

**Ambre Nicolle**

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**Current Position** (as of September 2025)

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09/2025 – Assistant Professor (with tenure) | Enseignant-Chercheur  
Centre for Industrial Economics, *MINES Paris – PSL*, France

**Past Positions**

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09/2022 – 08/2025 Assistant Professor | Akademische Rätin  
Institute for Strategy, Technology and Organization, LMU School of  
Management, *Ludwig Maximilian University* (LMU), Germany.  
  
Deputy Head of the Institute for Strategy, Technology and Organization,  
*LMU* [10/2024 – 08.2025]

12/2020 – 09/2022 Assistant Professor (Tenure-Track) | 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 Post-doctoral researcher (LMU Incoming Research Fellow)  
Marie Skłodowska-Curie COFUND scheme and 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**

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2014 – 2018 PhD in Economics, *University of Montpellier*, France  
Dissertation: “Essays in Empirical Industrial Organization: Demand and  
Supply in the Mobile Telecommunications Markets”.  
Advisors: Edmond Baranes and Lukasz Grzybowski.  
Thesis committee: Grazia Cecere and Frank Verboven (as reviewers),  
Toker Doganoglu, Tobias Kretschmer, and Thierry Pénard (as examiners).

2012 – 2014 Masters in Economics, *University of Montpellier*, France.

2009 – 2012 Bachelor in Economics and Management, *University of Perpignan*, France.

## Research Projects

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### Publications

- [1] 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. [CNRS EcoGé B]
- [2] Estimating consumer inertia in repeated choices of smartphones (2021), joint with Lukasz Grzybowski. Published in *Journal of Industrial Economics*, 69: 33-82. [CNRS EcoGé A]
- [3] 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. [CNRS EcoGé C]
- [4] 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. [CNRS EcoGé A]

### Working papers

- [5] Platform competition and strategic trade-offs for complementors: Heterogeneous reactions to the entry of a new platform, joint with Johannes Loh. Second-round Revise and Resubmit at *Strategic Management Journal*. [CNRS EcoGé A]
- [6] Are consumers myopic? Evidence from handset and mobile services choices. Single authored. Revise and Resubmit at *Journal of Industrial Economics*. [CNRS EcoGé A]
- [7] Strategic Confusopoly: Evidence from the UK mobile market, joint with Christos Genakos and Tobias Kretschmer. Revise and Resubmit at *Strategy Science*. [CNRS EcoGé B]
- [8] Threats, Bans, and Competition: Ripple Effects in the Global Smartphone Market. Single authored.
- [9] Competition in the Gaming Industry & All-You-Can-Play Services, joint with Johannes Loh.

### Work-in-progress

- [10] When Knowledge Sharing Turns Tough: The Impact of Contributor Behavior on Community Participation, with Tobias Kretschmer and Sophia Wetzler.
- [11] Quantifying the Side Effects of Trade Sanctions: Evidence from the European Smartphone Market, joint with Shiyuan Li and Frank Verboven.

## Grants

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### Major Grants

2025 – 2026

Grant from the Research in Strategic Management Program from the Strategy Research Foundation (SRF) of the Strategic Management Society. [Principal investigator, ~25k\$].

Project: “Corporate Strategy in the Platform Economy: Organizations of Organizations and Competitive Dynamics”. Co-Investigator: Johannes Loh (*VU Amsterdam*).

2019 – 2020	Grant from the French Ministry of Culture [Co investigator, 22k€]. 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> )
2018 – 2021	Incoming Research Fellowship from <i>Ludwig Maximilian University</i> (LMU) [Principal investigator, 55k€]. 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.

#### *Other Grants*

2025: *LMU* Mentoring Program [1.5k€]; *LMU* PostDoctoral Support Funds [~4k€]. 2024: *LMU* Mentoring Program [1.7k€]; *LMU* PostDoctoral Support Funds [~3k€]. 2023: *LMU* PostDoctoral Support Funds [~2k€]. 2021-2022: Cooperation Funds from *Ludwig Maximilian University* (LMU) [5k€].

#### **Awards and Honors**

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2025	Best Reviewer Award from <i>Academy of Management Perspectives</i> .
2024	Nomination for the CSIG 2024 Best Proposal Awards (SMS 2024) with Johannes Loh.
2023	Nomination for the SMS Annual Conference Best Paper Prize (SMS 2023) with Johannes Loh.
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).
2016	Selected for the Rising Star session at EARIE 2016.

#### **Presentations** (\*scheduled)

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##### *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*

- 2025 DIW Digital Economy Workshop, Berlin, Germany; VU Ecosystem Day, Amsterdam, The Netherlands; AFSE Congress, Paris Saclay, France; EU DPRN\*, Madrid, Spain; 3EN Nanterre\*, France; AOM Annual Meeting\* Copenhagen, Denmark.
- 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)

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### Lectures

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#### *PhD Level*

- Quantitative Methods for Causal Inference (2025, 2026\*). *LMU Munich*, Germany, 22h.

#### *Master Level*

- Digital Platform Strategy (2025\*). *Mines Paris- PSL*, France, 35h.
- 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

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

### Tutorials

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- Management and Economics of Platforms (2019, 2020, 2023, 2025), *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).

### Guest lectures and Seminars

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- Presentations and Reports (2023-2025), *LMU Munich*, Germany.
- 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).

### Theses supervision

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

[Professional Theses] Supervised more than 10 professional theses at ENSAI.

## Professional service and membership

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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.

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\*)

ENSAI's Economic Days (2022)

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

### **Computer skills & Languages**

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#### *Computer skills*

Advanced: Stata, LATEX

Intermediate: Web scraping with Python

Basic: R, Mathematica

#### *Languages*

French: Native

English: Fluent

German: A2; Spanish: A1