

12th biennial Postal Economics Conference on E-commerce, Digital Economics & Delivery Services

Toulouse, April 4-5, 2024

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)
Catherine CAZALS (TSE)
Helmuth CREMER (TSE)

CONFERENCE SECRETARIAT

Christelle FAUCHIE & Marie-Hélène DUFOUR
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Thursday, April 4, 2024

8:15 – 8:45	Registration	
8:45 – 9:00	Welcome address by Jean-Paul FORCEVILLE (La Poste Groupe)	➤ Auditorium A3
9:00 – 10:30	PARALLEL SESSION 1A – News and advertising sectors CHAIR: Luca SANDRINI (Leibniz Centre for European Economic Research (ZEW), Mannheim)	➤ Auditorium A4
	Joan CALZADA (Universitat de Barcelona) and Ricard Gil (Queen’s University) <i>News Consumption, Multi-homing, and Advertising Strategies</i> Discussant: Antonio RUSSO (Institut Mines Télécom Business School)	
	Antonio RUSSO (Institut Mines Télécom Business School), Anna D’Annunzio (Toulouse Business School) and Shiva Shekhar (Tilburg School of Economics and Management) <i>Vertical Integration, Advertising Intermediaries and Digital Content Quality</i> Discussant: Luca SANDRINI (Leibniz Centre for European Economic Research (ZEW))	
	Luca SANDRINI (Leibniz Centre for European Economic Research (ZEW), Mannheim) and Robert Somogyi (Budapest University of Technology and Economics) <i>News Media Bargaining Codes</i> Discussant: Joan CALZADA (Universitat de Barcelona)	
9:00 – 10:30	PARALLEL SESSION 1B – Platforms’ strategies CHAIR: Andrew RHODES (Toulouse School of Economics)	➤ Auditorium A3
	Xintong HAN (Université Laval, Quebec), Pu Zhao (Boston University) and Georgios Zervas (Boston University) <i>The Impact of Platform Commission Design on Creators’ Pricing Strategy and Productivity</i> Discussant: Doh-Shin JEON (Toulouse School of Economics)	
	Doh-Shin JEON (Toulouse School of Economics), Luis Abreu (Toulouse School of Economics), Shota Ichihashi (Queen’s University), Byung-Cheol Kim (University of Alabama) <i>Informational Bundling, Freemium, and Content Menu Design</i> Discussant: Adrien RAIZONVILLE (La Poste Groupe)	
	Andrew RHODES (Toulouse School of Economics) and Jidong Zhou (Yale University) <i>Personalization and Privacy Choice</i> Discussant: Xintong HAN (Université Laval, Quebec)	
10:30 – 11:00	Coffee break	
11:00 – 12:00	PARALLEL SESSION 2A: E-commerce 1 CHAIR: Özlem BEDRE-DEFOLIE (European University Institute)	➤ Auditorium A3
	Magdalena Viktoria KUYTERINK (European University Institute) <i>Marketplaces, Delivery Fees and Seller Competition</i> Discussant: Özlem BEDRE-DEFOLIE (European University Institute)	
	Özlem BEDRE-DEFOLIE (European University Institute) and Simon Anderson (University of Virginia and CEPR) <i>App Platform Model</i> Discussant: Magdalena Viktoria KUYTERINK (European University Institute)	

Parallel sessions: 20 minutes for speakers – 5 minutes for discussants – 5 minutes for questions

11:00 – 12:00

PARALLEL SESSION 2B – Postal market's competition and state aid issues

CHAIR: Sina RUMMELHAGEN (Lademann & Associates GmbH Economists and Competition Consultants)

Zlata JAKUBOVIC (DG Competition, European Commission), Stefano Callari, Florian Deuflhard, and Lluís Saurí Romero (DG Competition, European Commission)

Net Avoided Cost Methodology in the Postal Sector

Discussant: **Sina RUMMELHAGEN** (Lademann & Associates GmbH Economists and Competition Consultants)

Sina RUMMELHAGEN (Lademann & Associates GmbH Economists and Competition Consultants), Niels Frank and Johannes Hürten (Lademann & Associates GmbH Economists and Competition Consultants)

Market Definition in the Postal Sector – An Empirical Study of Direct Mail

Discussant: **Zlata JAKUBOVIC** (DG Competition, European Commission)

12:00 – 13:00

KEYNOTE LECTURE

CHAIR: Jean-Paul FORCEVILLE (La Poste Groupe)

Jacques CREMER (Toulouse School of Economics)

Challenges and lessons from the implementation of the DMA

13:00 – 14:30

Lunch

14:30 – 16:00

PARALLEL SESSION 3A – Postal services' societal value

CHAIR: Helmuth CREMER (Toulouse School of Economics)

Mario CANNELLA (Bank of Italy),

Mail Delivery and Access to Higher Education: Evidence from the First U.S. Correspondence Program

Discussant: **Jean-Marie LOZACHMEUR** (Toulouse School of Economics)

Helmuth CREMER (Toulouse School of Economics), Claire Borsenberger (La Poste Groupe), Denis Joram (La Poste Groupe), Jean-Marie Lozachmeur (TSE) and Estelle Malavolti (ENAC & TSE)

The Design of Insurance Contracts for Home Versus Nursing Home Long-term Care

Discussant: **Jelena MILUTINOVIC** (Academy of Technical and Art Applied Studies, Department School of Information and Communication Technologies Belgrade)

Jelena MILUTINOVIC, Stevan Veličković and Biljana Grgurović (Academy of Technical and Art Applied Studies, Department School of Information and Communication Technologies Belgrade),

The Significance and Role of Postal Services in the Sustainability of Rural Areas

Discussant: **Mario CANNELLA** (Bank of Italy),

14:30 – 16:00

PARALLEL SESSION 3B – Urban logistics and environmental issues ➤ Auditorium 3

CHAIR: Estelle MALAVOLTI (Toulouse School of Economics)

Malika KORGANBEKOVA ^{online} (Northwestern University), Aliya Korganbekova (Questrom School of Business, Boston University), Yasaman Khazaeni (Wayfair LLC) and Cole Zuber (Wayfair LLC)

Assessing the Environmental Impact of Fast Shipping: Towards Sustainable Ranking Solutions

Discussant: Stevan VELICKOVIC (Academy of Technical and Art Applied Studies Belgrade, Department School of Information and Communication Technologies)

Biljana GRGUROVIC, Jelena Milutinović, Stevan Velicković and Slavica Radosavljević (Academy of Technical and Art Applied Studies Belgrade, Department School of Information and Communication Technologies)

The Application of the Location Problem in Defining the Locations of Delivery PNUMs

Discussant: **Malika KORGANBEKOVA** ^{online} (Northwestern University)

Stevan VELICKOVIC, Jelena Milutinović and Biljana Grgurović (Academy of Technical and Art Applied Studies Belgrade, Department School of Information and Communication Technologies),

The Impact of Redefining the Transport Network Using Micro Depots on the Economy of Postal and Logistics Companies

Discussant: **Estelle MALAVOLTI** (Toulouse School of Economics)

16:00 – 16:30

Coffee break

16:30 – 17:30

PARALLEL SESSION 4A – Financial services

➤ Auditorium 4

CHAIR: Heng CHEN (Bank of Canada)

Ivan SHCHAPOV (Telecom Paris, Institut Polytechnique de Paris), David BOUNIE (Télécom Paris, Institut Polytechnique de Paris) and

Access to financial services in France

Discussant: **Heng CHEN** (Bank of Canada)

Heng CHEN (Bank of Canada), Daneal O'Habib and Hong Yu Xiao (Bank of Canada)

How Far Do Canadians Need to Travel to Access Cash?

Discussant: **Ivan SHCHAPOV** (Telecom Paris, Institut Polytechnique de Paris)

16:30 – 17:30

PARALLEL SESSION 4B – Parcel market

➤ Auditorium 3

CHAIR: Linnea TENGVALL (IEI, Linköping University, Sweden)

Mateusz CHOLODECKI (University of Warsaw)

Rethinking Boundaries: Challenging the Status Quo of EU's Parcel Market Regulation

Discussant: **Linnea TENGVALL** (IEI, Linköping University, Sweden)

Linnea TENGVALL (IEI, Linköping University, Sweden), Pernilla IVEHAMMAR and Peter Andersson (IEI, Linköping University, Sweden)

Competition in E-commerce Parcels Delivery – A Disaggregated Approach

Discussant: **Mateusz CHOLODECKI** (University of Warsaw)

20:00

Dinner (upon invitation)

Parallel sessions: 20 minutes for speakers – 5 minutes for discussants – 5 minutes for questions

Friday, April 5, 2024

09:00 – 11:00

PARALLEL SESSION 5A: Data sharing and privacy issues

➤ Auditorium 4

CHAIR: Manos PERDIKAKIS (University of Oxford and Jesus College)

Federico NAVARRA (Charles River Associates and University of Padova), Flavio Pino (Polytechnic of Turin) and Luca Sandrini (University of Technology and Economics, Budapest)
Mandated Data Sharing in Hybrid Marketplaces

Discussant: **Thomas TANGERAS** (Research Institute of Industrial Economics, Stockholm)

Thomas TANGERAS (Research Institute of Industrial Economics, Stockholm) and Gisle J. Natvik (BI Norwegian Business School)
Paying with Personal Data

Discussant: **Manos PERDIKAKIS** (University of Oxford and Jesus College)

Manos PERDIKAKIS (University of Oxford and Jesus College)

Prevention and Disclosure of Data Breaches

Discussant: **Federico NAVARRA** (University of Padova)

09:00 – 11:00

PARALLEL SESSION 5B: E-commerce 2

➤ Auditorium 3

CHAIR: Yannick BANTSIMBA (La Poste Groupe)

Adi SHANY^{online} (Tel Aviv University) and Itai Ater (Tel Aviv University and CEPR)
Exercising Market Power without Using Prices: Service Time in Online Grocery

Discussant: **José ANSON** (Universal Postal Union)

José ANSON (Universal Postal Union), Karan Talathi (University of California), Daniel Boller, Elaine S. Tan and Peter Rosenkranz (Asian Development Bank, ADB)
Effect of Digital Regulations on E-Commerce Trade

Discussant: **Linfeng CHEN** (Zhejiang Gongshang University Hangzhou College of Commerce)

Linfeng CHEN (Zhejiang Gongshang University Hangzhou College of Commerce)
Profit Enhancing Leakage (Showrooming), Platform Deterrence and Beneficial Ban

Discussant: **Yanyou CHEN** (University of Toronto)

Yanyou CHEN (University of Toronto), Yao Luo (University of Toronto) and Zhe Yuan (Zhejiang University)

Platform of Platforms in Ride-Hailing

Discussant: **Adi SHANY**^{online} (Tel Aviv University)

11:00 – 11:30

Coffee break

11:30 – 12:30

KEYNOTE LECTURE:

➤ Auditorium 3

CHAIR: Claire Borsenberger (La Poste Groupe)

Jean-François BONNEFON (Toulouse School of Economics and CNRS)
Public Expectations for the Ethics of Artificial Intelligence

12:30 – 14:30

Lunch

Parallel sessions: 20 minutes for speakers – 5 minutes for discussants – 5 minutes for questions

14:30 – 16:00

ROUNDTABLE:

The social utility of postal operators in 2050 in the face of digital, demographic, ecological transitions

CHAIR: Jean TIROLE (professeur, Toulouse School of Economics)

- **Agnès GRAMAIN** (professeure, Université de Lorraine)
- **Pascal PLANTARD** (anthropologue des usages des technologies numériques, Université Rennes 2)
- **Martin VANIER** (géographe, École d'Urbanisme de Paris)
- **Philippe WAHL** (Président Directeur Général, La Poste Groupe)