar, *Julius-Maximilians-Universität Würzburg*, Germany.
- 2022 Digital Economics Seminar (jDES) organized by *UC Louvain*, *Telecom Paris*, and the *University of Bologna*.
- 2021 CERNA *Mines-ParisTech* Lunch Seminar, France.
- 2016-2020 Economics and Policy Seminar, *Cambridge Judge Business School*, United Kingdom. CREM Seminar, *University of Rennes 1*, France. Centre on the Regulation in Europe (CERRE): Presentation of the report “State Aid for Broadband Networks”, Belgium. Law, Institutions and Economics in Nanterre (LIEN) Seminar, Economix, *University Paris Nanterre*, France. DigiWorld Spring Session “Homo digitalis au coeur de la recherche”, France. Liège Competition and Innovation Institute (LCII) Seminar, *HEC Liège*, Belgium.

Conferences

- 2024 3EN Rennes, France
Digital Platform Ecosystem Forum, Passau, Germany
- 2023 AOM Annual Meeting, Boston, US.
3EN Avignon, France.
European Digital Platform Research Network Summit, Milan, Italy.
Strategy Science Conference, Munich, Germany.
14th Paris Conference on Digital Economics, Paris, France.
- 2016-2022 JMA, Rennes, France; AFSE, Dijon, France; EARIE, Vienna, Austria. 3EN Palaiseau, France ; Competition and Innovation Summer School, Ulcinj, Montenegro; 3EN, La Rochelle, France; EARIE, Barcelona, Spain. Munich Summer Institute, Munich, Germany (Poster); IIOC, Indianapolis, USA ; ORG Seminar, Munich, Germany; TIME Seminar, Munich, Germany. EARIE, Maastricht, Netherlands; ITS, Passau, Germany; ZEW Summer Workshop for Young Economists, Mannheim, Germany. ITS, Cambridge, UK; EARIE, Lisbon, Portugal ; JMA, Besançon, France ; 3EN, Nice, France. 3EN Rennes, France.

- Discussions* TIME Colloquium, Munich (2024), Research on Innovation, Science and Entrepreneurship Workshop – RISE (2023)*Munich Summer Institute PhD Workshop (2023), TIME Colloquium, Munich (2023); Munich Summer Institute PhD Workshop (2022); Paris Conference on Digital Economics (2021); Research on Innovation, Science and Entrepreneurship Workshop – RISE (2019); Munich Summer Institute - MSI (2019); Paris Conference on Digital Economics (2018); Paris Young Economists Seminar (2018).

Teaching Experience (*scheduled)

Lectures

PhD Level
Quantitative Methods for Causal Inference (2025*). *LMU Munich*, Germany (22h).

Master Level
Panel Data Econometrics (2021, 2022). *ENSAI*, France (24h).

Digital Economics (2021, 2022). *ENSAI*, France (12h).

Discrete choice models (2022). *ENSAI*, France (5h).

Undergraduate Level
Management and Economics of Platforms (2019, 2020, 2024). *LMU Munich*, Germany (10h).

Managerial Economics (2023). *KU Leuven*, Belgium (21h).

Open Online Courses & Digital Teaching

Digital Markets and Platforms (2024-), Virtuelle Hochschule Bayern & LMU Munich. Massive Online Course developed with Tobias Kretschmer (about 15h of video content)

Theses supervision

[Bachelor and Master Theses] About 25 students from *LMU Munich*, *EM Lyon*, *ENS Cachan*.

[Professional Theses] About ten students supervised at *ENSAI*.

Professional service and membership

Ad hoc reviewer for *Management Science* (1), *Strategic Management Journal* (1), *International Journal of Industrial Organization* (2), *Journal of the European Economic Association* (2), *European Economic Review* (1), *Journal of Competition Law & Economics* (2), *Information Economics and Policy* (1) *Academy of Management Perspectives* (2), *Review of Managerial Science*, (1), *Annals of Economics and Statistics* (1), *American Mathematical Monthly* (1) *Japan & The World Economy* (1), and for *AOM* and *SMS* Annual Conferences (>10).

Member of the *European Management Review* Editorial Board since March 2023.

Member of the French Association for Research in Digital Economics (AFREN) since 2015. Member of the board since 2023.

Guest lectures and Seminars

Empirics of Organizations (2018, 2020, 2022, 2023) *LMU Munich*, Germany (6h)

New products: from ideas to market (2022). *LMU Munich*. Graduate Level (4h).

Research Methods (2022). *ENSAI*, France. Undergraduate level (3h).

Introduction to Econometrics with R (2017-2022). *Telecom Paris*, France. Graduate level (3h).

Introduction to Game Theory (2017-2022) *Telecom Paris*, France. Graduate level (3h).

Tutorials

Management and Economics of Platforms (2019, 2020, 2023), *LMU Munich*, Germany. Undergraduate level (20h).

Managerial Economics (2019, 2020, 2021), *EM Lyon*, France. Graduate level (9h).

Introduction to Industrial Organization (2016). *Telecom Paris*. Graduate level (6h).

Former member of the Scientific Committee of the research network MARSOUIN (2021-2022) and of the Young Center for Advanced Studies of LMU Munich (2018-2020).

Coordination roles at the LMU School of Management:

Study coordinator of the Postgraduate Doctoral Program (MBR) from August 2023 to September 2024.

Coordinator of the MBR and PostDoc Funds from January 2023 to September 2024.

Co-organizer of:

Munich Summer Institute PhD Workshop (2023, 2024, 2025*)

The ENSAI's Economic Days (2022)

The 5th Digital Economics Summer School 3EN-AFREN, *University of Montpellier* (2018).

Computer skills & Languages

Computer skills

Advanced: Stata, LATEX

Intermediate: Web scraping with Python

Basic: R, Mathematica

Languages

French: Native

English: Fluent

German: A2

Spanish: A1