

# Mitchell Goldberg

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## Profile

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I am a soon-to-be Ph.D. graduate from the Faculty of Business and Economics at the University of Basel, where my research centers on public blockchains, Decentralized Autonomous Organizations (DAOs), and the valuation of Non-Fungible Tokens (NFTs), particularly within the realm of virtual real estate. My work has been published in the *Journal of Economic Geography* and the *Journal of Business Research*.

Throughout my academic career, I have presented my research at notable conferences and seminars, including those at Georgetown University, New York University, and the University of Zürich. I have also participated as a referee for several academic journals, including *California Management Review*, contributing to the scholarly review process.

My teaching experience spans both undergraduate and graduate levels at the University of Basel, where I serve as a Teaching Assistant for courses such as "Bitcoin, Blockchain and Cryptoassets," and "Smart Contracts and Decentralized Finance." I also extend this expertise as a Lecturer at the FHNW's "CAS Bank Management and Digital Finance" program, where I cover similar topics, preparing students for the evolving landscape of digital finance and blockchain technology.

Beyond academia, my research has captured the attention of various media outlets, including *SRF 10 vor 10*, *Forbes*, *Neue Zürcher Zeitung*, *Finanz und Wirtschaft*, *Frankfurter Allgemeine Sonntagszeitung*, and *Weltwoche*. I have also shared my insights at various industry and academic events, such as the Crypto Finance Conference in St. Moritz, the K.E.Y. Platform 2022 in Seoul, and through the RMIT University Podcast *Mint & Burn*. These engagements have allowed me to connect with a broader audience and contribute to discussions on the future of blockchain technology and the metaverse.

## Research Fields

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- Public Blockchains, DAOs, and Governance of Public Infrastructure
- Economics of the Metaverse, Virtual Land Valuation

## Education

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**University of Basel**, Dr. rer. pol. (Ph.D.) in Business and Economics Apr 2020 – Apr 2025

- Ph.D. Thesis: "The Economics of Virtual Worlds: Scarcity, Blockchain-Based Governance, and the Role of Location in the Metaverse," supervisor: Prof. Fabian Schär

**University of Basel**, Master of Science (M.Sc.) in Business and Economics Aug 2018 – Jan 2020

- Major in Quantitative Methods
- Master Thesis: "Esports, Football and Economics: An Econometric Analysis of a \$1.4 Billion In-Game Market"
- Best Master Thesis Award

**University of Basel**, Bachelor of Arts (B.A.) in Business and Economics Aug 2015 – July 2018

- Major in Economics
- Bachelor Thesis: "Analyse möglicher Lösungsvorschläge des Bitcoin-Skalierungsproblems"

## Teaching

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**Teaching Assistant**, University of Basel – Center for Innovative Finance Apr 2020 – Mar 2025

- Bitcoin, Blockchain and Cryptoassets (B.A. course)
- Bitcoin, Blockchain and Cryptoassets (B.A. Thesis seminar)
- Smart Contracts and Decentralized Finance (M.Sc. course)
- Blockchain, Smart Contracts and Decentralized Finance (M.Sc. seminar)
- Blockchain Challenge (B.A. and M.Sc. courses)

- Lecturer**, FHNW University for Applied Sciences Northwestern Switzerland – CAS Oct 2022 – present  
Bank Management and Digital Finance
- Lectures on "Blockchain", "Smart Contracts", "Decentralized Finance", and "The Metaverse" (2024)
  - Lectures on "The Metaverse" (2022)
- Supervisor**, University of Basel – Faculty of Business and Economics 2021 – 2022
- Supervision of Bachelor seminar theses in "Wirtschaftliches Arbeiten I"

## Publications

- Land Valuation in the Metaverse: Location Matters** 2024  
Mitchell Goldberg, Peter Kugler, Fabian Schär  
<https://doi.org/10.1093/jeg/lbae027> (Journal of Economic Geography)
- Metaverse Governance: An Empirical Analysis of Voting Within Decentralized Autonomous Organizations** 2023  
Mitchell Goldberg, Fabian Schär  
<https://doi.org/10.1016/j.jbusres.2023.113764> (Journal of Business Research)

## Working Papers

- Geographic Dispersion of Economic Shocks in the Metaverse: Evidence from Events in a Blockchain-Based Virtual World** 2025  
Mitchell Goldberg  
[ssrn.com/abstract=5178385](https://ssrn.com/abstract=5178385)
- Retailing and Customer Engagement in the Metaverse: An Empirical Analysis** 2023  
Mitchell Goldberg, Fabian Schär, Dario Thürkauf  
[ssrn.com/abstract=4547100](https://ssrn.com/abstract=4547100)
- Scarcity in the Metaverse: Space, Location and the Attention Economy** 2023  
Mitchell Goldberg, Fabian Schär  
[ssrn.com/abstract=4606813](https://ssrn.com/abstract=4606813)

## Conferences and Seminar Presentations

- 18th North American Meeting of the Urban Economics Association**, Sept 2024  
*Georgetown University*  
Paper presentation: "Land Valuation in the Metaverse: Location Matters"
- U.S. Seminar in Business, Law and Economic Policy**, Feb 2024  
*Stern School of Business, New York University*  
Paper presentation: "Land Valuation in the Metaverse: Location Matters"
- Finance Meets DLT**, Sept 2023  
*Center for Innovative Finance, University of Basel, and Swiss Banker's Association*  
Presentation: "A Brief Look into the Metaverse"
- Blockchain-Recht – Die neue DLT-Gesetzgebung in der Praxis**, Aug 2023  
*Europa Institut, University of Zürich*  
Keynote presentation: "Metaverse: Standort und Ausblick"
- Lecture Series in Law and Economics**, Oct 2022  
*Summer School in Law, Business and Economic Policy, University of Basel*  
Presentation: "Das Metaverse aus ökonomischer Sicht"

## Other Presentations and Invited Talks

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<b>Alumni Basel,</b> <i>University of Basel</i> Presentation: "Metaversen der Zukunft: Herausforderungen und Möglichkeiten durch digitale Räume"	Oct 2023
<b>Crypto Finance Conference,</b> <i>St. Moritz</i> Presentation: "Metaverse Land Valuation"	Jan 2023
<b>A-Club,</b> <i>HWZ University of Applied Sciences in Business Administration Zurich</i> Presentation: "Value Creation im Metaverse"	Nov 2022
<b>Metaverse Summit 2022,</b> <i>Weblaw</i> Presentation: "Das Metaverse aus wirtschaftswissenschaftlicher Sicht"	June 2022
<b>Innovation Kick – Metaverse und andere digitale Welten,</b> <i>Technopark Winterthur</i> Presentation: "Real Estate im Metaverse"	May 2022
<b>K.E.Y. Platform 2022,</b> <i>MoneyToday South Korea</i> Presentation: "Land Valuation in the Metaverse"	Apr 2022
<b>Mint &amp; Burn Podcast, Episode 35,</b> <i>RMIT University Blockchain Innovation Hub</i> Talk on "The Valuation of Virtual Land and the Metaverse"	Apr 2022
<b>Crypto Finance Conference Public Days,</b> <i>St. Moritz</i> Introductory courses to "Krypto und Blockchain" and "Dezentralisierte Finanzbranche (DeFi)"	Oct 2021

## Academic Service

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**Refereeing:** California Management Review, Journal of Business Research, Journal of Asset Management, Spatial Economic Analysis, Digital Business

**Event Organization:** Blockchain Challenge Gala Events (2021, 2022, 2023)

**Cryptolectures:** Contributor to the University of Basel's open-access lecture series on "Bitcoin, Blockchain and Cryptoassets," and "Smart Contracts and Decentralized Finance" (cryptolectures.io)

## Press and Media

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<b>NFT-based Retailing in the Metaverse,</b> <i>Crypto Finance Conference Knowledge Center</i> Mitchell Goldberg	Sept 2023
<b>Interview: The Metaverse,</b> <i>Crypto Finance House View: Web 3.0 Crypto Finance Report</i> Lukas Jelk	Feb 2023
<b>The Metaverse as an Attention Economy,</b> <i>Crypto Finance Conference Knowledge Center</i> Mitchell Goldberg	Nov 2022
<b>Metaverse Real Estate: Now Languishing Under Water,</b> <i>Forbes</i> David Westerhaver	Aug 2022

<b>Immobilienboom in der Sandbox,</b> <i>Immobilien-Manager</i> Lucia Brauburger	May 2022
<b>Pixel-Häuser sind gefragt,</b> <i>Frankfurter Allgemeine Sonntagszeitung</i> Sarah Huemer	May 2022
<b>The Crazy Economics of Metaverse Plots,</b> <i>Wired Middle East</i> Bani Sapra	Apr 2022
<b>2022 K.E.Y. Platform Keyman Interview,</b> <i>MoneyToday South Korea</i> Cho Cheol-hee, Kim Sang-hee, Seonggeun Choi	Apr 2022
<b>Virtuelles Land: ein Stück Metaverse für zu Hause,</b> <i>Finanz und Wirtschaft</i> Siegmond Skalar	Mar 2022
<b>Der lange Weg zum Metaverse,</b> <i>Migros-Engagement</i> Ralf Kaminski	Feb 2022
<b>Der heisseste Immobilienmarkt der Welt ist virtuell,</b> <i>SRF 10 vor 10</i> Luca Froehlicher	Feb 2022
<b>Eine eigene Insel mit Villa? Im Metaversum wird eifrig an diesem Traum gebaut,</b> <i>Neue Zürcher Zeitung</i> Philipp Gollmer	Feb 2022
<b>Wer regiert das Metaverse?,</b> <i>UNI NOVA</i> Eva Wolfangel	Feb 2022
<b>Wo Welten verschwimmen,</b> <i>Weltwoche</i> Fabian Schär, Mitchell Goldberg	Nov 2021

## Languages

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- German (native)
- English (fluent)