

8th Economics of Platforms Conference (ECOP)

Toulouse, June 9-10, 2026

PROGRAM

CONFERENCE VENUE

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

ORGANIZING COMMITTEE

Özlem Bedre Defolie (EUI, CEPR)
Emilio Calvano (Luiss University, CEPR)
Bruno Jullien (Toulouse School of Economics)
Andrew Rhodes (Toulouse School of Economics)
Sandro Shelegia (University of Pompeu Fabra and BSE)

CONFERENCE SECRETARIAT

Christelle Fauchié (TSE) & Valérie Nowaczyk (TSE)
ECOP2026@tse-fr.eu



Tuesday, June 9, 2026

8:30 – 8:45	Registration
8:45 – 9:00	Welcome address
9:00 – 10:20	Session 1 CHAIR: Bruno JULLIEN (Toulouse School of Economics) Doh-Shin JEON (Toulouse School of Economics) <i>Privacy, Data Combination and Ecosystem Competition between Ad-funded Apps and Subscription-funded Apps</i> Muxin LI (SIMIS, Fudan University) and Ksenia Shakhgildyan (Bocconi University and IGIER) <i>“Frenemy” of Two Giants: Amazon and Apple</i>
10:20 – 10:50	Coffee break
10:50 – 12:50	Session 2 CHAIR: Emilio CALVANO (Luiss University, CEPR) Anastasiia PARAKHONIAK (Durham University Business School), Cole Williams (University of Nebraska-Lincoln) and Eeva Muring (University of Bergen) <i>To Bid or Not to Bid? Entry Bid Shading and Bias in Sponsored Search Auctions</i> Gary BIGLAISER (University of North Carolina - Chapel Hill) and Jacques Crémer (Toulouse School of Economics) <i>Endogenous Switching Costs: Extended Abstract</i> Marianne VERDIER (Université Panthéon Assas) and Marie Obidzinski (Université Paris-Panthéon-Assas) <i>Regulation of Selection Technologies</i>
12:50 – 14:20	Lunch
14:20 – 15:40	Session 3 CHAIR: Sandro SHELEGIA (University of Pompeu Fabra and BSE) Fei LI (University of North Carolina - Chapel Hill), Yi Chen (Cornell University) and Marcel Preuss (Cornell University) <i>Algorithmic Attention and Content Creation on Social Media Platforms</i> Nikhil VELLODI (Paris School of Economics) and Erik Madsen (New York University) <i>Overviews</i>

15:40 – 16:10 **Coffee break**

16:10 – 17:10 **KEYNOTE LECTURE**

CHAIR:

Jean TIROLE (Toulouse School of Economics)

TBA

19:30 **Dinner** (*upon invitation*)

Wednesday, June 10, 2026

09:00 – 10:20

Session 4

CHAIR: Özlem BEDRE DEFOLIE (EUI, CEPR)

Sarit MARKOVICH (Northwestern University), Hanna Halaburda (New York University Stern School of Business) and Yaron Yehezkel (Tel Aviv University)

When Does Quality Beat Data? Gaining Momentum in Dynamic Platform Competition

José Luis MORAGA (Vrije Universiteit Amsterdam), Evgenia Motchenkova (Vrije Universiteit Amsterdam) and Long Hoang (Vrije Universiteit Amsterdam)

Pricing and Investment by A Two-sided Monopoly Platform

10:20 – 10:50

Coffee break

10:50 – 12:50

Session 5

CHAIR: Andrew RHODES (Toulouse School of Economics)

Marcel PREUSS (Cornell University), Heiko Karle (Frankfurt School of Finance & Management) and Markus Reisinger (Frankfurt School of Finance & Management)

Selling on Recommender Platforms: Demand Boost versus Customer Migration

Yufeng HUANG (University of Rochester – Simon Business School), Malika Korganbekova (University of Chicago) and Aliya Korganbekova (Harvard University)

Ranking Algorithms and Equilibrium Prices

Andrea MANTOVANI (Toulouse Business School), Laura Lasio (JRC Ispra), Jack Ma (University of Oxford), Carlo Reggiani (JRC Seville & Manchester) and Néstor Duch Brown (JRC Seville)

Online Travel Agencies and Beyond: The Role of Sales Channels for Hotels and Consumers

12:50

Lunch

Time allocation: 35 minutes for speakers, 5 minutes for questions