National Bureau of Economic Research
1050 Massachusetts Avenue
Cambridge, MA 02138
United States

Franziska Kaiser
University of Zurich
Plattenstrasse 14
8032 Zurich
Switzerland

Dear Ina, dear Professors Bryan and Myers,

I am hereby applying to participate in the NBER Innovation Research Boot Camp 2025.

In February 2025, I started as a Postdoctoral Researcher at the University of Zurich and will graduate with a PhD from the Faculty of Business and Economics (HEC) at the University of Lausanne in April 2025.

My Postdoc supervisor, Professor Ulrich Kaiser, has kindly offered to provide a letter of recommendation in support of my application. Additionally, Professor Megan MacGarvie would be happy to serve as a reference if needed.

Below, please find my CV, a list of my completed PhD courses, and an essay detailing my research and motivation for attending the boot camp. Please do not hesitate to contact me if you require any additional information.

I appreciate your time and consideration and look forward to your response.

Yours sincerely,
Franziska Kaiser

FRANZISKA KAISER

Postdoc at the University of Zurich
Plattenstrasse 14, 8032 Zurich, Switzerland

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Research interests Innovation, IP rights, Digitization, AI

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.

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)

Prizes and Awards

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

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

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

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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

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Language Skills

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

Software Skills

Latex
Python
R
STATA

References

Christian Peukert	Gaétan de Rassenfosse	Megan MacGarvie	Jean-Philippe Bonardi
HEC Lausanne	EPFL	Boston University	HEC Lausanne
christian.peukert@unil.ch	gaetan.derassenfosse@epfl.ch	mmacgarv@bu.edu	jean-philippe.bonardi@unil.ch

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Completed PhD courses Franziska Kaiser

Compulsory courses:

- Experiments: Laboratory, Field, Quasi and Natural
- Philosophy of Science
- Causal Analysis
- Theories of Organization

Optional courses:

- Strategy in Digital Markets
- Summer School for Data and Algorithms on ST&I Studies
- Behavioral Economics and Experimental Research Winter School

Essay on research and motivation

Dear Ina, dear Professors Bryan and Myers,

In February 2025, I started as a Postdoctoral Researcher at the University of Zurich and will graduate with a PhD from HEC Lausanne in April 2025. My research focuses mainly on two areas: innovation and intellectual property (IP) rights, as well as digital technologies and artificial intelligence (AI). I conduct empirical analyses using panel data from digital platforms in the creative industries, including music, books, video games, movies, and photography. To identify causal relationships, I draw on quasi-natural experiments and mainly use (staggered) difference-in-differences identification strategies saturated with fixed effects.

My PhD project, "Batman Forever? The Role of Trademarks for Reuse in the US Comics Industry" (co-authored with Alexander Cuntz and Christian Peukert), was published in Research Policy in 2023. In this study, we analyze how IP rights, specifically trademarks, affect the reuse of creative works in the comics industry. Our main finding is a significant negative relationship between trademarking and reuse, a trend that has become particularly pronounced with the rise of digital technologies. This is due to trademark owners strategically restricting the use of their comic characters to gain a competitive advantage that outweighs the benefits of licensing to competitors. These results underscore the tension between protecting intellectual property and fostering creativity and innovation.

Over the past months, I have been working on a project called "Strategic Behavior and AI Training Data" with my colleagues at HEC Lausanne. We exploit a natural experiment on a stock image platform hosting six million high-quality photos to examine how creators adjust their behavior when their content becomes training data for AI models. Our results show that both the quantity and quality of creative contributions decrease. Since human-created content is essential for training AI models, a decline in high-quality content could have far-reaching consequences for AI performance and innovation. This paper contributes to ongoing discussions on AI training data policies and the copyright protection of the underlying content.

Expanding on this work, I started working on a project with Megan MacGarvie (Boston University) and Jeremy Watson (University of Minnesota) in which we want to explore how limited AI training data - constrained by data accessibility and IP rights - may affect AI outcomes. We draw on the entire Books3 database, which includes full copies of over 180,000 books ranging from 1788 to 2020 and was used to train some of the first AI models.

Building on my existing research, I aim to further explore how emerging digital technologies, particularly AI, are reshaping the creative industries and transforming IP rights frameworks. Digital technologies have already revolutionized how creative content is produced, distributed, and consumed, and AI has the potential to accelerate these transformations, introducing both challenges and opportunities for industry stakeholders and policymakers.

The NBER Innovation Research Boot Camp 2025 presents a unique opportunity for me to deepen my expertise in the economics of innovation, engage with leading scholars in the field, and refine my research agenda. The comprehensive program will provide valuable exposure to key theoretical and empirical approaches in innovation economics, which will complement my current knowledge. Additionally, it will offer the opportunity to discuss my research and ideas with fellow participants, receive valuable feedback, and explore potential future collaborations with researchers working on related topics.

I would be thrilled to participate in the NBER Innovation Research Boot Camp 2025. Please feel free to contact me if you have any questions regarding my application. I look forward to hearing from you.

Yours sincerely,
Franziska Kaiser

Dear Ina and Kyle, Dear Professor Bryan,

My freshly started post-doc Franziska Kaiser (no, she is not my daughter, sister or wife, we just happen to have the same family name) would like to attend your Innovation Research Boot Camp – and I would very much her to attend, too.

Short recommendation: accept. She is super creative, technically well trained, dedicated, creative and excellent at asking questions in seminars. It's also great to have her around on a personal basis.

Long recommendation: Franziska joined my chair in February 2025 as a Postdoctoral Researcher at the University of Zurich and will graduate with a PhD from HEC Lausanne (University of Lausanne) in April 2025.

Franziska has demonstrated exceptional analytical and research skills, as evidenced by the publication of her first PhD paper in Research Policy and her presentations at leading conferences, including the NBER Summer Institute 2024. Last year, she was awarded a research grant to spend six months as a visiting scholar at Boston University's Technology & Policy Research Initiative (TPRI), hosted by Megan MacGarvie. During this time, she also presented her work at the NBER Productivity Seminar and the TPRI Seminar.

Her research lies at the intersection of the economics of innovation, intellectual property rights, and digitization, where she conducts empirical analyses using panel data from quasi-natural experiments. She has a particular focus on the creative industries, where she analyzes the role of copyright and trademarks in shaping incentives for content production and innovation. More recently, she has expanded her research to explore the impact of AI on the incentives for creative content production, as well as the quantity and quality of creative output.

As she prepares to supervise Master's and Bachelor's theses and to teach a Master's course on "The Economics of Innovation," the comprehensive literature and discussions covered during the NBER Innovation Research Boot Camp 2025 will be invaluable in further developing her expertise. Moreover, her strong methodological background and deep interest in innovation research will enable her to actively contribute to the boot camp discussions.

I strongly recommend Franziska for this opportunity, as I am confident that she will both benefit from and enrich the program.

Best,

Uli

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Prof. Dr. Ulrich Kaiser

University of Zurich

Department of Business Administration

Chair for Entrepreneurship

Plattenstr. 14

8032 Zurich, Switzerland