



**Prof. Dr. Helmut Dietl**

Partner

## Contact Information

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## Area of Expertise

Helmut Dietl is a Partner with Swiss Economics and full Professor of Services & Operations Management at the University of Zurich, Switzerland. He is also Chairman of the Board for the Center for Research in Sports Administration (CRSA). He specializes in services and operations management with a focus on regulated industries, platform competition and sports. He holds a doctoral degree from the Ludwig-Maximilians-University, Germany.

## Present Positions

- 2011 – Chairman of the Board for the Center for Research in Sports Administration (CRSA), Zurich, Switzerland
- 2008 – Partner, Swiss Economics SE AG
- 2007 – Mentor in the Swiss Study Foundation Chair, Management of Network Industries, College of Management of Technology, Ecole Polytechnique Lausanne (EPFL)
- 2003 – Full Professor of Services & Operations Management, Faculty of Economics, University of Zurich, Switzerland

## Previous Positions (Selection)

- 2005 Visiting Professor, Gakushuin University, Tokyo, Japan
- 2000 – 2001 Visiting Professor, Center of Economic Studies, Ludwig-Maximilians-University, Munich, Germany
- 1996 – 2002 Professor of Business Administration, University of Paderborn, Germany
- 1998 Visiting Professor, Institute of Innovation Research, Hitotsubashi University, Tokyo
- 1994 – 1995 Visiting Scholar, Haas School of Business, University of California at Berkeley, USA

## Education and Training (Selection)

- 1991 Dr. rer. pol. habil., Ludwig-Maximilians-University, Munich, Germany
- 1988 – 1991 Research Assistant, Institute for Organisation, Ludwig-Maximilians-University, Munich, Germany
- 1988 Dipl.-Kfm., Ludwig-Maximilians-University, Munich, Germany

## Publications (Selection)

### Books

Social Responsibility and Sustainability in Sports. Ediciones de la Universidad de Oviedo, Oviedo (Asturias), 2009, (with P. Rodriguez and S. Késenne).

Fussball – Ökonomie einer Leidenschaft, Sportökonomie Band 10, Schorndorf (Hofmann), 2009, (with E. Franck and H. Kempf).

Organisation - Eine ökonomische Perspektive, Stuttgart (Schäffer-Poeschel), 5th edition 2008 (1st edition 1997, 2nd edition 1999, 3rd edition 2002, 4rd edition 2005), (with E. Franck and A. Picot).

Millisekunden und Milliarden – 30 Analysen zur Ökonomie des Sports, Zürich (Neue Zürcher Zeitung), 2008, (with E. Franck).

Virtuelle Informationsbörsen zur Prognose und Investitionsabsicherung, Lohmar (Josef Eul), 2004, (with B. Franke, A. Krebs and M. Rese).

Die strategische Ressource "Data Warehouse", Wiesbaden (Gabler), 2004, (with R. van der Velden and C. Wilmes).

Globalisierung des wirtschaftlichen Wettbewerbs im Sport, Schorndorf (Hofmann), 2003.

Shinseidoha ni yoru Soshiki-nyumon - shijou,soshiki, soshikikan kankei heino apurochi, (Japanese version of "Organisation: Eine ökonomische Perspektive"), Tokyo (Hakutou Shobou), 1st edition 1999 (reprint 2000), 2nd edition 2007, (with E. Franck and A. Picot).

Internationaler Finanzplatzwettbewerb; Ein ressourcenorientierter Vergleich, Wiesbaden (Gabler), 1999, (with M. Pauli and S. Royer).

Capital Markets and Corporate Governance in Japan, Germany and the United States. Organizational Response to Capital Market Inefficiencies, London and New York (Routledge), 1998 (reprint 2001).

Institutionen und Zeit, Vol. 79 of the series "Die Einheit der Gesellschaftswissenschaften", Tübingen (Mohr), 1993.

### Peer-Reviewed Articles (Selection)

"The Lead Factory Concept: Benefiting from Efficient Knowledge Transfer", forthcoming in: Journal of Manufacturing Technology Management, (with P. Deflorin, M. Lang, M. Scherer).

"The Effect of Professional Football Clubs' Legal Structure on Sponsoring Revenues", forthcoming in: Journal of Sponsorship, (with C. Weingärtner).

"Gehaltsobergrenzen und Luxussteuern: Erkenntnisse aus dem professionellen Mannschaftssport", forthcoming in: Die Unternehmung - Swiss Journal of Business Research and Practice, (with T. Duschl and M. Lang).

"Salary Cap Regulation in Professional Team Sports", forthcoming in: Contemporary Economic Policy, (with E. Franck, M. Lang and A. Rathke).

- "Asymmetric Contests with Liquidity Constraints", forthcoming in: *Public Choice*, (with M. Grossmann).
- "Executive Pay Regulation: What Regulators, Shareholders, and Managers Can Learn from Major Sports Leagues", in: *Business and Politics*, Vol. 13, Iss. 2, Article 6, (with T. Duschl, M. Lang).
- "Competitive Balance and Revenue Sharing in Sports Leagues with Utility-Maximizing Teams", in: *Journal of Sports Economics*, Vol. 12, No. 3, 2011, pp. 284-308, (with M. Grossmann and M. Lang).
- "Competition and Welfare Effects of VAT Exemptions", in: *The B.E. Journal of Economic Analysis & Policy*, Vol. 11, Issue 1, Article 19, 2011, pp. 1-27, (with C. Jaag, M. Lang, U. Trinkner).
- "The Combined Effect of Salary Restrictions and Revenue Sharing in Sports Leagues", in: *Economic Inquiry*, Vol. 49, No. 2, 2011, pp. 447-463, (with M. Lang and A. Rathke).
- "Impact of VAT-Exemptions in the Postal Sector on Competition and Welfare", in: *Reinventing the Postal Sector in an Electronic Age*, edited by M.A. Crew and P.R. Kleinendorfer. Cheltenham, Edward Elgar, UK, 2011, pp. 267-280, (with C. Jaag, M. Lang, M. Lutzenberger and U. Trinkner).
- "Erfolgsstrategien im Plattformwettbewerb", in: *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, Special Issue 62/10, 2010, pp. 63-83.
- "Corruption in Professional Sumo: An Update on the Study of Duggan and Levitt", in: *Journal of Sports Economics*, 2010, pp. 383-396, (with M. Lang and S. Werner).
- "Die Leitfabrik – Innovativ und effizient zugleich?", in: *Zeitschrift Führung + Organisation*, Vol. 2, 2010, pp. 75-81, (with P. Deflorin and M. Scherrer-Rathje).
- "RFID-based Entry into the German B2B Parcel Market and its Effect on Competitive Strategies, Prices and Market Shares: The Case of Red Parcel Post", in: *Journal of Strategic Management Education*, Vol. 5, Issue 3-4, 2010, pp. 125-150, (with M. Lang, M. Lutzenberger, S. Wagner).
- "The Effect of Luxury Taxes on Competitive Balance, Club Profits, and Social Welfare in Sports Leagues", in: *International Journal of Sport Finance*, Vol. 5, Issue 1, 2010, pp. 41-51, (with M. Lang and S. Werner).
- "Revenue Sharing and Competitive Balance in a Dynamic Contest Model", in: *Review of Industrial Organization*, Vol. 36, Issue 1, 2010, p. 17-36, (with M. Grossmann and M. Lang).
- "Social Welfare in Sports Leagues with Profit-Maximizing and/or Win-Maximizing Clubs", in: *Southern Economic Journal*, 2009, pp. 375-396, (with M. Lang and S. Werner).
- "Market Entry and Competitive Strategies in the German B2B Parcel Market", in: *Progress in the Competitive Agenda in the Postal and Delivery Sector*, edited by M. A. Crew and P. R. Kleinendorfer. Cheltenham, UK, Edward Elgar, 2009, pp. 280-297, (with M. Lang, M. Lutzenberger, S. Wagner).
- "Investment Behaviour in a Two Period Contest Model", in: *Journal of Institutional and Theoretical Economics*, 165 (3), 2009, pp. 401-417, (with M. Grossmann).
- "Wertschöpfungsorganisation und Differenzierungsdi-lemma in der Automobilindustrie", in: *Zeitschrift für betriebswirtschaftliche Forschung*, Ausgabe 4, 2009, pp. 439-462, (with S. Royer and U. Stratmann).
- "Value Creation Architectures and Competitive Advantage: Lessons from the European Automobile Industry", in: *California Management Review*, Vol. 51, No. 3, 2009, pp. 24-48, (with S. Royer and U. Stratmann).
- "Governance of Professional Sports Leagues – Cooperatives versus Contracts", in: *International Review of Law and Economics*, Vol. 29, 2009, pp. 127-137, (with E. Franck, T. Hasan and M. Lang).
- "Defensive Competitive Strategies in Two-Sided Markets: The Example of the Mail Industry", in: *Competition and Regulation in Network Industries*, Vol. 10, No. 1, 2009, pp. 3-15, (with A. Grütter, M. Lutzenberger).
- "Geschäftsmodelle und Markteintrittsstrategien in geöffneten Brief- und Paketmärkten" in: *Die Unternehmung - Swiss Journal of Business Research and Practice*, Vol. 63, No. 2, 2009, pp. 193-211, (with A. Grütter and M. Lutzenberger).
- "Revenue Sharing, Reserve Clause and Salary Caps in Professional Team Sports Leagues" in: *International Journal of Global Business and Economics (IJGBE)*, Vol. 2, No. 1, 2009, pp. 44-50 (with E. Franck, M. Lang and A. Rathke).
- "The Effect of Salary Caps in Professional Team Sports on Social Welfare", in: *The B.E. Journal of Economic Analysis & Policy*, Vol. 9, Iss. 1 (Topics), 2009, Article 17, (with M. Lang and A. Rathke).
- "Why Football Players May Benefit from the 'Shadow of the Transfer System'", in: *European Journal of Law and Economics*, 2008, pp. 129-151, (with E. Franck and M. Lang).
- "Strategic Competitive Advantages and Value Net Organization: Conceptual Considerations and Organisational Recommendations for Two- or Multi-sided Service Markets", in: *Paradigm*, 12 (1), 2008, pp. 5-11, (with E. Franck and S. Royer).
- "Deregulation of Letter Markets and its Impact on Process and Product Innovation", in: *Review of Network Economics*, 7 (2), 2008, pp. 231-246, (with M. Lutzenberger and A. Grütter).
- "Overinvestment in Team Sports Leagues – A Contest Theory Model", in: *Scottish Journal of Political Economy*, 55 (3), 2008, pp. 353-368, (with E. Franck and M. Lang).
- "The Effect of Marginal Cost Elasticity on Competitive Balance", in: *Journal of Sports Economics*, 9 (4), 2008, pp. 339-350, (with M. Grossmann and U. Trinkner).
- "The Effect of Gate Revenue Sharing on Social Welfare", in: *Contemporary Economic Policy*, 26 (3), 2008, pp. 448-459, (with M. Lang).
- "The Effect of Entry Regulation on Process Innovation in the Swiss Mail Industry", in: *Schweizerische Zeitschrift für Volkswirtschaft und Statistik (SZVS)*, 144 (1), 2008, pp. 37-55, (with M. Finger, C. Felisberto, M. Lutzenberger and A. Grütter).
- "Governance Failure and Financial Crisis in German Football", in: *Journal of Sports Economics*, 8 (6), 2007, pp. 662-669, (with E. Franck).
- "Pay-TV vs. Free-TV: A Model of Sports Broadcasting Rights Sales", in: *Eastern Economic Journal*, 33 (3), 2007, pp. 405-428, (with T. Hasan).