

Ambre Elsas-Nicolle

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Current Position

07/2026 – Associate Professor | Enseignante-Chercheuse
Centre for Economics and Public Decisions, *Mines Paris – PSL*, France

Past Positions

09/2025 – 06/2026 Assistant Professor (with tenure) | Enseignante-Chercheuse
Centre for Economics and Public Decisions, *Mines Paris – PSL*, France

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 [2024 – 2025]

12/2020 – 09/2022 Assistant Professor (tenure-track) | Enseignante-Chercheuse
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

2026 Habilitation à Diriger des Recherches (HDR) in Economics
Mines Paris, *Université Paris Sciences et Lettres*
“*Platforms, Strategic Choices, and Consumer Behavior in Digital Markets*”

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 (*Telecom Paris*, now
University of Warsaw & University of Cape Town).

2012-2014	Masters in Economics, <i>University of Montpellier</i> , France.
2009-2012	Bachelor in Economics and Management, <i>University of Perpignan</i> , France.

Research Projects

Publications

- [1] Platform competition and strategic trade-offs for complementors: Heterogeneous reactions to the entry of a new platform (2026), joint with Johannes Loh. Published in *Strategic Management Journal*.
- [2] Strategic Confusopoly: Evidence from the UK mobile market (2025), joint with Christos Genakos and Tobias Kretschmer. Published in *Strategy Science*.
- [3] 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*, 48(1), 43-94.
- [4] Estimating consumer inertia in repeated choices of smartphones (2021), joint with Lukasz Grzybowski. Published in *Journal of Industrial Economics*, 69: 33-82.
- [5] 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.
- [6] 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.

Working papers

- [7] Are consumers myopic? Evidence from handset and mobile services choices. Single authored. Revise and Resubmit at *Journal of Industrial Economics*.
- [8] Threats, Bans, and Competition: Ripple Effects in the Global Smartphone Market. Single authored. Revise and Resubmit at *International Journal of Industrial Organization*.
- [9] Who Bears the Costs of Technology Sanctions? Evidence from Global Smartphone Markets, joint with Shiyuan Li and Frank Verboven. *CEPR Discussion Paper n°21405*.
- [10] Competition-as-a-Service: How subscription bundles reshape platform competition and complementor performance, joint with Johannes Loh.
- [11] Is There (Still) Anybody Out There? Online Forums in the Age of Generative AI, joint with Ralf Elsas-Nicolle.
- [12] Staying for Discovery, Monetizing Elsewhere: Platform Governance and Complementor Bypassing, joint with Raphaela Andres, Michelangelo Rossi, and Mark Tremblay.

Work-in-progress

- [13] My fault – Your fault: Knowledge-Seeking Frictions in Online Communities, joint with Tobias Kretschmer and Sophia Wetzler.

Book

Digital Markets and Platforms. Textbook co-authored with Tobias Kretschmer. Forthcoming, *MIT Press* (Winter 2027).

Policy reports and briefs

Confusopoly unveiled: How firms use complexity to raise prices, co-authored with Christos Genakos et Tobias Kretschmer.	[2025] VoxEU Column, Centre for Economic Policy Research (CEPR). [2022] CentrePiece The magazine for economic performance (LSE).
Substitution et complémentarité de la consommation de musique enregistrée à l'ère du numérique, co-authored with Marc Ivaldi, Frank Verboven, and Jiekai Zhang.	[2021] Report for the Département des Etudes, de la Prospective, des Statistiques et de la Documentation (DEPS), Ministère de la Culture.
State aid for broadband infrastructure in Europe: Assessment & policy recommendations, co-authored with Marc Bourreau and Richard Feasey.	[2018] Report for the Centre on Regulation in Europe (CERRE).

Grants

Major Grants

2025-2028	Chaire de recherche Sciences Humaines et Sociales 2025. Grant from the <i>Région Ile de France</i> [Principal investigator, 150k€]. Project: "TNEF: Transformation Numérique des Entreprises Françaises : Facteurs d'Adoption, Impact des Politiques Publiques et Défis Règlementaires".
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 (<i>VU Amsterdam</i>).
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> , now <i>University of Southampton</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 of 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

2025	Best Reviewer Award, <i>Academy of Management Perspectives</i> . Best Reviewer Award, <i>Competitive Strategy Interest Group</i> , Strategic Management Society (SMS).
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	Best Reviewer Award, <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)

Invited talks

2027	GAEL Seminar, <i>Université Grenoble Alpes, France*</i>
2026	Ofcom's External Seminar, London, <i>UK</i> .
2025	Seminar of the Research Institute of Industrial Economics (IFN), <i>Stockholm, Sweden</i> ; Montpellier Research in Economics Seminar, <i>Montpellier, France</i> .
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, <i>University Paris Nanterre, France</i> ; LEDa's Seminar, <i>University Paris Dauphine – PSL, Paris, France</i> ; Brownbag Seminar, <i>Julius-Maximilians-Universität Würzburg, Germany</i> .
2022	Digital Economics Seminar (jDES) organized by <i>UC Louvain, Telecom Paris</i> , and the <i>University of Bologna</i> .
2021	CERNA Mines-ParisTech Lunch Seminar, <i>France</i> .
2016-2020	Economics and Policy Seminar, <i>Cambridge Judge Business School, United Kingdom</i> . CREM Seminar, <i>University of Rennes 1, France</i> . Centre on the Regulation in Europe (CERRE): Presentation of the report "State Aid for Broadband Networks", <i>Belgium</i> . Law, Institutions and Economics in Nanterre (LIEN) Seminar, Economix, <i>University Paris Nanterre, France</i> . DigiWorld Spring Session "Homo digitalis au coeur de la

recherche”, France. Liège Competition and Innovation Institute (LCII) Seminar, HEC Liège, Belgium.

Conferences

- 2026 Digital Economy Workshop, Athens, Greece; 3EN Nice, France; EARIE Mannheim*, Germany.
- 2025 DIW Digital Economy Workshop, Berlin, Germany; VU Ecosystem Day, Amsterdam, The Netherlands; EU DPRN Summit, Madrid, Spain; AFSE, Paris-Saclay, France; 3EN Nanterre, France; AOM Annual Meeting, Copenhagen, Denmark. WiP Workshop, PSL, Paris, France.
- 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 Paris Conference in Digital Economics (2026), EU-DPRN Madrid (2025), TIME Colloquium, Munich (2024), Research on Innovation, Science and Entrepreneurship Workshop (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 (2019); Munich Summer Institute (2019); Paris Conference on Digital Economics (2018); Paris Young Economists Seminar (2018).

Teaching Experience (*scheduled)

Lectures

PhD Level

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

Master Level

- Digital Platform Strategy (2025). *Mines Paris – PSL*, France (30h).

Guest lectures and Seminars

- Competition and Innovation Summer School, Montenegro (2026)
- Empirics of Organizations (2018, 2020, 2022, 2023) *LMU Munich*, Germany (6h).
- New products: from ideas to market (2022). *LMU Munich* (4h).

- 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 (15h of video content).

- Research Methods (2022). *ENSAI*, France. Undergraduate level (3h).
- Introduction to Econometrics with R (2017-2022). *Telecom Paris*, France (3h).
- Introduction to Game Theory (2017-2022) *Telecom Paris*, France (3h).

Tutorials

- Management and Economics of Platforms (2019, 2020, 2023), *LMU Munich*, Germany (20h).
- Managerial Economics (2019, 2020, 2021), *EM Lyon*, France (9h).
- Introduction to Industrial Organization (2016). *Telecom Paris* (6h).

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* (2), *Journal of Competition Law & Economics* (2), *European Management Review* (2), *Information Economics and Policy* (1), *Journal of Cultural Economics* (1), *Telecommunications Policy* (1), *Information Economics and Policy* (1) *Academy of Management Perspectives* (3), *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).

(Editorial) Boards:

- Member of the *European Management Review* Editorial Board since March 2023.
- Member of the *Academy of Management Perspectives* Editorial Board since August 2025.
- Member of the French Association for Research in Digital Economics (AFREN) board since 2023.

Coordination Roles at the LMU School of Management:

- Study coordinator of the Postgraduate Doctoral Program (MBR) of LMU School of Management from August 2023 to September 2024.
- Coordinator of the MBR and PostDoc Funds (LMU Munich) from January 2023 to September 2024.

Organization of Scientific Events:

- Atelier Doctoral, Mines Paris – PSL (every two weeks, 2025-today)

- Paris Digitization Day, Mines Paris – PSL (2026)
- AFREN's Digital Economics Doctoral Workshop (2025, 2026*)
- 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).

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).

Computer skills & Languages

<i>Computer Skills</i>	<i>Languages</i>
Advanced: Stata, LATEX	French: Native
Intermediate: Web scraping with Python	English: Fluent
Basic: R, Mathematica	German: A2
	Spanish: A1