

Aljoscha JANSSEN

School of Economics
Singapore Management University (SMU)
90 Stamford Road, Level 5
Singapore 178903

Email: ajanssen@smu.edu.sg



Education

PhD, Stockholm School of Economics, Sweden, 2019
Master of Science, Stockholm School of Economics, Sweden, 2014
Master of Arts, University of St. Gallen, Sweden, 2014
Bachelor of Economics, Ludwig Maximilian University of Munich, Germany, 2011

Skill Set

R, STATA, Matlab, Python

Academic Appointments

Assistant Professor of Economics, School of Economics, SMU, Aug 2019 - Present
Research Affiliate, Research Institute of Industrial Economics, Sweden, Jun 2019 - Present
Research Assistant, Stockholm School of Economics, Sweden, Aug 2015 - May 2016
Research Assistant, Economics, Max Planck Institute for Intellectual Property and Competition, Germany, May 2011 - Oct 2011

Academic Administrative Positions

Organizer, Microeconomic Seminar Series, School of Economics, Singapore Management University, Singapore, Jan 2023 - Present
Coordinator, European Network for Training in Economic Research, Sweden, Aug 2015 - Jul 2016

Other Positions and Affiliations

Intern, Economics, United Nations, ESCAP, Thailand, Jun 2013 - Aug 2013
Intern, Economics, Bayerische Landesbank, Germany, Apr 2012 - Jun 2012
Intern, Mucke Sturm & Company Management Consulting, Germany, Jan 2012 - Mar 2012
Intern, Competition Economics, Metro AG, Germany, Oct 2011 - Dec 2011
Intern, Economics, Economics Ministry of North-Rhine Westphalia, Germany, Aug 2009 - Oct 2009

Awards and Honors

Lee Kong Chian Fellow, SMU, School of Economics, 2023

Dick Wittink Prize, University of Chicago, 2023

Unicredit & Universities Best Job Market Paper Award, Unicredit, 2018

Best Paper Award RGS Doctoral Conference, Ruhr Graduate School of Economics, 2018

Jan Wallander and Tom Hedelius Research Grant, Jan Wallander and Tom Hedelius, 2016

RESEARCH

Research and Project Areas

Industrial Organization, Health Economics, Applied Microeconomics

Publications

Journal Articles [Refereed]

Shrinkflation and consumer demand, by JANSSEN, Aljoscha; KASINGER, Johannes. (2025). *Marketing Science*, <https://doi.org/10.1287/mksc.2024.0948> (Advance Online)

Do search costs explain persistent investment in active mutual funds?, by JANSSEN, Aljoscha; THIEL, Jurre. (2025). *Journal of Economic Dynamics and Control*, 176 1-22. <https://doi.org/10.1016/j.jedc.2025.105099> (Published)

Obfuscation and rational inattention, by JANSSEN, Aljoscha; KASINGER, Johannes. (2024). *Journal of Industrial Economics*, 72 (1), 390-428. <https://doi.org/10.1111/joie.12362> (Published)

The importance of the first generic substitution: Evidence from Sweden, by JANSSEN, Aljoscha; GRANLUND, David. (2023). *Journal of Economic Behavior & Organization*, 213 1-25. <https://doi.org/10.1016/j.jebo.2023.07.017> (Published)

Generic and Branded Pharmaceutical Pricing: Competition Under Switching Costs*, by JANSSEN, Aljoscha. (2023). *The Economic Journal*, 133 (653), 1937-1967. <https://doi.org/10.1093/ej/uead021> (Published)

Retail pharmacies and drug diversion during the opioid epidemic, by JANSSEN, Aljoscha; ZHANG, Xuan. (2023). *American Economic Review*, 113 (1), 1-33. <https://doi.org/10.1257/aer.20210357> (Published)

Price dynamics of Swedish pharmaceuticals, by JANSSEN, Aljoscha . (2022). *Quantitative Marketing and Economics*, 20 (4), 313-351. <https://doi.org/10.1007/s11129-022-09257-2> (Published)

Does a district mandate matter for the behavior of politicians? An analysis of roll-call votes and parliamentary speeches, by BORN, Andreas; JANSSEN, Aljoscha. (2022). *European Journal of Political Economy*, 71 1-28. <https://doi.org/10.1016/j.ejpoleco.2021.102070> (Published)

Does a district mandate matter for the behavior of politicians? An analysis of roll-call votes and parliamentary speeches, by BORN, Andreas; JANSSEN, Aljoscha. (2022). *European Journal of Political Economy*, 71 1-28. <https://doi.org/10.1016/j.ejpoleco.2021.102070> (Published)

Does precise case disclosure limit precautionary behavior? Evidence from COVID-19 in Singapore, by JANSSEN, Aljoscha; SHAPIRO, Matthew H.. (2021). *Economic Analysis and Policy*, 72 700-714. <https://doi.org/10.1016/j.eap.2021.10.007> (Published)

Pregnancy persistently reduces alcohol purchases: Causal evidence from scanner data, by JANSSEN,

Aljoscha; PARLOW, Elle. (2021). *Health Economics*, 30 (2), 231-247. <https://doi.org/10.1002/hec.4188> (Published)

Papers Submitted for Review

Working Papers

Attraction is All You Need: The Impact of Eye-Catching Titles on Publication Success and Citation Rates in Economics, by Aljoscha Janssen, Shen Zekai. (Submitted)

Advertising and Market Structure: Evidence from 100 Industries, by Janssen, Aljoscha; Zhang, Jiekai. Management Science. (Under revision)

Product Variety and Alcohol Purchases, by Aljoscha Janssen. International Journal of Industrial Organization. (Under revision)

Brand Switching or Behavior Change? Did the 2023 Bud Light Boycott Reduce Alcohol Consumption?, Economics Letters. (Under revision)

Consumer Concentration and the Risk of the “Ozempic Effect” in the US Retail Market, (Submitted)

Innovation Begets Innovation and Concentration: The Case of Upstream Oil & Gas in the North Sea, by FIORETTI, Michele; IARIA, Alessandro; MAZET-SONILHAC, Clément; PERRONS, Robert K.. (Under revision)

Research Grants

Singapore Management University

Inflation PassThrough, Retail Margin Dynamics and Promotion Efficiency in Grocery Markets: Evidence from Daily StoreUPCConsumer MicroData, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Aljoscha JANSSEN, 2025, S\$19,418

Cutting Out the Middlemen: Evaluating the Impact of Mark Cuban's Cost Plus Drug Company on Pharmaceutical Pricing and Pharmacy Behavior, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Aljoscha JANSSEN, 2024, S\$33,341

Does Product Diversity Changes Consumption Patterns and Risky Behavior?, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Aljoscha JANSSEN, 2022, S\$39,080

Innovation Adoption and Common Ownership: Evidence from Upstream Oil & Gas, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Aljoscha JANSSEN, 2020, S\$14,500

Other Institutions

#001619-00001:Cutting Out the Middlemen: Evaluating the Impact of Mark Cuban's Cost Plus Drug Company on Pharmaceutical Pricing and Pharmacy Behavior, MOE, MOE- Tier 1 PI (Project Level): Aljoscha JANSSEN, 2024

Innovation Adoption and Common Ownership: Evidence from Upstream Oil & Gas, Ministry of Education, Tier 1 Academic Research Fund, Ministry of Education PI (Project Level): Aljoscha JANSSEN, 2020, SGD14,500

Work in Progress

ZHANG Xuan, Aljoscha JANSSEN, DING, RUIQI, Jessica Ya Sun, Anti-corruption Campaign and Hospital Performance, 2025

Aljoscha JANSSEN, Jiekai Zhang, Advertising and Market Structure: Evidence from 100 Acquisitions, 2025

Aljoscha JANSSEN, Patriotic Spots, Polarized Markets: Bud Light' s Advertising Elasticity During a Nationwide Boycott, 2025

Aljoscha JANSSEN, LI, JINGWEI, Cutting out the Middleman: Has Mark Cuban Cost Plus Drugs Reduced Prices of Prescription Drugs?, 2024

Aljoscha JANSSEN, Brad Shapiro, Zhen Yuan, The Importance of Distribution Networks: Evidence from the Non-Alcoholic Beer Market, 2024

Aljoscha JANSSEN, Meng-Chi Tang, Peer Effects and Drug Adoption, 2024

Aljoscha JANSSEN, Consumer Concentration and the Risk of the "Ozempic Effect" in the US Retail Market, 2023

TEACHING

Teaching Areas

Microeconomics, Empirical Economics, Industrial Economics, Applied Microeconomics, Health Economics

Courses Taught

Singapore Management University

Undergraduate Programmes :

Empirical Industrial Economics

Health Economics and Management Work-study Elective

Health Economics and Management Work-Study Elective

Microeconomics 1

Postgraduate Professional Programmes :

Empirical Industrial Economics

OTHER ACADEMIC AND PROFESSIONAL ACTIVITIES

Presentation and Talks

Presentations

Patriotic Spots, Polarized Markets: Bud Light' s Advertising Elasticity During a Nationwide Boy- cott, (13 Dec 2025). *Asia-Pacific Industrial Organization Society*,

Shrinkflation and Consumer Demand, (31 Aug 2025). *Econometric Society World Congress*,

Patriotic Spots, Polarized Markets: Bud Light' s Advertising Elasticity During a Nationwide Boy- cott, (24 Aug 2025). *Pre-ESWC IO Workshop*,

Shrinkflation and Consumer Demand, (25 May 2025). *4th Nordic workshop on Indus- trial Organization*, Bergen.

Peer Effects and Drug Adoption, (03 May 2025). *American-European Health Economics Study Group*, Oxford.

Cutting out the Middleman: Has Mark Cuban Cost Plus Drugs Reduced Prices of Prescription Drugs?, (13 Apr 2025). *International Industrial Organization Conference*, Philadelphia. United States of America

Peer Effects and Drug Adoption, (16 Mar 2025). *Health Workshop*, Singapore

Shrinkflation and Consumer Demand, (15 Dec 2024). *Asia-Pacific Industrial Organization Society (APIOS)*, Seoul. South Korea

Peer Effects and Drug Adoption, (10 Dec 2024). *PKU SMU Health Economics Workshop*, Beijing. China

Shrinkflation and Consumer Demand, (02 Dec 2024). *2024 Australasian Meeting of the Econometric Society*, Melbourne. Australia

Shrinkflation and Consumer Demand, (09 Nov 2024). *Southern Economic Association, 94th Annual Meeting*, Washington DC. United States of America

Shrinkflation and Consumer Demand, (31 Aug 2024). *50th Annual Conference of the European Association for Research in Industrial Economics (EARIE)*, Amsterdam. Netherlands

Shrinkflation and Consumer Demand, (15 Aug 2024). *2024 Asian Meeting of the Econometric Society in East and South-East Asia*, Ho-Chi Minh City. Vietnam

Consumer Concentration and the Risk of the “Ozempic Effect” in the US Retail Market, (19 May 2024). *Annual meeting of the Society of Economics of the Household (SEHO)*, Singapore. Singapore

Shrinkflation and Consumer Demand, (04 May 2024). *International Industrial Organization Conference (IIOC)*, Boston. United States of America

Product Variety and Alcohol Purchases, (16 Dec 2023). *Asia-Pacific Industrial Organization Society (APIOS)*, Hong Kong University of Science and Technology, Hong Kong.

Product Variety and Alcohol Purchases, (15 Dec 2023). *The 11th Hong Kong Economic Association Biennial Conference*, University of Hong Kong.

Product Variety and Alcohol Purchases, (30 Aug 2023). *EEA-ESAM, European Economic Association, Econometric Society*, UPF, Barcelona, Spain.

Product Variety and Alcohol Purchases, (25 Aug 2023). *EARIE, European Association for Research in Industrial Economics*, Luiss University, Rome, Italy.

Product Variety and Alcohol Purchases, (10 Aug 2023). *Australasian Meeting of the Econometric Society*, University of New South Wales Sydney, Australia.

Product Variety and Alcohol Purchases, (07 Aug 2023). *Asian Meeting of the Econometric Society in East and South-East Asia*, Nanyang Technological University Singapore.

Product Variety and Alcohol Purchases, (17 Jun 2023). *Nordic workshop on Industrial Organization (NORIO XII)*, Stockholm, Sweden.

Innovation Begets Innovation and Concentration: The Case of Upstream Oil & Gas in the North Sea, (21 Dec 2022). *Annual Meeting, German Economists Abroad*, Berlin, Germany.

Obfuscation and Rational Inattention, (03 Sep 2022). *EARIE*,

Obfuscation and Rational Inattention, (30 Aug 2022). *European Economic Society Summer Meeting*, Milan, Italy .

The Importance of the First Generic Substitution: Evidence from Sweden, (15 Aug 2022). *Econometric Society Asia Summer Meeting*,

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, (15 Dec 2021). *Asia-Pacific Industrial Organization Society (APIOS)*,

Search Costs in the Mutual Fund Industry, (25 Aug 2021). *Annual Conference of the European Association for Research in Industrial Economics (EARIE)*,

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, (24 Aug 2021). *Annual Conference of the European Association for Research in Industrial Economics (EARIE)*,

Search Costs in the Mutual Fund Industry, (10 Aug 2021). *European Summer Meetings of the Econometric Society*, Online.

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, (29 Jan 2021). *Health Workshop*, Online.

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, (04 Jan 2021). *ASSA 2021 Virtual Annual Meeting*, Online.

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, (25 Aug 2020). *European Economic Association Annual Congress*,

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, (14 Dec 2019). *Asia Pacific Industrial Organization Conference*, Tokyo.

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, (30 Apr 2019). *The 17th Annual International Industrial Organization Conference*, Boston.

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, (15 Dec 2018). *43 Simposio de la Asociacion Espanola de Economia*, Madrid.

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, (06 Dec 2018). *European Winter Meeting of the Econometric Society*, Naples.

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, (07 Nov 2018). *Industrial Organization Workshop*, St Gallen.

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, (08 Oct 2018). *Empirics and Methods in Economics Conference*, Chicago.

Price Dynamics of Swedish Pharmaceuticals, (04 Sep 2018). *Annual Meeting Verein fur Socialpolitik*, Freiburg.

Price Dynamics of Swedish Pharmaceuticals, (30 Aug 2018). *Annual Conference of the European Association for Research in Industrial Economics*, Athens.

Price Dynamics of Swedish Pharmaceuticals, (23 Aug 2018). *Annual Congress of the European Economic Association*, Cologne.

Price Dynamics of Swedish Pharmaceuticals, (15 May 2018). *23rd Spring Meeting of Young Economists*, Mallorca.

Price Dynamics of Swedish Pharmaceuticals, (04 Apr 2018). *The 16th Annual International Industrial Organization Conference*, Indianapolis.

Price Dynamics of Swedish Pharmaceuticals, (31 Mar 2018). *ENTER Jamboree Conference*, Toulouse.

Price Dynamics of Swedish Pharmaceuticals, (15 Feb 2018). *RGS Doctoral Conference in Economics*, Essen.

Price Dynamics of Swedish Pharmaceuticals, (16 Nov 2017). *Swedish Workshop on Competition Economics and Public Procurement*, Stockholm.

Price Dynamics of Swedish Pharmaceuticals, (12 Oct 2017). *SUDSWEC*, Stockholm.

Does a district-vote matter for the behavior of politicians? A textual analysis of parliamentary speeches., (20 May 2016). *PhD Workshop*, Stockholm.

Invited Seminars, Talks and Lectures

Patriotic Spots, Polarized Markets: Bud Light's Advertising Elasticity During a Nationwide Boy-cott, 04 Nov 2025. Seminar

Patriotic Spots, Polarized Markets: Bud Light's Advertising Elasticity During a Nationwide Boy-cott, 05 Sep 2025. Seminar

Peer Effects and Drug Adoption, 27 Feb 2025. Finnish Health Economics Seminar Series, Finland

Shrinkflation and Consumer Demand, 08 Oct 2024. Chicago Booth: Marketing Seminar, Chicago, United States of America

Product Variety and Alcohol Purchases, 15 May 2023. Internal IO Economic Lecture Series with Ginger Jin, Singapore

Innovation Begets Innovation and Concentration: The Case of Upstream Oil & Gas in the North Sea, 19 Oct 2022. Seminar Series

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, 18 Feb 2022. INSEAD Seminar

Retail Pharmacies and Drug Diversion during the Opioid Epidemic, 02 Nov 2020. Research Seminar, Online, Sweden

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 28 Feb 2019. Seminar Series, Mexico City

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 22 Feb 2019. Seminar Series, Paris

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 19 Feb 2019. Seminar Series, Melbourne

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 12 Feb 2019. Seminar Series, Sydney

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 08 Feb 2019. Seminar Series, Singapore

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 04 Feb 2019. Seminar Series, Singapore

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 24 Jan 2019. Seminar Series, Copenhagen

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 15 Jan 2019. Seminar Series, Helsinki

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 15 Nov 2018. Seminar Series, Bergen

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 02 Nov 2018. Seminar Series

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 31 Oct 2018. Seminar Series

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 18 Oct 2018. Seminar Series

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 30 Sep 2018. Microwave Seminar, Stockholm

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 26 Sep 2018. Seminar Series, Gothenburg

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 21 Sep 2018. Seminar Series, Stockholm

Switching Costs, Quality Misconceptions and Behavioral Pricing in the Pharmaceutical Market, 13 Sep 2018. XXXIII Jornadas de Economía Industrial, Barcelona

Price Dynamics of Swedish Pharmaceuticals, 15 May 2018. Seminar Series, Madrid

Price Dynamics of Swedish Pharmaceuticals, 20 Mar 2018. Brown Bag Seminar, Stockholm

Price Dynamics of Swedish Pharmaceuticals, 20 Dec 2017. Student IO Day, Toulouse

Price Dynamics of Swedish Pharmaceuticals, 06 Nov 2017. Lunch Brown Bag, Stockholm

Price Dynamics of Swedish Pharmaceuticals, 19 May 2017. Student Workshop in Industrial Organization, Stanford

Media Contributions and Citations

Ozempic Could Reshape US Retail, Chicago Booth Review, 14 Oct 2024
<https://www.chicagobooth.edu/review/ozempic-could-reshape-us-retail>

<https://www.chicagobooth.edu/review/retailers-are-shrinkflation>, Chicago Booth Review, 23 Sep 2024
<https://www.chicagobooth.edu/review/retailers-are-shrinkflation>