

11th bi-annual Postal Economics Conference on E-commerce, Digital Economy and Delivery Services

Toulouse, April 7th-8th, 2022

CONFERENCE VENUE

Toulouse School of Economics (TSE)
1, Esplanade de l'Université - Auditoriums 3, 4
31080 Toulouse Cedex 06

ORGANIZING COMMITTEE

Claire BORSENBARGER (La Poste Groupe)
Helmuth CREMER (TSE)
Catherine CAZALS (TSE)

CONFERENCE SECRETARIAT

Christelle FAUCHIE (TSE)
postconf@tse-fr.eu

11th bi-annual Postal Economics Conference on E-commerce, Digital Economy and Delivery Services

Thursday, April 7th, 2022

Room: Auditorium 3

8:30 - 9:00 *Registration & welcome*

9:00 - 9:15 Introduction Chair: Jean-Paul Forceville (La Poste Groupe)

9:30- 10:30 Parallel sessions 1

1.1 Digital platforms' rating and reputation issues

Room: Auditorium 4

Chair: Kevin Ducbao Tran (University of Bristol)

- **Michelangelo Rossi** Online (Télécom Paris, Institut Polytechnique de Paris)
"Competition and Reputation in a Congested Marketplace: Evidence from Airbnb"
Discussant: Xintong Han (Concordia University and CIREQ),
- **Xintong Han** (Concordia University and CIREQ), Shaojia Wang (Concordia University) and Tong Wang (University of Edinburgh, Business School)
"Does Trust Drive Loyalty?"
Discussant: Kevin Ducbao Tran (University of Bristol)

Room: Auditorium 3

1.2 Data value

Chair: Ilja Kantorovitch (EPFL)

- Grazia Cecere (Institut Mines Telecom, Business School) and **Sarah Lemaire** (TSE)
"Have I Seen You Before? Measuring The Value of Tracking for Digital Advertising"
Discussant: Ilja Kantorovitch (EPFL)
- **Diane Coyle** Online (Bennett Institute for Public Policy, University of Cambridge) and Annabel Manley (Bennett Institute for Public Policy, University of Cambridge)
"Potential Social Value from Data: An Application of Discrete Choice Analysis"
Discussant: François Poinas (TSE)

10:30 – 11:00

Coffee break

11:00- 12:00 Parallel sessions 1

Room: Auditorium 4

1.1 Digital platforms' rating and reputation issues

Chair: Kevin Ducbao Tran (University of Bristol)

- Christoph Carnehl (Bocconi University), Maximilian Schaefer (Yale University), André Stenzel (University of Mannheim) and **Kevin Ducbao Tran** (University of Bristol)
"Value for Money and Selection: How Pricing Affects Airbnb Ratings"
Discussant: Michelangelo Rossi Online (Télécom Paris, Institut Polytechnique de Paris)
- Xiang Hui (Washington University in St. Louis), Tobias J. Klein (Tilburg University and CEPR) and **Konrad Stahl** Online (University of Mannheim, CEPR, CESifo and ZEW)
"When and Why Do Buyers Rate in Online Markets?"
Discussant: Thierry Magnac (TSE)

Room: Auditorium 3

1.2 Data value

Chair: Ilja Kantorovitch (EPFL)

- Flavio Delbono (University of Bologna), Carlo Reggiani (European Commission JRC, University of Manchester), **Luca Sandrini** (Budapest University of Technology and Economics)
"Strategic Data Sales to Competing Firms"
Discussant: Andrew Rhodes (TSE)
- Simona Abis (Columbia Business School), Mehmet Canayaz (Smeal College of Business), **Ilja Kantorovitch** (EPFL), Roxana Mihet (UNIL and Swiss Finance Institute) and Huan Tang (London School of Economics)
"Privacy Laws and Value of Personal Data"
Discussant: Doh-Shin Jeon (TSE)

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12:00-13:00 Keynote lecture 1

Chair: Denis Joram (La Poste Groupe)

Room: Auditorium 3

“Impact of Digitalization on Territories: the rural-urban divide”
by **André Torre** (INRAE, Paris Saclay-University) **presentation cancelled**

12:30 - 14:00 *Lunch*

14:00 - 15:30 Parallel sessions 2

2.1 Postal econometrics

Chair: Léa Munich (La Poste Groupe)

Room: Auditorium 3

- Pablo P.-J. Noyola (Stanford University) and **Frank Wolak** **Online** (Stanford University)
“Mail Processing Productivity and Local Labor Market Conditions”
Discussant: Matteo Bobba (TSE).
- **Antonin Arlandis** (La Poste Groupe), Cathy Cazals (TSE – UT1 Capitole), Eric Gautier (TSE – UT1 Capitole) and Nour Meddahi (TSE – UT1 Capitole)
“The Impact of Covid-19 on Postal Activities”
Discussant: Soterios Soteri (Royal Mail)
- Soterios Soteri (Royal Mail), Jonathan Pope (Royal Mail), Thierry Magnac (TSE – UT1 Capitole) and **Catherine Cazals** (TSE – UT1 Capitole)
“UK parcel market trends in the pre- and post-COVID environment: An initial assessment”
Discussant: Antonin Arlandis (La Poste Groupe)

2.2 Marketplaces' pricing strategies

Chair: Mark Tremblay (Farmer School of Business, Miami University)

Room: Auditorium 4

- Marcel Wieting (KU Leuven) and **Geza Sapi** **Online** (Heinrich Heine University of Düsseldorf)
“Algorithms in the Marketplace: An Empirical Analysis of Automated Pricing in E-Commerce”
Discussant: Tiffany Tsai (National University of Singapore)
- **Tiffany Tsai** (National University of Singapore)
“Incidence of Platform Fees: Evidence from Amazon Marketplace”
Discussant: -
- **Mark Tremblay** (Farmer School of Business, Miami University)
“The Limits of Marketplace Fee Discrimination”
Discussant: Luca Sandrini (Budapest University of Technology and Economics)

15:30 – 16:00 *Coffee break*

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16:00 – 17:30 Parallel sessions 3

3.1 Postal issues

Room: Auditorium 4

Chair: Antonin Arlandis (La Poste Groupe)

- **Mateusz Cholodecki** (University of Warsaw)
“Forthcoming of the EU postal regulation. What can we learn from / Lesson from the European Electronic Communications Code”
Discussant: Alessandra Fratini (FratiniVergano – European Lawyers, Brussels)
- **Alessandra Fratini** (FratiniVergano – European Lawyers, Brussels)
“Ne Bis in Idem Between Sector Regulation and Competition Law: The Ongoing Bpost Saga”
Discussant: Mateusz Cholodecki (University of Warsaw)
- Christian Bach (University of Liverpool Management School), **Robert Edwards** (University of Nottingham Business School) and Christian Jaag (Swiss Economics)
“Postal Platform Pricing with Limited Consumer Attention”
Discussant: Anna d’Annunzio (TBS Business School)

3.2 Data collection and privacy issues

Room: Auditorium 3

Chair: Martín Harracá (Surrey Business School)

- **Anna D’Annunzio** (TBS Business School) and Antonio Russo (Loughborough University and CESifo)
“Intermediaries in the Online Advertising Market”
Discussant: Mark Tremblay (Farmer School of Business, Miami University)
- **Gaurav Jakhu** **Online** (Indian Institute of Management Bangalore) and Prabal Roy Chowdhury (Indian Statistical Institute)
“Endogenous Data Collection in Platform Markets: Privacy and Welfare”
Discussant: Michal Palinsky **Online** (University of Warsaw)
- **Michal Palinski** **Online** (University of Warsaw)
“Paying with your Data. Privacy Trade-offs in the Ride-Hailing Services”
Discussant: Martín Harracá (Surrey Business School)

20:00 *Dinner (only by invitation)*

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Friday, April 8th, 2022

9:00 - 11:00 Parallel sessions 4

Room: Auditorium 3

4.1 E-commerce (environmental issues and empirics)

Chair: Jean-Marie Lozachmeur (TSE)

- **Heleen Buldeo Rai** (Université Gustave Eiffel), Céline Broekaert (Vrije Universiteit Brussel), Sara Verlinde (Vrije Universiteit Brussel) and Cathy Macharis (Vrije Universiteit Brussel)
“Non-Financial Incentives to Encourage Sustainable Decision making in Webshop’s Checkout Page”
Discussant: Yufeng Huang (University of Rochester Simon Business School)
- **Yufeng Huang** (University of Rochester Simon Business School) and Bart Bronnenberg (Tilburg School of Economics and Management and CEPR)
“Consumer Transportation Costs and the Value of E-commerce: Evidence from the Dutch Apparel Industry”
Discussant: Ahmed Bourriche **Online** (National School of Commerce and Management, Ibn Zohr University)
- **Ahmed Bourriche** **Online** (National School of Commerce and Management, Ibn Zohr University) and Youssef El Wazani ((National School of Commerce and Management, Ibn Zohr University)
“The Impact of the Great Lockdown and COVID 19 Global Pandemic on Supply Chain and E-commerce”
Discussant: Jean-Marie Lozachmeur (TSE)
- Claire Borsenberger (La Poste Groupe), **Helmuth Cremer** (TSE), Denis Joram (La Poste Groupe), Jean-Marie Lozachmeur (TSE) and Estelle Malavolti (ENAC & TSE)
“E-commerce and Parcel Delivery: Environmental Policy with Green Consumers”
Discussant: Heleen Buldeo Rai (Université Gustave Eiffel)

Room: Auditorium 4

4.2 Digital ecosystems

Chair: Bruno Carballa-Smichowski (Joint Research Centre and University Paris 13)

- **Martin Harraca** (Surrey Business School, University of Surrey) and Annabelle Gawer (Surrey Business School, University of Surrey)
“Complementor Evolution through Platform-Based Ecosystem Design. Evidence from 20 years of the Amazon Marketplace”
Discussant: Bruno Carballa-Smichowski (Joint Research Centre and University Paris 13)
- Charlotte Bøjrnhauug Evensen (Norwegian School of Economics) and **Atle Haugen** (Norwegian School of Economics)
“The impact of Targeting Technologies and Consumer Multi-Homing on Digital Platform Competition”
Discussant: Alexandre de Cornière (TSE)
- Jorge Padilla (Compass Lexecon), Salvatore Piccolo (University of Bergamo, Compass Lexecon and CSEF) and **Shiva Shekhar** (University of Passau),
“Vertical Control Change and Platform Organization under Network Externalities”
Discussant: Bruno Jullien (TSE)
- **Bruno Carballa-Smichowski** (Joint Research Centre and University Paris 13), Néstor Duch-Brown (Joint Research Centre), Álvaro Gomez-Losada (Joint Research Centre) and Bertin Martens (Joint Research Centre)
“When “The” Market Loses its relevance: an Empirical Analysis of Demand-side Linkages in Platform Ecosystems”
Discussant: Eric Gautier (TSE)

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11:00 – 11:30 *Coffee break*

11:45-12:45 **Keynote lecture 2**
Chair: **Claire Borsenberger (La Poste Groupe)**

Room: Auditorium 3

“E-commerce and Sustainable Urban Logistics” by **Eric Ballot** (Mines ParisTech)

12:45 – 14:30 *Lunch*

14:30- 16:00 **Roundtable**
Chair: **Jean Tirole (TSE)**

Room: Auditorium 3

“Regulation and Competition Policy to promote a fair and inclusive digital economy”

- **Philippe Wahl**, CEO of La Poste Groupe
- **Laure de La Raudière**, Chairwoman of Arcep
- **Pierre Régibeau**, Chief Competition Economist at DG Competition, European Commission
- **Yves-Alexandre de Montjoye**, Associate Professor at Imperial College London