



Dr. Markus Lang
Project Manager

Contact Information

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Area of Expertise

Markus Lang's competencies are in quantitative methods in the energy and telecommunications sectors. After his studies in quantitative economics in Ulm and Valencia, he received a doctoral degree at the University of Zurich. He is a lecturer and senior research associate at the University of Zurich.

Work Experience (Selection)

2008 – Project Manager,
Swiss Economics

2007 – Senior Research Associate & Lecturer,
University of Zurich

2003 Internship as a Controller in Production
Environment, Bosch and Siemens Group,
Saragossa (Spain)

Education and Training (Selection)

2009 Dr. oec. publ. (Ph.D.)
in Management and Economics,
University of Zürich

2009 Visiting Scholar,
Universitat Pompeu Fabra, Barcelona
(Spain)

2008 Visiting Scholar,
University of California at Berkeley (USA)

2004 Dipl. math. oec. (B.Sc. and M.A.)
in Mathematics and Economics,
University of Ulm (Germany)

2001 – 2002 Studies Abroad with DAAD Exchange Pro-
gram, University of Valencia (Spain)

Skills and Competences

Languages

German	Mother tongue
English	Advanced
French	Advanced
Spanish	Advanced

Social

Team working in multidisciplinary and multicultural environments. Participation and presentations at a large number of international conferences, workshops etc. worldwide. Teaching and supervising international students in economics and law.

Organizational

Project coordination and management, strategy development and implementation (Swiss Economics), management of seminars and courses (University of Zurich).

Technical

Market modeling, analytical modeling, simulation analysis and evaluation.

Computer

Wide-ranging computer competence: Office applications, econometric estimation packages, MATLAB, Mathematica, programming (Visual Basic for Applications).

Publications (Selection)

Reviewed Articles

"The Lead Factory Concept: Benefiting from an Efficient Knowledge Transfer", 2011. Forthcoming in Journal of Manufacturing Technology Management. With Patricia Deflorin, Helmut Dietl and Maïke Scherrer-Rathje.

"Transitional Dynamics in a Tullock Contest with a General Cost Function", 2011. In B.E. Journal of Theoretical Economics, Vol. 11, Issue 1, Article 17. With Helmut Dietl and Martin Grossmann.

"Executive Pay Regulation: What Regulators, Shareholders, and Managers Can Learn from Major Sports Leagues", 2011. In Business and Politics, Vol. 13, Issue 2, Article 6. With Helmut Dietl and Tobias Duschl.

"Competition and Welfare Effects of VAT Exemptions", 2011. In B.E. Journal of Economic Analysis and Policy, Vol.

11, Issue 1, Article 19. With Helmut Dietl, Christian Jaag and Urs Trinkner.

“Impact of VAT-Exemptions in the Postal Sector on Competition and Welfare”, 2011. In *Reinventing the Postal Sector in an Electronic Age*, edited by M.A. Crew and P.R. Kleindorfer. Cheltenham, UK, Edward Elgar. With Helmut Dietl, Christian Jaag, Markus Lang & Martin Lutzenberger.

“RFID-based Entry into the German B2B Parcel Market and its Effect on Competitive Strategies, Prices and Market Shares: The Case of Red Parcel Post”, 2010. In *Journal of Strategic Management Education*, Vol. 5, No. 3–4, pp. 125–150. With Helmut Dietl, Martin Lutzenberger and Stephan Wagner.

“Revenue Sharing and Competitive Balance in a Dynamic Contest Model”, 2010. In *Review of Industrial Organization*, Vol. 36, Issue 1, pp. 17-36. With Helmut Dietl and Martin Grossmann.

“Market Entry and Competitive Strategies in the German B2B Parcel Market”, 2009. In *Progress in the Competitive Agenda in the Postal and Delivery Sector*. Cheltenham, UK, Edward Elgar, pp. 280–297. With Helmut Dietl, Martin Lutzenberger and Stephan Wagner.