

DR. DAVID J. KUSTERER

ADDRESS

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POSITION

01/2024– Assistant Professor of Marketing, Rotterdam School of Management, Erasmus University
Rotterdam, The Netherlands

AFFILIATIONS

since 2024 Erasmus Research Institute of Management (ERIM), member
since 2024 Sectorplan SSH-Breed (digitalisation, new ways of working and the new employee), member
since 2015 Center of Excellence C-SEB, University of Cologne, member (2015–2023), affiliate (2024–)
2013–2017 DFG research unit “Design and Behavior” (FOR 1371), affiliated member

PAST POSITIONS

10/2022–03/2023 Interim professor for Microeconomics and Spatial Economics (Vertretungsprofessor), Uni-
versity of Stuttgart, Germany
02/2016–12/2023 Postdoctoral researcher (Akademischer Rat auf Zeit) at the Department of Economics, Uni-
versity of Cologne, Germany
01/2013–01/2016 Research assistant at the Department of Economics, University of Cologne
04/2010–09/2011 Research assistant (part-time) at the Department of Economics, University of Cologne

EDUCATION

10/2009–06/2014 Dr. rer. pol. in Economics (summa cum laude), University of Cologne, Cologne Graduate
School in Management, Economics and Social Sciences
10/2003–09/2009 Diploma in Economics (with special reference to social sciences), University of Cologne

PUBLICATIONS

- “Social Preferences and the Informativeness of Subjective Performance Evaluations”, with Dirk Sliwka. *Management Science*, Vol. 71, 2025, 4028–4048.
- “Rate This Transaction: Coordinating Mappings in Market Feedback Systems”, with Gary E. Bolton and Alina Ferecatu. *Management Science*, Vol. 70, 2024, 567–588.
- “Public Goods, Property Rights, and Investment Incentives: An Experimental Investigation”, with Patrick W. Schmitz, *Journal of Economic Behavior and Organization*, Vol. 177, 2020, 514–532.
- “Inflated Reputations: Uncertainty, Leniency, and Moral Wiggle Room in Trader Feedback Systems”, with Gary Bolton and Johannes Mans, *Management Science*, Vol. 65, 2019, 4951–5448.
- “The Management of Innovation: Experimental Evidence”, with Patrick W. Schmitz, *Games and Economic Behavior*, Vol. 104, 2017, 706–725.
- “Public-Private Partnerships Versus Traditional Procurement: An Experimental Investigation”, with Eva I. Hoppe and Patrick W. Schmitz, *Journal of Economic Behavior and Organization*, Vol. 89, 2013, 145–166.

- “Conflicting Tasks and Moral Hazard: Theory and Experimental Evidence”, with Eva I. Hoppe, *European Economic Review*, Vol. 55, 2011, 1094–1108.
- “Behavioral Biases and Cognitive Reflection”, with Eva I. Hoppe, *Economics Letters*, Vol. 110, 2011, 97–100.

WORKING PAPERS

- “Searching for Evidence: Less can be More”, with Florian Gössl and Achim Wambach.

WORK IN PROGRESS

- “Fake Reviews and Competition in Digital Markets: Fraudulent Behavior and Market Inefficiency”, with Matthias Greiff, Janina Kraus, Jan-Philipp Krügel and Fabian Paetzel.
- “Fake Reviews in Digital Markets: Solutions”, with Janina Kraus, Jan-Philipp Krügel and Fabian Paetzel.
- “Self-evaluations and Subjective Performance Evaluations”, with Marina Schröder and Dirk Sliwka.
- “Coordinating Rating Mappings for Optimal Incentive Provision with Strategic Sellers”, with Gary E. Bolton and Alina Ferecatu.
- “Cognitive Reflection, Risk Aversion, and Gender: Experimental Evidence”, with Patrick W. Schmitz.

OTHER PUBLICATIONS

- “Reproducibility in Management Science”, Miloš Fišar, Ben Greiner, Christoph Huber, Elena Katok, Ali I. Ozkes, and the Management Science Reproducibility Collaboration. *Management Science*, Vol. 70, 2024, 1343–2022. Note: Member of the Management Science Reproducibility Collaboration.

TEACHING EXPERIENCE

TEACHING

2025–2026	Lecture <i>Customer Centricity</i> , graduate level, Erasmus University Rotterdam
2024–2026	Lecture <i>Platform Economics and Marketing</i> , graduate level, Erasmus University Rotterdam
2022	Lecture <i>Introduction to Economics</i> , undergraduate level, University of Stuttgart
2022	Lecture and classes <i>Innovation Economics</i> , graduate level, University of Stuttgart
2022	Lecture and classes <i>Non-cooperative Games, Auctions, and Experiments</i> , graduate level, University of Stuttgart
2016–2023	Classes <i>Contract Theory</i> , graduate level, University of Cologne
2021	Seminar <i>Feedback and Reputation Systems in Online Markets</i> , graduate level, University of Cologne
2014–2023	Seminar <i>Topics in Contract Theory</i> , graduate level, University of Cologne

SUPERVISION

2026–	PhD supervision of David (Min-Heng) Wang, Erasmus University Rotterdam
2024–2026	Coach for 30 and co-reader for 13 master theses, Erasmus University Rotterdam
2016–2023	Supervision of 22 bachelor and master theses, University of Cologne

GRANTS, AWARDS, FELLOWSHIPS AND SCHOLARSHIPS

2025	ISMS Early-Career Camp Fellow, Columbia Business School
2022–2024	Research grant (Co-PI) <i>Fake Reviews in Digital Markets</i> , Fritz Thyssen Foundation, 250,000€
2014	Heinz Sauermann-Award 2013/2014, German Association for Experimental Economics (Gesellschaft für experimentelle Wirtschaftsforschung)
2012	Scholarship for research stay at Penn State University by the DAAD (German Academic Exchange Service)
2011	Reinhard-Selten-Award 2011, German Economic Association (Verein für Socialpolitik)
2009–2012	Full PhD Scholarship granted by the Federal State North Rhine-Westphalia

RESEARCH VISITS

03/2017–05/2017	Naveen Jindal School of Management, University of Texas at Dallas, USA
04/2012	School of Economics, University of New South Wales, Australia
01/2012–06/2012	Smeal College of Business, Pennsylvania State University, USA

INVITED SEMINARS

2026	Leuphana University Lüneburg, Germany (<i>planned</i>)
2023	Rotterdam School of Management (Marketing group), Netherlands; Rotterdam School of Management (IS group), Netherlands; City, University of London, UK (virtual); University of Leicester, UK (virtual); Paderborn University, Germany
2020	Karlsruher Institut für Technologie (KIT), Germany

CONFERENCE PRESENTATIONS

2026	Marketing Science, Lisbon, Portugal (<i>planned</i>), EMAC, Bath, UK (<i>planned</i>)
2025	Workshop on Digital Markets 2025, Rotterdam, Netherlands
2024	Digital Economy Workshop 2024, Rotterdam, Netherlands; Workshop on Digital Markets 2024, Tilburg, Netherlands; Workshop Behavioral Economics, TU Clausthal, Germany
2023	Meeting of the Association for Operations Research (Gesellschaft für Operations Research, GOR) working group “Game Theory & Behavioral Management Science”, Cologne, Germany; XXII. Symposium on the Economic Analysis of the Firm (GEABA), Paderborn, Germany
2022	Colloquium on Personnel Economics (COPE), Aarhus, Denmark; Maastricht Behavioral Economic Policy Symposium (M-BEPS), Maastricht, Netherlands; European ESA Conference, Bologna, Italy; Annual Meeting of the German Economic Association (Jahrestagung des Vereins für Socialpolitik), Basel, Switzerland
2021	Annual Meeting of the German Association for Experimental Economics (Gesellschaft für experimentelle Wirtschaftsforschung), Magdeburg, Germany
2020	Winter School on Applied Microeconomics, Saas-Fee, Switzerland
2019	Maastricht Behavioral Experimental Economics Symposium (M-BEES), Maastricht, Netherlands; Annual Congress of the European Economic Association, Manchester, UK; Annual Meeting of the German Economic Association (Jahrestagung des Vereins für Socialpolitik), Leipzig, Germany
2016	Annual Meeting of the German Economic Association (Jahrestagung des Vereins für Socialpolitik), Augsburg, Germany; Winter School on Applied Microeconomics, Lenzerheide, Switzerland
2013	International ESA Conference, Zurich, Switzerland
2012	European ESA Conference, Cologne, Germany
2011	International ESA Conference, Chicago, Illinois, USA; Annual Meeting of the German Economic Association (Jahrestagung des Vereins für Socialpolitik), Frankfurt, Germany

SERVICE

General	Co-organizer of the Workshop on Digital Markets (2026) Discussant, Workshop on Digital Markets (2024)
Special sessions	“Word-of-Mouth in the Digital Marketplace: Selection, Content, and Misinformation” at EMAC 2026, co-organized with Ann-Kathrin Polenz (Mannheim) “Digital Platforms, User-Generated Content and AI I + II” at Marketing Science 2026, co-organized with Shrabastee Banerjee (Tilburg), Martina Pocchiari (ESADE) and Marco Kotschedoff (Leuven)
Rotterdam	Member of the ERIM RSM IRB for Non-Experimental Research (2026–) Member of PhD recruitment committee (2024, 2025, 2026)
Stuttgart	Acknowledgement of examinations from other universities
Cologne	Member of multiple faculty hiring committees Internal grant reviewer Organization of a two-day course on oTree Maintainer of the Cologne Graduate School Working Paper Series

REFEREE AND REVIEWER SERVICE

Ad-hoc reviewer for journals: *B.E. Journal of Economic Analysis and Policy*, *Bulletin of Economic Research*, *Decision*, *Decision Analysis*, *Econometrica*, *Games and Economic Behavior*, *Journal of Behavioral and Experimental Economics*, *Journal of Economic Behavior & Organization*, *Journal of Economic Psychology*, *Management Science*, *PLOS ONE*, *Scandinavian Journal of Economics*.

Ad-hoc reviewer for conferences: *EMAC (2026)*.

Ad-hoc reviewer for publishers: *Cambridge University Press*.

Ad-hoc grant reviewer for *Swiss National Science Foundation (SNSF)*, *DFG research unit "Design & Behavior" Female Researchers Grant*.

Rotterdam, March 24, 2026.