Marcel Garz

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Current Position

Since 10/2020	Associate Professor, Jönköping International Business School

Past Positions

02/2021 – 07/2021	Docent, Rotterdam School of Management
10/2018 – 09/2020	Assistant Professor, Jönköping International Business School
06/2015 – 09/2018	Senior Research Scientist, Hamburg Media School
04/2013 – 05/2015	Research assistant, Hamburg Media School
11/2010 – 03/2013	Research assistant, Institute for Media Economics, University of Hamburg

Education

11/2010 – 02/2014	PhD (*summa cum laude*), Dissertation: “Economic aspects of information processing in the case of labor market news”, School of Business, Economics and Social Sciences, University of Hamburg
10/2008 – 09/2010	Master of Arts in Economic and Social Studies, Faculty of Economic and Social Sciences, University of Hamburg
10/2005 – 09/2008	Bachelor of Arts in Economics, Faculty of Economic and Social Sciences, University of Hamburg

Academic Publications

Refereed journals	N. Steigenberger, T. Cyron, M. Garz (2026). “How Narrative Orchestration Helps Entrepreneurs Maintain Goals Despite Setbacks: The Case of Star Citizen”, *Organization Studies*, forthcoming.
	M. Garz, M. Ots (2026). “Buying Better Journalism? Media Subsidies and Public-Interest Content”, *Journalism Studies*, 27, 1620–1639.
	M. Garz, M. Ots (2025). “Media Consolidation and News Content Quality”, *Journal of Communication*, 75, 195 – 206.
	M. Arango-Kure, M. Garz (2025). “Manipulation: An integrative framework of unethical influence in marketing”, *Journal of Business Research*, 197, 115476.

J. M. Reis, M. Garz (2025) “Media Attention and Compliance with the European Court of Human Rights”, *Journal of Conflict Resolution*, 69, 814 – 838.

N. Steigenberger, M. Garz, T. Cyron (2025). “Signaling Theory in Entrepreneurial Fundraising and Crowdfunding Research”, *Journal of Small Business Management*, 63, 1830 – 1855.

M. Garz (2025) “News about the economy: A literature survey and methodological guidelines”, *Oxford Open Economics*, 3, odae040.

M. Garz, T. Singh (2024). “Party Positioning under Populist State Leaders”, *British Journal of Political Science*, 54,1362 – 1384.

M. Garz, M. Zhuang (2024) “Media Coverage and Pandemic Behavior: Evidence from Sweden”, *Health Economics*, 33, 1319 – 1367.

M. Garz, M. Ots, H. Sjøvaag (2024) “Political Viewpoint Diversity in the News: Market and Ownership Conditions for a Pluralistic Media System”, *The International Journal of Press/Politics*, 29, 983 – 1003.

T. Cyron, M. Garz, N. Steigenberger (2024) “Beware the community type: Engagement and growth in core vs. open online communities”, *Small Business Economics*, 62, 1383 – 1407.

E. Dujeancourt, M. Garz (2023) “The Effects of Algorithmic Content Selection on User Engagement with News on Twitter”, *The Information Society*, 39, 263 – 281.

M. Garz, A. Schneider (2023) “Data sharing and tax enforcement: Evidence from short-term rentals in Denmark”, *Regional Science and Urban Economics*, 101, 103912.

M. Garz, F. Szucs (2023) “Algorithmic Selection and Supply of Political News on Facebook”, *Information Economics and Policy*, 62, 101020.

M. Garz, A. Schneider (2023) “Taxation of short-term rentals – Evidence from the introduction of the “Airbnb tax” in Norway”, *Economics Letters*, 226, 111120.

M. Garz, J. Rickardsson (2023) “Ownership and Media Slant: Evidence from Swedish Newspapers”, *Kyklos*, 76, 18 – 40.

J. Lischka, M. Garz (2023) “Clickbait News and Algorithmic Curation: A Game Theory Framework of the Relation between Journalism, Users, and Platforms”, *New Media & Society*, 25, 2073 – 2094.

M. Garz, G. Martin (2021) “Media Influence on Vote Choices: Unemployment News and Incumbents’ Electoral Prospects”, *American Journal of Political Science*, 65, 278 – 293.

M. Garz, S. Maaß (2021) “Cartels in the European Union, Antitrust Action, and Public Attention”, *Journal of Economic Behavior & Organization*, 186, 533 – 547.

M. Garz, J. Sörensen (2021) “Political Scandals, Newspapers, and the Election Cycle”, *Political Behavior*, 43, 1017 – 1036.

M. Garz, J. Sörensen, D. Stone (2020) “Partisan Selective Engagement: Evidence from Facebook”, *Journal of Economic Behavior & Organization*, 177, 91 – 108.

M. Garz, G. Sood, D. Stone, J. Wallace (2020) “The Supply of Media Slant Across Outlets and Demand for Slant Within Outlets: Evidence from US Presidential Campaign News”, *European Journal of Political Economy*, 63, 1 – 22.

M. Garz, V. Pagels (2018) “Cautionary Tales: Celebrities, the News Media, and Participation in Tax Amnesties”, *Journal of Economic Behavior & Organization*, 155, 288 – 300.

M. Garz (2018) “Effects of Unemployment News on Economic Perceptions – Evidence from German Federal States”, *Regional Science and Urban Economics*, 68, 172 – 190.

M. Garz (2018) “Retirement, Consumption of Political Information, and Political Knowledge”, *European Journal of Political Economy*, 53, 109 – 119.

M. Garz, J. Sörensen (2017) “Politicians under Investigation: The News Media’s Effect on the Likelihood of Resignation”, *Journal of Public Economics*, 153, 82 – 91.

M. Garz, A. Rott, M. Wass von Czege (2015) “The Online Market for Illegal Copies of Magazines: A German Case Study”, *Journal of Broadcasting & Electronic Media*, 59, 169 – 183.

M. Arango-Kure, M. Garz, A. Rott (2014) “Bad News Sells: The Demand for News Magazines and the Tone of Their Covers”, *Journal of Media Economics*, 27, 199 – 214.

M. Garz (2014) “Good News and Bad News: Evidence of Media Bias in Unemployment Reports”, *Public Choice*, 161, 499 – 515.

M. Garz (2013) “Unemployment Expectations, Excessive Pessimism, and News Coverage”, *Journal of Economic Psychology*, 34, 156 – 168.

M. Garz (2013) “Labour Market Segmentation: Standard and Non-Standard Employment in Germany”, *German Economic Review*, 14, 349 – 371.

M. Garz (2013) “Employment and Wages in Germany Since the 2004 Deregulation of the Temporary Agency Industry”, *International Labour Review*, 152, 307 – 326.

M. Garz (2012) “Job Insecurity Perceptions and Media Coverage of Labor Market Policy”, *Journal of Labor Research*, 33, 528 – 544.

Book chapters

M. Garz (2020) “Quantitative Methods in Economic Research on Media and Communication”, in B. von Rimscha (ed.): Management and Economics of Communication, 109 – 127, Berlin: De Gruyter Mouton.

M. Garz (2014) “Volkswirtschaftliche Effizienz und der Markt für Nachrichten”, in I. Sjurts (ed.): Zehn Jahre sind ein Jahr – Kernthemen der medienwirtschaftlichen Forschung der letzten Dekade, 79 – 94, Baden-Baden: Nomos.

M. Garz, A. Rott (2014) “Erfolgsfaktoren von politischen Wochenmagazinen”, in I. Sjurts (ed.): Zehn Jahre sind ein Jahr – Kernthemen der medienwirtschaftlichen Forschung der letzten Dekade, 217 – 243, Baden-Baden: Nomos.

Grants & Projects

01/2027 – 12/2029	Research project “AI-Mediated Search, Local Information Ecosystems, and Societal Resilience” (with S. Bisiani; *Swedish Research Council*, ca. 460,000 euro; principal investigator)
01/2027 – 12/2029	Research project “News Influencers, AI Slop, and the Future of the Fourth Estate” (*The Hamrin Foundation*, ca. 120,000 euro; principal investigator)
01/2027 – 12/2029	Research project “Competition in Digital Attention Markets: Evidence from the Swedish News Ecosystem” (with A. Schneider; *Swedish Competition Authority*, ca. 170,000 euro; co-investigator)
01/2027 – 05/2027	Planning grant “Investigative Journalism as an Editorial Investment” (with M. Ots; *Lindholmen Science Park*; ca. 9,000 euro; co-investigator)
12/2026 – 09/2027	Planning grant “RepairME: From Diagnosis to Intervention. Solutions for Democratically Resilient Media Systems in a Divided Europe” (with P. Berglez, E. Rönngren, M. Ots; *Vinnova*, ca. 45,000 euro; co-investigator)
01/2025 – 12/2027	Research project “Online Platforms, News Media, and Democracy” (with F. Szucs, M. Zhuang; *Jan Wallander and Tom Hedelius Foundation*, ca. 230,000 euro; co-investigator)
01/2023 – 12/2025	Research project “Competition, multimarket contact, and quality of local newspaper coverage” (with M. Ots; *Swedish Competition Authority*, ca. 240,000 euro; principal investigator)
01/2022 – 12/2024	Research project “Digital Platforms: Regulate or Collaborate?” (with A. Schneider; *Jan Wallander and Tom Hedelius Foundation*, ca. 100,000 euro; co-investigator)
01/2020 – 12/2022	Research project “Media competition and media slant in Swedish newspapers” (with J. Rickardsson; *Swedish Competition Authority*, ca. 180,000 euro; principal investigator)
01/2017 – 12/2020	Funding to implement the “Data and Business Analytics” specialization in the MBA program at Hamburg Media School (with A. Rott, K. Schaefer; *Bertelsmann*, ca. 200,000 euro; co-investigator)
04/2016 – 03/2019	Research Network Economics of Media Bias (*German Research Foundation*, ca. 45,000 euro; principal investigator)

Workshop and Seminar Organization

Since 2024	Data Methods Initiative (co-founder)
2015 – 2025	Economics of Media Bias Workshop (founder)

Teaching

2026	Data-Driven Decision Making (graduate students, Jönköping University)
2026	Global Business and Economics with a Nordic Perspective (undergraduate students, Jönköping University)

2010, 2011, 2013	Industrial Organization (undergraduate and graduate students, University of Hamburg)
2019	International Trade Theory (undergraduate students, Jönköping University)
2019, 2020, 2021, 2022, 2023, 2024, 2025	Introduction to Economic Thought (undergraduate students, Jönköping University)
2012	Macroeconomics (undergraduate students, University of Hamburg)
2010, 2011, 2012, 2013, 2015, 2016	Media Economics (undergraduate and graduate students, University of Hamburg)
2023, 2025	Methods to Analyze Text as Data (graduate students, Jönköping University)
2026	Microeconometrics Using Stata (graduate students, Jönköping University)
2025, 2026	Platform Economics (graduate students, Jönköping University)
2011, 2012	Political Economy (undergraduate students, University of Hamburg)
2013, 2014, 2015, 2016, 2017	Quantitative Methods (graduate students, Hamburg Media School)
2016, 2017	Statistics (refugees, Hamburg Media School)

Refereeing

Journals	American Economic Journal: Economic Policy; American Political Science Review; American Politics Research; Comparative Political Studies; Data in Brief; Digital Journalism; Discover Artificial Intelligence; Economic Modelling; Economics & Politics; Empirical Economics; European Economic Review; European Journal of Political Economy; Government and Opposition; Health Economics; Humanities and Social Sciences Communications; Information, Communication and Society; Information Economics and Policy; International Review of Applied Economics; Journal of Computational Social Science; Journal of Economic Behavior & Organization; Journal of Economic Psychology; Journal of Economic Studies; Journal of European Social Policy; Journal of Industry, Competition and Trade; Journal of Information Technology and Politics; Journal of Labor Research; Journal of Media Business Studies; Journal of Small Business Management; Journal of the European Economic Association; Journalism; Journalism Studies; Mass Communication and Society; Nature: Scientific Reports; Nordicom Review; Policy Studies Journal; Political Behavior; Public Choice; Quarterly Journal of Political Science; Regional Studies; Review of Industrial Organization; Scandinavian Journal of Economics; Social Network Analysis and Mining; Technological Forecasting & Social Change; Tourism Management
Funders	European Commission; European Education and Culture Executive Agency; Fund for Scientific Research (Belgium); German Research Foundation