

# PROGRAMME

12th EDITION

## DIGITAL ECONOMICS CONFERENCE



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

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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 DENICOLA** (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)  
*The Robustness of Equilibria in Models of Sales*  
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

**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)
- **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.**



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**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*

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



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** ☕

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