Lukas Pirnbacher

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Research Interests

Empirical Industrial Organization, Regulatory Economics, Structural Econometrics

Education

PhD in Economics since 09/2022
WU Vienna

MSc in Economics (Science Track), with distinction 10/2019 – 08/2022
WU Vienna

Statistics and Mathematics in Economics (BSc coursework) 10/2017 – 06/2021
TU Wien

BSc in Business, Economics and Social Sciences, with distinction 10/2015 – 05/2019
WU Vienna

Academic Appointments

Teaching and Research Associate since 09/2022
Department of Economics, WU Vienna

Teaching Assistant 03/2018 – 07/2022
Institute for Economic Policy and Industrial Economics, WU Vienna

Research

Publications

"Market Power and Regulation in Pharmaceutical Markets" (with Klaus Gugler and Florian Szücs), *Journal of the European Economic Association*, forthcoming

Working Papers

"Milking the Demand Curve: Consumer and Firm Behavior in Inflationary Times" (with Alon Eizenberg, Klaus Gugler and Florian Szücs), *CEPR Discussion Paper No. 22080*

Work in Progress

"A Prescription for Coordination? Generic Drug Price Regulation and Focal Points"

"Demand Estimation and Market Size Uncertainty: A Bayesian Approach"

Teaching

Lecturer

Microeconomics (undergraduate), WU Vienna since 2024
Applied Microeconomics (undergraduate), WU Vienna 2023

Teaching Assistant

Applied Microeconomics (undergraduate), WU Vienna	2018 – 2022
Advanced Microeconomics (undergraduate), WU Vienna	2018 – 2022
Industrial Organization (undergraduate), WU Vienna	2018 – 2022

Thesis Supervision

"The Price Development of Originator Drugs after Patent Expiry: An Econometric Analysis" (BSc, 2026)

"The Economics of the Austrian Pharmaceutical Market: An Analysis in International Context" (BSc, ongoing)

Awards & Grants

Merit-based scholarships, WU Vienna	2016, 2017, 2020, 2023, 2024
Talenta Award for the best bachelor's thesis	2020
WU Rector's List	2016/17, 2017

Skills

Programming:	Python, R, Stata, Maple, C++, LaTeX
Languages:	German (native), English (fluent), Italian (basic)

October 2026