

MAX RIEGEL

L7, 3-5 ♦ 68161 Mannheim ♦ Germany

mariegel@mail.uni-mannheim.de ♦ +49(621) 181 1939

RESEARCH FIELDS

Industrial Organization, Experimental Economics, Political Economy

EDUCATION

University of Mannheim - Economics, Ph.D.	<i>Sep 2021 – Present</i>
University of Mannheim - Economics, M.Sc.	<i>Sep 2019 – Aug 2021</i>
FAU Erlangen-Nürnberg - Business Studies, B.A.	<i>Oct 2015 – Aug 2019</i>
University of Turku - Visiting Semester	<i>Aug 2017 – Dec 2017</i>

RESEARCH

Vertical Differentiation through Product Design

I study pricing and product design choices of multi-product firms in a model of directed search. Product design introduces vertical differentiation à la Gabszewicz and Thisse (1979) as well as Shaked and Sutton (1982). While all consumers have a preference for a more niche product design, consumers with lower search costs benefit relatively more. Firms gain from dispersion in tastes through product design and choose maximum differentiation in equilibrium. The firm with the broader product design sets a lower price and attracts consumers with high search costs.

Rank versus Inequality—Does Gender Composition Matter?,

joint with Duk Gyoo Kim (Sungkyunkwan University)

This study investigates the influence of gender composition on allocation decisions involving a rank–inequality trade-off. In a laboratory experiment, participants chose to either alleviate inequality by relinquishing their current relative rank or exacerbate inequality while maintaining their current rank. Two essential features of the experiment are: 1) participants' relative rank is the outcome of their real-effort performance and luck; 2) participants' genders are naturally revealed by gender-specific nicknames. We found that female participants are more reluctant to relinquish their current relative rank when the persons ranked below and above them are of the opposite gender. This tendency was less pronounced in the male participants.

WORKSHOPS AND CONFERENCES

- 2024 MaCCI Annual Conference (Mannheim), 13th CRC TR 224 Workshop for Young Researchers (Bingen)
- 2022 EWMES (Berlin), ZEW/Uni Mannheim Experimental Seminar, HeiKaMaxY Workshop (Mannheim)

TEACHING

University of Mannheim - Economic Policy (B.Sc.), TA for Hans Peter Grüner	<i>Spring 2024</i>
University of Mannheim - Industrial Organization (M.Sc.), TA for Martin Peitz	<i>Spring 2023</i>
University of Mannheim - Advanced Microeconomics (M.Sc.), TA for Peter Duersch	<i>Fall 2022</i>
University of Mannheim - Microeconomics A (B.Sc.), TA for Thomas Tröger	<i>Spring 2021</i>
FAU Erlangen-Nürnberg - Microeconomics (B.A.), TA for Veronika Grimm	<i>Spring 2017</i>
FAU Erlangen-Nürnberg - Companies, Markets, Economies (B.A.), TA for Regina Riphahn	<i>Fall 2016</i>

SCHOLARSHIPS AND MEMBERSHIPS

Member of CRC-TR 224 Bonn/Mannheim (B03), German Research Foundation (DFG)	<i>2023-Present</i>
Member of MaCCI (Mannheim Centre for Competition and Innovation)	<i>2023-Present</i>
Ph.D. scholarship, German Research Foundation (DFG)	<i>2021-2023</i>
Scholarship of the German Academic Scholarship Foundation ("Studienstiftung des deutschen Volkes")	<i>2020-2021</i>
Deutschlandstipendium, FAU Erlangen-Nürnberg	<i>2016-2018</i>

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