PROGRAMME

DIGITAL ECONOMICS CONFERENCE

TOULOUSE
JANUARY 10-11 2019

The digital economy and its consequences for modern societies. Theoretical, econometric, experimental and policy-oriented research.

**Manufacture des Tabacs
Building S - 21, Allée de Brienne
31000 Toulouse
softint@tse-fr.eu**

Toulouse School of Economics | Digital Center

THE JEAN-JACQUES LAFFONT
DIGITAL CHAIR

8:30	Registration

9:00 – 10:00	**KEY NOTE LECTURE**	➢ *Room MS 001*

Tommaso VALLETTI (Imperial College London, and Chief Competition Economist of the European Commission)
Tech giants in the digital age: can antitrust keep up?

10:00 – 10:30	**Coffee break** ☕	➢ *Room MS 002*

10:30 – 12:45	**PARALLEL SESSION 1**	➢ *Room MS 001*

Emilio CALVANO (University of Bologna & TSE), Giacomo CALZOLARI (University of Bologna & TSE) and Vincenzo DENICOLO (University of Bologna & CEPR), Sergio Pastorello (University of Bologna)
Artificial Intelligence and Collusion
Discussant: **Yossi SPIEGEL** (Tel Aviv University)

Sandro SHELEGIA (Universitat Pompeu Fabra) and Chris M. WILSON (Loughborough University)
All-Pay Contests and Price Competition: A Unified Framework
Discussant: **Mikhail DRUGOV** (New Economic School)

David RONAYNE (University of Oxford) and David Myatt (London Business School)
List Prices and Discounts: Robust Models of Sales and Advertising
Discussant: **Régis RENAULT** (University of Cergy)

10:30 – 12:45	**PARALLEL SESSION 2**	➢ *Room MS 003*

Emeric HENRY (Sciencs Po)**,** Oscar BARRERA (Paris School of Economics), Sergei GURIEV (Sciences Po), and Ekaterina ZHURAVSKAYA (Paris School of Economics)
Facts, Alternative Facts, and Fact Checking in Times of Post-Truth Politics
Discussant: **Paul SEABRIGHT** (TSE-IAST)

Neil GANDAL (Tel Aviv University), JT HAMRICK (The University of Tulsa), Farhang ROUHI (University of New Mexico), Arghya MUKHERJEE (The University of Tulsa), Amir FEDER (Tel Aviv University), Tyler MOORE (The University of Tulsa), and Marie VASEK (University of New Mexico)
The Economics of Cryptocurrency Pump and Dump Schemes
Discussant: **Christophe BISIÈRE** (TSE)

12:45 – 13:45	**Lunch** 🍽	➢ *Room MS 002*

Parallel sessions: 30 minutes for speakers, 10 minutes for discussants and 5 minutes for questions.

| 13:45 – 16:00 | **PARALLEL SESSION 3** | ➤ *Room MS 001* |

Simon ANDERSON (University of Virginia), Alicia BAIK (University of Virginia), and Nathan LARSON (American University)
Price Discrimination in the Information Age: List Prices, Poaching, and Retention with Personalized Discounts
Discussant: **Juan-José GANUZA** (Universitat Pompeu Fabra)

Alexandre DE CORNIERE (TSE), Greg TAYLOR (University of Oxford)
Data-Driven Mergers
Discussant: **Paul BELLEFLAMME** (UCLouvain)

Wilfried SAND ZANTMAN (TSE) and Anastasios DOSIS (ESSEC Business School)
The Ownership of Data
Discussant: **Marta TROYA-MARTINEZ** (New Economic School)

| 13:45 – 16:00 | **PARALLEL SESSION 4** | ➤ *Room MS 003* |

Luis AGUIAR (EU Commission) and Joel WALDFOGEL (University of Minnesota)
Platforms, Promotion, and Product Discovery: Evidence from Spotify Playlists
Discussant: **Ulrich LAITENBERGER** (Telecom ParisTech)

Imke REIMERS (Northeastern University) and **Abhishek NAGARAJ** (UC Berkeley-Haas)

Digitization and the Demand for Physical Works: Evidence from the Google Books Project

Discussant: **Michael KUMMER** (University of East Anglia)

Daniel ERSHOV (TSE)
Competing with Superstars in the Mobile App Market
Discussant: **Luis AGUIAR** (EU Commission)

| 16:00 – 16:30 | **Coffee break** ☕ | ➤ *Room MS 002* |

| 16:30 – 18:00 | **ROUND TABLE:** From pipeline to platform: how do firms adapt to the digital revolution? | ➤ *Room MS 001* |

Introduction by **Jacques CREMER** (TSE)
- **Patrick LEGROS** (Professeur d'économie, Université Libre de Bruxelles and Northeastern University)
- **Andrei HAGIU** (Associate Professor of Information Systems at Boston University's Questrom School of Business)
- **Jean-Luc VINCENT-FRANC** (VP, Digital Transformation Office / Skywise Core-Airbus)

| 18:00 – 19:00 | **TSE Digital Center Inauguration cocktail** 🍸 | ➤ *Room MS 002* |

| 20:00 | **Dinner** 🍽 |

Parallel sessions: 30 minutes for speakers, 10 minutes for discussants and 5 minutes for questions.

| 9:00 – 10:30 | **PARALLEL SESSION 5** | ➢ *Room MS 001* |

Maryam SAEEDI (Carnegie Mellon University), Xiang HUI (Washington University) and Neel SUNDARESAN (Microsoft Corp)
Adverse Selection or Moral Hazard, An Empirical Study
Discussant: **Jorg CLAUSSEN** (LMU Munich & CBS)

Andrey SIMONOV (Columbia University) and Shawndra HILL (Microsoft Research)
Competitive Advertising on Brand Search: Traffic Stealing, Adverse Selection, and Customer Confusion
Discussant: **Miguel GODINHO DE MATOS** (Católica Lisbon School of Business and Economics)

| 9:00 – 10:30 | **PARALLEL SESSION 6** | ➢ *Room MS 003* |

Leonardo MADIO (CORE - Université Catholique de Louvain, University of York), Yiquan GU (University of Liverpool) and Carlo REGGIANI (University of Manchester)
Data brokers co-opetition
Discussant: **Andrea MANTOVANI** (University of Bologna)

Wing Man Wynne LAM (University of East Anglia) and Xingyi LIU (University of Würzburg)
Does Data Portability Facilitate Entry?
Discussant: **Gerard LLOBET** (CEMFI)

| 10:30 – 10:50 | **Coffee break** ☕ | ➢ *Room MS 002* |

| 10:50 – 12:20 | **PARALLEL SESSION 7** | ➢ *Room MS 001* |

Lei XU (TSE) and Xintong HAN (Concordia University & CIREQ)
Technology Adoption in a Hierarchical Network
Discussant: **Carlos Daniel SANTOS** (Nova School of Business and Economics)

Jin-Hyuk KIM (University of Colorado), Peter NEWBERRY (Pennsylvania State University) and Calvin QIU (Berkeley Research Group)
The Role of Information Signals in Determining Crowdfunding Outcomes
Discussant: **Daniel ERSHOV** (TSE)

| 10:50 – 12:20 | **PARALLEL SESSION 8** | ➢ *Room MS 003* |

Andrei HAGIU (Boston University Questrom School of Business.), Bruno JULLIEN (TSE) and Julian WRIGHT (National University of Singapore)
Creating platforms by hosting rivals
Discussant: **Greg TAYLOR** (University of Oxford)

Luis ABREU (TSE) and Doh-Shin JEON (TSE)

Parallel sessions: 30 minutes for speakers, 10 minutes for discussants and 5 minutes for questions.

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Homophily in Social Media and News Polarization
Discussant: **Freek VAN GILS** (Tilburg University)

12:20 – 13:20	**Lunch** 🍽	➤ *Room MS 002*

13:20 – 15:35   **PARALLEL SESSION 9**   ➤ *Room MS 001*

Francesco DECAROLIS (Bocconi University) and Gabriele ROVIGATTI (Bank of Italy)
From Mad Men to Maths Men: Concentration and Buyer Power in Online Advertising
Discussant: **Xavier LAMBIN** (TSE)

Danial ASMAT (U.S. Department of Justice) and Chenyu YANG (University of Rochester)
An Empirical Analysis of Minimum Advertised Price Restrictions
Discussant: **Maria-Ana VITORINO** (INSEAD and University of Minnesota)

Jiekai ZHANG (University of Leuven)
Regulating Advertising Quantity: Is This Policy Efficient?
Discussant: **Helena PERRONE** (University of Mannheim)

13:20 – 15:35   **PARALLEL SESSION 10**   ➤ *Room MS 003*

Francis BLOCH (Paris School of Economics) and Gabrielle DEMANGE (Paris School of Economics)
Profit-sharing rules and taxation of multinational two-sided platforms
Discussant: **Helmut CREMER** (TSE)

Fengshi NIU (University of California, Berkeley), Chang LIU (Harvard University) and Alexander WHITE (Tsinghua University)
Payment platforms and pricing: when does a "one price rule" help consumers?
Discussant: **Simon COWAN** (University of Oxford)

Axel GAUTIER (University Liege) and Robert SOMOGYI (Budapest University of Technology and Economics)
Prioritization vs zero-rating: Discrimination on the internet
Discussant: **Anna D'ANNUNZIO** (Toulouse Business School)

15:35 - 16:00	**Coffee break** ☕	➤ *Room MS 002*
16:00 – 17:00	**SUZANNE SCOTCHMER MEMORIAL LECTURE**	➤ *Room MS 001*

Joel WALDFOGEL (Carlson School of Management)
Digital Renaissance: what data and economics tell us about the future of popular culture

20:00   **Dinner** 🍽

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