

# PROGRAMME

12th EDITION

## DIGITAL ECONOMICS CONFERENCE



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

Manufacture des Tabacs  
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TOULOUSE  
JANUARY 10-11 2019



Toulouse  
School  
of Economics

Digital  
Center

THE JEAN-JACQUES LAFFONT  
DIGITAL CHAIR

**Thursday, January 10, 2019**

- 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** (Sciences 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	<p><b>PARALLEL SESSION 3</b> <span style="float: right;">➤ <i>Room MS 001</i></span></p> <p><b>Simon ANDERSON</b> (University of Virginia), Alicia BAIK (University of Virginia), and Nathan LARSON (American University)  <i>Price Discrimination in the Information Age: List Prices, Poaching, and Retention with Personalized Discounts</i>  Discussant: <b>Juan-José GANUZA</b> (Universitat Pompeu Fabra)</p> <p><b>Alexandre DE CORNIERE</b> (TSE), Greg TAYLOR (University of Oxford)  <i>Data-Driven Mergers</i>  Discussant: <b>Paul BELLEFLAMME</b> (UC Louvain)</p> <p><b>Wilfried SAND ZANTMAN</b> (TSE) and Anastasios DOSIS (ESSEC Business School)  <i>The Ownership of Data</i>  Discussant: <b>Marta TROYA-MARTINEZ</b> (New Economic School)</p>
13:45 – 16:00	<p><b>PARALLEL SESSION 4</b> <span style="float: right;">➤ <i>Room MS 003</i></span></p> <p><b>Luis AGUIAR</b> (EU Commission) and Joel WALDFOGEL (University of Minnesota)  <i>Platforms, Promotion, and Product Discovery: Evidence from Spotify Playlists</i>  Discussant: <b>Ulrich LAITENBERGER</b> (Telecom ParisTech)</p> <p><b>Imke REIMERS</b> (Northeastern University) and Abhishek NAGARAJ (UC Berkeley-Haas)  <i>Digitization and the Demand for Physical Works: Evidence from the Google Books Project</i>  Discussant: <b>Michael KUMMER</b> (University of East Anglia)</p> <p><b>Daniel ERSHOV</b> (TSE)  <i>Competing with Superstars in the Mobile App Market</i>  Discussant: <b>Luis AGUIAR</b> (EU Commission)</p>
16:00 – 16:30	<p><b>Coffee break</b> ☕ <span style="float: right;">➤ <i>Room MS 002</i></span></p>
16:30 – 18:00	<p><b>ROUND TABLE: From Pipeline to Platform: How Do Firms Adapt to the Digital Revolution?</b> <span style="float: right;">➤ <i>Room MS 001</i></span></p> <p>Introduction by <b>Jacques CREMER</b> (TSE)</p> <ul style="list-style-type: none"> <li>– <b>Patrick LEGROS</b> (Professeur d'économie, Université Libre de Bruxelles and Northeastern University)</li> <li>– <b>Andrei HAGIU</b> (Associate Professor of Information Systems at Boston University's Questrom School of Business)</li> <li>– <b>Jean-Luc VINCENT-FRANC</b> (VP, Digital Transformation Office / Skywise Core-Airbus)</li> </ul>
18:00 – 19:00	<p><b>TSE Digital Center Inauguration cocktail</b> 🍸 <span style="float: right;">➤ <i>Room MS 002</i></span></p>
20:00	<p><b>Dinner</b> 🍽️</p>

**Friday, January 11, 2019**

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

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

12:20 – 13:20	<b>Lunch</b> ☕	➤ <i>Room MS 002</i>
13:20 – 15:35	<b>PARALLEL SESSION 9</b>	➤ <i>Room MS 001</i>
	<b>Francesco DECAROLIS</b> (Bocconi University) and <b>Gabriele ROVIGATTI</b> (Bank of Italy) <i>From Mad Men to Maths Men: Concentration and Buyer Power in Online Advertising</i> Discussant: <b>Xavier LAMBIN</b> (TSE)	
	<b>Danial ASMAT</b> (U.S. Department of Justice) and <b>Chenyu YANG</b> (University of Rochester) <i>An Empirical Analysis of Minimum Advertised Price Restrictions</i> Discussant: <b>Maria-Ana VITORINO</b> (INSEAD and University of Minnesota)	
	<b>Jiekai ZHANG</b> (University of Leuven) <i>Regulating Advertising Quantity: Is This Policy Efficient?</i> Discussant: <b>Helena PERRONE</b> (University of Mannheim)	
13:20 – 15:35	<b>PARALLEL SESSION 10</b>	➤ <i>Room MS 003</i>
	<b>Francis BLOCH</b> (Paris School of Economics) and <b>Gabrielle DEMANGE</b> (Paris School of Economics) <i>Profit-sharing Rules and Taxation of Multinational Two-sided Platforms</i> Discussant: <b>Helmuth CREMER</b> (TSE)	
	<b>Fengshi NIU</b> (University of California, Berkeley), <b>Chang LIU</b> (Harvard University) and <b>Alexander WHITE</b> (Tsinghua University) <i>Payment Platforms and Pricing: When Does a “One Price Rule” Help Consumers?</i> Discussant: <b>Simon COWAN</b> (University of Oxford)	
	<b>Axel GAUTIER</b> (University Liege) and <b>Robert SOMOGYI</b> (Budapest University of Technology and Economics) <i>Prioritization vs Zero-rating: Discrimination on the Internet</i> Discussant: <b>Anna D’ANNUNZIO</b> (Toulouse Business School)	
15:35 - 16:00	<b>Coffee break</b> ☕	➤ <i>Room MS 002</i>
16:00 – 17:00	<b>SUZANNE SCOTCHMER MEMORIAL LECTURE</b>	➤ <i>Room MS 001</i>
	<b>Joel WALDFOGEL</b> (Carlson School of Management) <i>Digital Renaissance: What Data and Economics Tell us About the Future of Popular Culture</i>	
20:00	<b>Dinner</b> 🍴	

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