

ALEXEY RUSAKOV

Contact Details

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Education

- 10/2020-09/2025 **PhD Candidate and Teaching Assistant, LMU Munich**
Institute for Strategy, Technology and Organization
Munich School of Management
- Supervisors: Prof. Tobias Kretschmer (primary),
 Prof. Florian Englmaier (secondary)
 - Dissertation: “Platform Governance and Contributor Outcomes: First-Party Complements, Promotional Spillovers, and Dynamic Effects of Generative AI”
- 01/2025 – 03/2025 **Visiting PhD Student, IE University**
- Supervisor: Prof. Santaló
- 10/2021 – 03/2023 **Master of Business Research (MBR), LMU Munich**
- Project Study: “To the Moon - Launching a Platform with First-Party Complements”
- 10/2017 - 03/2020 **M.Sc. in Economics, LMU Munich**
- Thesis: “Occupational Change in the Digital Era - An Exploration Based on Machine-Learning Methods”
- 08/2018 – 12/2018 **Exchange Student in Economics, University of Oslo**
- 04/2014 - 06/2017 **B.Sc. in Economics, LMU Munich**
- Thesis: “Fiskalmultiplikatoren: Theorie und empirische Ergebnisse”

Research Interests

- Digital Platforms (e.g., Video Games, Car Auctions, GitHub)
- Digitization, Artificial Intelligence
- Competition Strategy, Cooperative Strategy
- Innovation Management

Work in Progress

- (1) Rusakov, A. and Kretschmer, T. First-Party Complements in Platform Markets: The Role of Competition (first revision at Strategic Management Journal)
- (2) Rusakov, A. and Kretschmer, T. To the Moon - Launching a Platform with First-Party Complements (preparation for submission to Management Science)
- (3) Rusakov, A. Promotion Spillovers on Online Auction Platforms: Evidence from the Automotive Industry (data analysis stage)
- (4) Rusakov, A. and Jensen, J. The Effect of Technological Innovation on Knowledge Dynamics: Evidence from GitHub (data analysis stage)
- (5) Rusakov, A., Keil, T., and Kretschmer, T. Risk-Biased Technological Change: Evidence from AlphaZero in Chess (data collection stage)

Teaching

Master

- Data Crawling (MBR Program; Seminar, Summer Term 2024)
- Frontiers in Strategy Research (Seminar, Winter Term 2023/24)
- New Products: From Ideas to Markets (Tutorial, Winter Term 2021/22)
- Strategy, Technology and Organization Industries (Project Course, Winter Term 2020/21, 2024/25)
- Managerial Economics (ETD Program; Tutorial, Winter Term 2020/21, 2021/22)
- Master Theses Supervision (×4)

Bachelor

- Building Theory for Innovation & Strategy Research (Seminar, Summer Term 2023, 2024, 2025)
- Strategic Organization Design (Tutorial, Winter Term 2022/23)
- Technology & Strategy (Tutorial, Summer Term 2022)
- Management and Economics of Platforms (Tutorial, Summer Term 2021)
- Data Analytics for Strategy Research (Seminar, Winter Term 2020/21, 2021/22, 2023/24)
- Bachelor Theses Supervision (×40)

Conference Presentations

- First-Party Complements in Platform Markets: The Role of Competition
 - SEI Doctoral Consortium (2025), Stockholm
 - Gamechangers (2024), Galway
 - AOM (2023), Boston
 - DRUID (2023), Lisbon
 - TIME Colloquium (2023), Munich
 - SMS (2022), London
 - Symplatform Symposium (2021), online
- To the Moon - Launching a Platform with First-Party Complements
 - SMS (2024), Istanbul
 - AOM (2024), Chicago
 - Symplatform Symposium (2023), online

- Selective Promotion of Complements on Online Auction Platforms: Evidence from the Automotive Industry
 - SMS (2025), San Francisco – Nomination for SMS Annual Conference PhD Paper Prize
 - AOM (2025), Copenhagen
 - TIME Colloquium (2025), Munich
 - EU-DPRN – Doctoral Workshop (2025), Madrid
 - MSI – Doctoral Workshop (2025), Munich

Workshops

- Foundations of Strategy (2024), Department of Strategy and Innovation, CBS, Copenhagen
- AOM STR Doctoral Consortium (2023), online
- Strategy Science Conference (SSC) Doctoral Workshop (2023), LMU, Munich
- Summer School on the Economics and Management of Innovation (2022), Duke's Fuqua School of Business, Durham
- 10th Skema KTO Paper Development Workshop (2022), SKEMA Business School, Valbonne

Ad hoc Reviews

- Journals: Strategy Science, Journal of Industrial and Business Economics, Applied Economics, Industrial and Corporate Change
- Conferences: Academy of Management (AOM), Strategic Management Society (SMS), International Conference on Business Informatics (WI)

Grants & Awards

- LMU Management Alumni conference participation funding (1.000€ to present the work on “First-Party Complements in Platform Markets: The Role of Competition” at the 83rd Annual Meeting of the Academy of Management (AOM) in Boston)
- LMU Management Alumni conference participation funding (1.000€ to present the work on “To the Moon - Launching a Platform with First-Party Complements” at the SMS 44th Annual Conference in Istanbul)
- LMU Mentoring Program (1.600€ to participate in the course “Foundations of Strategy” offered by Copenhagen Business School; 1.300€ for research stay at IE University)

Skills

- **Languages**: German (native), English (fluent), Russian (fluent)
- **Methodologies**: Panel Data Analysis, Formal Modeling, Textual Analysis, Simulation
- **Programming**: R, Python, Stata
- **Social Activities**: Chess, Artistic Gymnastics, Running

References

- Prof. Tobias Kretschmer (primary PhD advisor), t.kretschmer@lmu.de
- Prof. Florian Englmaier (secondary PhD advisor), florian.englmaier@econ.lmu.de
- Prof. Hakan Özalp (mentor¹), h.ozalp@uva.nl

¹ The goals of the mentoring partnership by LMU Munich School of Management are to: a) help me (mentee) build a research identity; b) expand my (mentee) network and knowledge in strategic management; c) exchange research ideas and collaborate for high-ranking journal publications