



17th Digital Economics Conference

January 9 & 10, 2025
Toulouse



Digital
Center

Toulouse
School of
Economics



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KEYNOTE – Julian WRIGHT

Is it anticompetitive for platforms to limit disintermediation?

Thursday 9 , 9:00–10:00 am

ROUNDTABLE – Paul SEABRIGHT – Olivier COSTE – Diane COYLE – Monika SCHNITZER – Jean TIROLE

Europe's Innovation Deficit:

Is it real, and what can be done about it?

Thursday 9 , 4:30–6:00 pm

KEYNOTE – Garrett JOHNSON

Investigating the Adoption and Performance of Privacy-Enhanced Advertising Technologie

Friday 10 , 4:30– 5:30 pm

BIOGRAPHY – KEYNOTE

Is it anticompetitive for platforms to limit disintermediation?

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Julian Wright

National University of Singapore



Julian Wright is the Lim Chong Yah Professor of Economics in the Department of Economics at the National University of Singapore and was head of the Department of Economics from 2012 to 2019. Wright completed a Bachelor of Science with honors at the University of Canterbury in 1991. In 1996, he completed a doctorate at Stanford University.

His research focuses mainly on strategy and policy questions related to digital multi-sided platforms. Sectors he has focused on include "Payment platforms, online marketplaces, hotel booking platforms, mobile ecosystems, video game systems, peer-to-peer lending, and ride-hailing services". Then add one other sentence after that, "In recent research, he has also studied competitive dynamics in the presence of AI.

He is currently co-editor of the International Journal of Industrial Organization, a Singapore Competition Appeal Board Member, an Energy Market Authority Board Member and a member of NUS Alumni Ventures.

BIOGRAPHIES – ROUNDTABLE

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Paul Seabright

Toulouse School of Economics



Olivier Coste

Coste and Partners LLC



Diane Coyle

University of Cambridge



Monika Schnitzer

Ludwig-Maximilians-University of Munich



Jean Tirole

Toulouse School of Economics

Paul SEABRIGHT*Toulouse School of Economics*

Paul Seabright is an Economic Teacher in the Department of Social and Behavioural Sciences at the Toulouse School of Economics. He was Director from 2012 to 2021 of the Institute for Advanced Study in Toulouse (IAST). After studying at the University of Oxford, where he was a Fellow of All Souls College, then taught at the University of Cambridge where he was a Fellow of Churchill College.

His research lies in the areas of microeconomic theory, industrial and competition policy, intellectual property and the digital society, development economics, economics and human evolution, the economics of gender, the economics of religion. A common theme to these apparently chaotically diverse topics is the foundations of human cooperation and social trust: he examine the way in which our prehistorically evolved psychology interacts with modern institutions to make social cooperation possible.

Olivier COSTE*Coste and Partners LLC*

Olivier Coste is an artificial intelligence consultant and tech entrepreneur, graduate of X-Mines. A former adviser to Lionel Jospin at Matignon, he was previously an executive at Alcatel and Atos. He has received the Price Daniel-Strasser by the Académie des Sciences Morales et Politiques in 2023 for his book Europe, Tech and War.

Diane COYLE*University of Cambridge*

Diane Coyle is the Bennett Professor of Public Policy at the University of Cambridge. She co-directs the Bennett Institute where she heads research under the themes of progress and productivity. Diane's new book (April 2025) is *The Measure of Progress: Counting what really matters*.

Her research focuses on productivity, the digital economy and digital policy, and economic measurement.

She has been writing about the effects of digital technologies since her first book, *The Weightless World*, published in 1997. The underlying motivation for all her work is the question: what does it mean for the economy to improve, and who benefits?

Diane is also a member of the UK Government's Industrial Strategy Council, and advises the Competition and Markets Authority. She has served previously in a number of public service roles including as Vice Chair of the BBC Trust, member of the Competition Commission, and of the Natural Capital Committee. Diane was awarded a DBE in 2023 for her contribution to economics and public policy.

Diane was a student at Brasenose College, Oxford, reading PPE (1978). She has a PhD in Economics from Harvard (1985).

Monika SCHNITZER

(Ludwig-Maximilians-University of Munich)



Monika Schnitzer is Professor in Economics and holds the Chair for Comparative Economics at the Ludwig-Maximilians-University of Munich. Her main research interests are innovation, competition policy and multinational firms. She is chairwoman of the German Council of Economic Experts (Sachverständigenrat zur Begutachtung der gesamtwirtschaftlichen Entwicklung – „Wirtschaftsweise“) since 2022 and council member since 2020.

She was member and deputy chairwoman of the Commission of Experts for Research and Innovation from 2011 to 2019. In 2015 and 2016 she served as president of the Verein für Socialpolitik (German Economic Association). Since 2020, she is member of the Economic Advisory Group on Competition Policy of the Directorate-General for Competition of the European Commission. Since 2001, she has also been a member of the Scientific Advisory Council of the Federal Ministry for Economics Affairs and Energy. She serves as a co-chair of the Franco-German Council of Economic Experts since 2023.

Jean TIROLE*Toulouse School of Economics*

Jean Tirole is Honorary Chairman of the Toulouse School of Economics, Scientific Director of TSE-Partenariat in Toulouse, and a founding member of the Institute for Advanced Study in Toulouse (IAST). He is also a visiting professor at MIT and a member of the Institut de France. His research interests include industrial organization, regulation, organizational theory, game theory, finance, macroeconomics and psychology.

Jean Tirole has published over 200 articles in international journals, as well as 12 books, including in 2016 a book for the general public on the “Economics of the Common Good”. He has received numerous international awards, including the CNRS Gold Medal in 2007, and the 2014 Bank of Sweden Prize in Economic Sciences in memory of Alfred Nobel.

BIOGRAPHY – KEYNOTE

Investigating the Adoption and Performance of Privacy-Enhanced Advertising Technologies

Friday 10 , 4:30– 5:30 pm

Garrett JOHNSON

Boston University, Questrom School of Business



Garrett Johnson researches digital marketing: measuring its effectiveness and examining its privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work. His privacy research examines the impact of Europe's GDPR, the policy tradeoffs of user identifiers like cookies, as well as novel, privacy-centric approaches to online advertising.

For his work, Prof. Johnson has been awarded the Paul Green Award, the John D. C. Little Award and the Weitz-Winer-O'Dell Award, and has been a finalist for the John D. C. Little Award and Gary Lilien Marketing Science Practice Prize. He has appeared in outlets including Bloomberg, New York Times, Boston Globe, Fortune, Marketplace, & the HBR Ideacast.

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