

FRANZISKA KAISER

Postdoc at the University of Zurich
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Research interests Digitization, AI, Innovation, IP rights

Publications

- Kaiser, F., Cuntz, A., & Peukert, C. (2023). Batman Forever? The Role of Trademarks for Reuse in the US Comics Industry. *Research Policy*, 52(8), 104820.
 - Priem, M., Kaiser, F., & Schupp, J. (2020). "Zufriedener denn je - Lebensverhältnisse in Deutschland 30 Jahre nach dem Mauerfall." *Informationsdienst Soziale Indikatoren*, 64, 7-15.
 - Kaiser, F. (2020). "Diversity and Overlapping IP Rights in the Comic World." *WIPO Magazine*, 4.
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Working Papers

- [Strategic Behavior and AI Training Data](#) (with [Christian Peukert](#), [Florian Abeillon](#), [Jérémie Haese](#), [Alexander Staub](#))
 - Get Rich or Die Tryin': Concerts and the Digitization of Recorded Music (with [Christian Peukert](#))
 - The Evolution of Research on the Digital Economy
 - Measuring the Returns to Specialization in the Creative Industries (with [Gaétan de Rassenfosse](#))
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Prizes and Awards

- 2024 INFORMS Information Systems Cluster Best Paper Award
 - 2nd place at the 2022 4iP Council Research Awards
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Academic Career

Since 02/2025 **Postdoc at the University of Zurich**, Department of Business Administration
Since 09/2020 **PhD researcher at HEC Lausanne** (committee members [Christian Peukert](#), [Megan MacGarvie](#), [Marc Bourreau](#), and [Jean-Philippe Bonardi](#))
Organization of the [Digital Economy Workshop Lausanne 2023](#)
10/2019 – 09/2021 **Research Fellow at the UN World Intellectual Property Organization (WIPO)**
07/2019 – 09/2019 **Guest researcher at DIW Berlin**, SOEP Department

Research Visits

04/2024 - 09/2024 **Boston University**, Questrom School of Business ([Mobi.Doc Grant](#) USD 12,000)
2022 & 2023 **DIW Berlin**, Department for Firms and Markets

Education

10/2016 – 04/2019 **M.Sc., Economics and Management Science, Humboldt University Berlin** ([KAS](#))
02/2018 – 07/2018 Visiting Student, **Australian National University** ([KAS scholarship](#))
08/2017 – 01/2018 Visiting Student, **Peking University - HSBC Business School** ([PROMOS scholarship](#))
10/2012 – 04/2016 **B.Sc., Global Business Management, University of Augsburg** ([KAS scholarship](#))

08/2014 – 01/2015 Visiting Student, **Universidad del Desarrollo**, Chile (PROMOS scholarship)

Teaching Experience

Since 2025 Lecturer for Master course “The Economics of Innovation”, UZH
2024 Lecturer for Master course “Platforms and Digital Business Models”, EPFL & HEC
2022 –2024 STATA introduction for Ph.D. students, HEC Lausanne
2020 –2024 TA for Master course “Strategy in Digital Markets”, HEC Lausanne
2021 - 2023 TA for Master course “Platforms and Digital Business Models”, EPFL & HEC
2020 - 2021 TA for the Bachelor course “Managing the Digital Economy”, HEC Lausanne

Research presentations

2024 NBER SI on Digital Economics and Artificial Intelligence, NBER Productivity Seminar, HBS International Open and User Innovation Conference, Wharton Annual Business & Generative AI Workshop, CESifo Area Conference on the Economics of Digitization, International Industrial Organization Conference, Boston University TPRI Seminar, Digital Economy Network Workshop, AOM (TIM Doctoral Consortium), UMass Amherst IO Seminar, ISTO-DML Workshop
2023 Strategy Science Conference, Munich Summer Institute, ZEW ICT Conference, Paris Conference on Digital Economics, MPI RISE Workshop, UNCTAD eWeek
2022 International Industrial Organization Conference, CESifo Area Conference on the Economics of Digitization, Economics of the Music Industry Conference, Digital Economy Network Workshop, Summer School on Data and Algorithms KU Leuven
2021 Annual Conference of the EPIP Association, RGS Econ Doctoral Conference, IARIW Virtual General Conference (Grant for early-career Ph.D. researchers), ISTO Seminar LMU Munich, IPI Seminar HEC Lausanne
2020 ETH Zürich Center for Law & Economics Seminar

Referee Service

Industry and Innovation, Information Economics and Policy, AOM, DRUID, ICIS, European Conference on Information Systems, International Conference on Wirtschaftsinformatik

Language Skills

German: Mother Tongue
English: Proficient User
Spanish: Proficient User
French: Advanced User
Mandarin: HSK 3

Software Skills

Latex
Python
R
STATA

References

<u>Christian Peukert</u>	<u>Gaétan de Rassenfosse</u>	<u>Megan MacGarvie</u>	<u>Jean-Philippe Bonardi</u>
HEC Lausanne	EPFL	Boston University	HEC Lausanne
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