

Preface

In a recent working paper, Gregory Mankiw (2006) divided the family of macroeconomists into two classes: *Scientists* and *Engineers*. While the scientist tries to understand how the world works, the engineer tries to solve practical problems. According to Mankiw, the class of scientists currently has a substantially larger population than the class of engineers. As a consequence, when it comes to providing practical policy advice, this asymmetry might create substantial problems and intensifies the desire for a class of *Scienceteers*, which internalises both views and is therefore able to give applicable scientific-based policy advice.

Applying Mankiw's taxonomy to microeconomics, this book follows a Scienceteer approach by developing an integrated approach of competition policy analysis. Based on the assumption that the deterrence of anticompetitive behaviour is the fundamental aim of competition policy rules and their enforcement, three pivotal levels of such an integrated approach are identified: a fundamental level, a strategic level and an operational level. After developing the approach, it is then applied to three traditional areas of competition policy – hard core cartels, horizontal mergers and predation – to draw conclusions on how to ameliorate current competition policy. The innovative idea of the book is its coverage of the entire process of designing and implementing competition rules. Past research has largely concentrated on particular aspects of the integrated approach (such as investigations of welfare effects or the development of detection strategies), but these were at the expense of practicability issues. The book proposes ways in which this divergence can be narrowed.

The content of the book was accepted in September 2007 as a doctoral dissertation at the WHU Otto Beisheim School of Management in Vallendar, Germany. During the research and writing process I profited from the support of many people and would like to take this opportunity to acknowledge them. Among all contributors, my supervisor and mentor, Professor Dr. Jürgen Weigand, was certainly the most important. Apart from the very productive working environment at his Institute for Industrial Organization and countless discussions on various aspects of competition policy, the most formative influence was his continuous encouragement to participate in the activities the academic community has to offer. I am exceptionally grateful for these important experiences.

I am also deeply indebted to Professor Dr. Michael Frenkel, not only for his role as second supervisor of the thesis, but also for easing my integration into the WHU in those early days. The thesis definitely profited from the very productive research environment at WHU, and I would like to thank especially my colleagues Regine Braun, Dr. Alexandra Groß-Schuler, Ansgar Kirchheim, Claus Neuser,

Christian Steiner, Irene Delzer, Professor Dr. Ralf Fendel, Professor Dr. Wolf-Heimo Grieben, Dr. Günter Schmidt and Christoph Swonke for their contribution to this environment. Special thanks go to PD Dr. Georg Stadtmann not only for more than two years of companionship at the Institute for Industrial Organization but especially for creating constant pressure to take that last step and finally submit the thesis. Elisabeth Pirsch was always very helpful in guiding me through the administrative jungle.

A significant part of the study was written at the Centre for European Economic Research (ZEW), which I joined in October 2006. I am especially thankful to Professor Dr. Dr. h.c. mult. Wolfgang Franz not only for his agreement to publish the thesis in his series 'ZEW Economic Studies' but especially for creating and maintaining an unparalleled research environment at the ZEW. Furthermore, I am exceptionally thankful to Dr. Georg Licht for his support throughout the important final months of the project. Special thanks go to Dr. Patrick Beschoner for very valuable comments on a draft version of the thesis and to my colleagues in the competition policy team at ZEW consisting of Martina Lauk, Dr. Nina Leheyda, Hannes Ullrich and Tobias Veith for their support. I am very grateful to Janine Micunek Fuchs for editing the manuscript. Romy Weiland was especially helpful in managing the publication process.

Furthermore, the project profited from a number of research stays, and I would like to thank Professor Dr. Alari Purju (Tallinn University of Technology), Lea Tonston (Estonian Competition Board), Professor Peter Møllgaard PhD (Copenhagen Business School), Professor Margaret Slade PhD (University of Warwick), and Adrian Raass (Swiss Competition Commission) for their hospitality and support. I am especially indebted to Professor Daniel Rubinfeld PhD (University of California at Berkeley) and Professor Thomas W. Ross PhD (University of British Columbia), not only for making exceptional research stays at two of the leading universities in North America possible but also for providing the opportunity to attend a couple of high-level graduate courses. Professor Norbert Schulz PhD from the University of Würzburg provided me with the necessary tools to undertake research in the area of competition policy and guided me in taking some first steps into the academic community. Special thanks go to Dr. Christian Köberlein, Professor Jürgen Müller PhD and Professor Dr. Hans-Martin Niemeier for their companionship and guidance throughout my academic development.

Last but certainly not least, I would like to thank my family for their continuous and overwhelming support. My girlfriend Diana was always supportive and motivating throughout the project and exceptionally generous in sacrificing countless weekends and holidays. Of all the support I received from my parents, my grandparents and my brother, probably the most valuable was the advice to concentrate on the important things in life and to follow each goal with maximum dedication.



<http://www.springer.com/978-3-7908-2089-8>

Competition Policy Analysis

An Integrated Approach

Hüschelrath, K.

2009, XIV, 530 p. 83 illus., Softcover

ISBN: 978-3-7908-2089-8

A product of Physica-Verlag Heidelberg