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EDUCATION

- Since 2014 Doctoral Candidate in Economics
Goethe University Frankfurt, Germany
Title: Essays on Retailing and Empirical Industrial Organization
Main advisor: Prof. Dr. Roman Inderst
- 2010 - 2012 Master of Science in Economics - Double Degree Program
Mannheim University, Germany
& Toulouse School of Economics, France
- 2007 - 2010 Bachelor of Science in Economics
Mannheim University, Germany
- 2009 Visiting exchange student
Tilburg University, Netherlands

WORK EXPERIENCE

- Since 2014 Chair of Finance and Economics, Prof. Dr. Roman Inderst
Goethe University Frankfurt, Germany
Research Assistant
- 2013 - 2014 Centre for European Economic Research (ZEW), Mannheim, Germany
Department for Competition and Regulation
Research Consultant & Policy Advisor
- 2012 - 2013 German-Brazilian Chamber of Commerce, São Paulo, Brazil
Department for Environment and Renewable Energy
Intern

RESEARCH INTERESTS

- Fields Empirical Industrial Organization, Quantitative Marketing,
Applied Microeconomics/Econometrics

Topics Pricing, Regulation, Consumer Choice Models, Demand Estimation (Frequentist and Bayesian Approaches), Competition Policy

RESEARCH PROJECTS

Higher Minimum Quality Standards and Redistributive Effects on Consumer Welfare with Max J. Pachali (Goethe University)

Conditional acceptance - Marketing Science (Special Issue on Consumer Protection)

This paper estimates an individual level demand model for animal welfare differentiated eggs with German household data. We evaluate the effect on consumer surplus of a higher minimum quality standard for eggs in terms of animal welfare. Our results show that, on average, households with higher income are willing to pay more for eggs that provide higher animal welfare. While poorer consumers are forced to buy a higher priced alternative or opt out of the market, prices for the remaining higher quality eggs typically fall after increasing the minimum quality standard. As a result consumer welfare is redistributed from low-income to high-income households. This provides evidence for a regressive impact of higher minimum quality standards. In counter-factual scenarios, we estimate the required cost reduction due to efficiency gains or, equivalently, a tailored subsidy in order to offset the regressive effect. As market power increases, the cost reduction must be higher. Finally, we examine hypothetical future scenarios by successively increasing the minimum quality standard until only the highest quality egg alternative remains on the market.

Presented at: CRESSE 2017, EEA 2017, QME Conference 2017**, EARIE 2017 (Rising Stars Session)
**presented by Max J. Pachali

An Empirical Investigation of Store Brands and their Role to Mitigate Brand Manufacturer Price Increases

Using individual coffee purchase data, this paper analyzes how retailers can use their store brands to mitigate the effect of brand manufacturer wholesale price increases. The empirical analysis exploits an asymmetric rise in wholesale prices for store brands and national brands to reveal consumers' substitution patterns. Combining the estimated consumer preferences with a structural model of retail competition allows to measure changes in retailers' unobserved marginal costs and margins. Multi-brand retailers can increase their category profits by 2-10% if they re-adjust margins after the asymmetric rise in wholesale prices and divert more demand towards their store brands. Another finding is that the positioning of a retailer's store brand dampens the increase in wholesale prices. A store brand that is perceived as a close substitute (cross-price elasticity approaches one) dampens the increase in wholesale prices for national brands by approximately 16%, on average, compared to a fully differentiated store brand. This finding provides evidence that "me-too" store brands work as partial insurance against upstream market structure shocks, favoring store brand positioning close to the leading national brand.

Presented at: MaCCI 2018, EARIE 2018 (Rising Stars Session), EMAC Research Camp 2018

Cost Pass-Through and Vertical Contracts in Differentiated Product Markets

This paper analyzes how differences in vertical contracts impact the transmission of marginal cost changes in the supply chain. In particular, I simulate consumer preferences from a mixed logit demand model and compare pass-through rates under different vertical contracts induced by three types of cost shocks: product-specific, brand-specific and market-wide cost shocks. Non-market-wide cost shocks typically lead to negative cross-product pass-through rates for multi-product firms depending on the vertical contract structure. For the agency model, own-cost pass-through rates are higher and cross-product pass-through rates are always positive. I include a further robustness check by varying the distributional form of heterogeneity in price sensitivity across consumers. Own-cost pass-through rates are dampened if price sensitivity across consumers follows a normal instead of a log-normal distribution. The degree to which changes in marginal costs are passed-on to final consumer prices is a fundamental question in economics as it determines the effectiveness of many economic policies. Therefore, this study relates the simulation results to recently debated policy interventions and discusses the respective policy implications.

WORK IN PROGRESS

An effective approach to reducing individual consumption of sugary beverages in the soda category with Max J. Pachali (Goethe University)

Estimating consumers' willingness-to-pay for cancellation rights in the hotel market: Implications for optimal add-on pricing with Fahad Malik (Goethe University)

TEACHING EXPERIENCE

Spring 2018 Methods in Empirical Industrial Organization
Course instructor
Master program, Goethe University Frankfurt

Fall 2014 Topics in Applied Industrial Organization
Teaching assistant of Prof. Dr. Roman Inderst
Ph.D. program, Goethe University Frankfurt

PROFESSIONAL ACTIVITIES

Refereeing International Journal of Industrial Organization; American Journal of Agricultural Economics

Policy reports Effects of Rebate Contract Tenders on the Generic Pharmaceutical Industry in Germany (2014; with C. BAUER ET AL.). [In German] Commissioned by the German Federal Ministry for Economic Affairs and Energy (BMWi).

SKILLS

Computer	Advanced: R, STATA, Matlab; Intermediate: Python; Basics: Rccp
Languages	German (native), English (fluent), Portuguese (working knowledge), French (basic)
Data set experience	Nielsen Homescan Data, IMS Health Contract Monitor, Linked-Employer-Employee-Data of the IAB, European Energy Exchange price and quantity data

ADDITIONAL GRADUATE COURSEWORK

- Empirical Industrial Organization (Christine Zulehner)
- Bayesian Modeling for Marketing (Thomas Otter)
- Computational Economics (Alexander Ludwig)
- Empirical Analysis of Markets with Asymmetric Information (Liran Einav, Mannheim Summer School)
- Data Science and Machine Learning (Alexandros Karatzoglou, BGSE Summer School)
- Machine Learning Methods for Text and Other Count Data (Stephen Hansen, Frankfurt Mini-PhD-Course)

REFERENCES

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[Christine Zulehner](#)

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