

Bruno Jullien

Curriculum Vitae

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Adresse

Toulouse School of Economics
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Position

Directeur de Recherche, CNRS, Toulouse School of Economics

Autres

Co-directeur Centre Digital TSE
Leader du groupe "Industrial Organization", TSE
Chaire ANITI, *AI and Competition*, Artificial and Natural Intelligence Toulouse
Institute
MaCCI Research Fellow
CEPR Research Fellow
CESifo Research Fellow
CMPO International Research Fellow,

Autres activités

Recruitment Committee, TSE
Executive Committee of European Association for Research in Industrial
Economics (EARIE), 2016 -
Scientific Committee, Florence School of Regulation, Communication & Media
MaCCI Advisory board, 2017 -

Education

Harvard University, Ph.D. Economics, 1988
ENSAE, "Statisticien Economiste", 1984
DEA, Analyse et Politique Economique, Ecole des Hautes Etudes en Sciences
Sociales, 1984
Ecole Polytechnique, 1979-1982

Distinctions

European Research Council Advanced Grant (2015)
Fellow of the Econometric Society (2014)
Prix ACE, Best Paper in Competition Policy (2012)

Best Article published in Journal of Industrial Economics (2011)
Médaille de Bronze CNRS (1998)
Officier de l'Ordre des Palmes Académiques.
Sloan Dissertation Fellowship (1987-1988)
Prix Louis Arman, Ecole Polytechnique (1982)

Positions antérieures

Directeur Scientifique, Toulouse School of Economics, 2014-2015.
Directeur adjoint, Toulouse School of Economics, 2009-2010.
Directeur, GREMAQ (CNRS UMR 5604), 1997-2005.
Research Fellow, CREST-LEI, INSEE, 1991-1996.
Research Fellow, CEPREMAP, 1988-1995.
Professeur cc, Ecole Polytechnique, 1992-2005.
Honorary Visiting Professor, University of Bristol, 2010-2015
Visiting Professor, University of Bristol, 2007-2009.
Visiting Professor, European University Institute, 2000.
Visiting Professor, Wuhan University, 2003.
Part-time Visiting Professor, University of Lausanne, 1993/94.
Professeur associé, ENSAE, 1990-1996.
Chargé de Conférence, EHESS, 1990-1992.
Research assistant, Harvard University, 1986/87.

Autres services :

Economic Advisory Group on Competition Policy (DG Comp, EU, 2013-2016),
Steering Committee of Association of Competition Economics (2013-2016),
Standing Committee of the European Econometric Society, the Council of
ASSET, Department Council of TSE, Commission de Spécialistes de Sciences
Economiques de l'Université des Sciences Sociales de Toulouse, Commission
de Spécialistes de Gestion de l'Université des Sciences Sociales de Toulouse,
Council of ADRES, Commission de Spécialistes de Sciences Economiques de
l'Université Aix-Marseille II, Comité Directeur de l'AFSE, Research Council
and Academic Council of University Toulouse 1 Capitole,

Activités éditorial

2010-2018 : Co-Editeur, *Journal of Economics and Management Strategy*.
1996- 2017: Editorial Board, *Geneva Risk and Insurance Review*.
2007-2010: Co-Editeur, *International Journal of Industrial Organization*.
1991-2010: Editeur associé, *Annales d'Economie and Statistics*.
2000-2002: *Economic Policy Panel*.

Keynotes récentes et lectures invitées

Lecture invitée, "Mergers and Demand-enhancing Investment", Jornadas de
Economia Industrial, Madrid, September 2019

Keynote: 2nd doctoral workshop on the Economics of Digitization, May 2018

Keynote: VIII Workshop on Institutions, Individual Behavior and Economic Outcome, Media Economics, June 2017

Lecture invitée, Asian Pacific Industrial Organization Conference, Melbourne, 12 December 2016

Keynote, 17th CEPR-JIE Conference on Applied Industrial Organization; London, 19-21 May 2016

Keynote, 2nd annual BECCLE Competition Policy Conference - 21. April 2016, Bergen

Keynote, FSR C&M Scientific Seminar on the Economics, Law and Policy of Communications and Media, Florence, 2015

Keynote, BEREC Workshop on oligopoly analysis and regulation, Bern, 2015

Keynote, 7th Taller de Organization Industrial, Chile, 2014

Keynote, Eighth Postal Economics Conference, Toulouse, 2014

Keynote, CESifo Area Conference on Applied Microeconomics, Munich (March 2012).

Keynote, 2nd Workshop on the Economics of ICTs, Evora, Portugal (March 2011).

Lecture invitée, EARIE, Stockholm (September 2011).

Lecture invitée , Eight International Conference on Competition and Regulation (CRESSE, 2013).

Lecture invitée , Sixth International Conference on Competition and Regulation (CRESSE, 2011).

Lecture invitée , The economics of Information & Communication Technologies, Paris

Lecture invitée, Universidad Del Rosario, Bogota, Colombia (2007).

Enseignements

Université Toulouse Capitole (M2, Doctorat): Industrial Organization, Competition Policy depuis 2007

2013: Universidade do Porto, Two-Sided Markets

2003: Wuhan University, Industrial Organization.

2000: European University Institute, Contract Theory.

1996-2006: Université Toulouse Capitole , Microéconomie, Industrial Organization, Economie du risque et de l'incertain.

1990-2003: Ecole Polytechnique, Microéconomie, Industrial Organization, Economic and Competition Law, Théorie des jeux, Corporate Governance.

1990-1996: ENSAE, Macroéconomie, Economie Industrielle.

1993-1994, Université de Lausanne (Master), Microéconomie.

1990-1992: EHESS , Microéconomie, Economie du risque et de l'incertain.

1991-1993: Institut National des Télécommunications, Microéconomie.

Encadrement doctoral

Laurent Linnemer (1996), Professeur de Universités (Université de Montpellier).
Isabelle Kabla (1999), Administrateur INSEE.
Pierre Dubois (1999), Professeur des Universités (Université de Toulouse).
Martin Besfamille (2000), Professeur , Universidad Torcuato Di Tella, Argentina.
Frederic Loss (2001), Maître de Conférence , CNAM.
Alexia Gaudeul (2003), Lecturer , University of East Anglia
Sylvain Bourjade (2005), Professeur ESC Toulouse.
Andrea Amelio (2007), Chief Economist Team at DG COMP, European Commission.
Emilio Calvano (2008), Professeur, University of Bocconi
David Sauer (2012), consultant, Deloitte
Carlos Canon (2012), Federal Bank of Mexico
Anna D'Annunzio (2013), Senior Research Economist, Telenor, Norway
Jorge Florez (2015): Professeur, University of Rosario, Colombia
Jimena Ferraro (2016): Office of Health Economics, UK
Anastasya Parakhonya (2018), University of Durham, UK
Ying Lei Toh (2018): Federal Reserve, US
Xavier Lambin ('2019): Grenoble Ecole de Management
Current supervisions: Willy Lefez, Rossi Abi Rafeh, Luise Eisfeld

Organisation de conférences

2020: "Conference on Digital Platfoms", October 27&28, Online
2019: "Economics of Platform Workshop", Bologne
2018: "Economics of Platform Workshop", Rome
2017: "Economics of Platform Workshop", Berlin
2016: "Advances in the Economics of Organization and the New Economy", Toulouse
2009: "Fifth bi-annual Conference on The Economics of the Software and Internet Industries", Toulouse
2008: "The Economics of the Health Care and the Pharmaceutical Industry", Toulouse.
2008: "The Theory and Empirics of Risk Sharing", Toulouse
2007: "Regulation, Competition and Investment in Network Industries", Brussels
2007: "Workshop on Risk Sharing", Toulouse
2006: Chairman of program committee, Econometric Society European Congress
2006: "Competition Policy in Two-Sided Markets", Toulouse
2004: "Regulation of Media Markets", Toulouse
2004: "The Economics of Electronic Communication Markets", Toulouse
2003: "Competition policy in international markets", Toulouse
2003: "The economics of software and internet industries (2nd)", Toulouse

- 2001: "The economics of software and internet industries", Toulouse.
1999: "Economics and Psychology", Toulouse
1994: "International conference in the economics of mobile communications".
1990: "Financial contracts and the theory of the firm", Banque de France.

Participations récentes à des comités scientifiques

MaCCI Annual conference (2018,2019), EARIE (2009, 2011, 2013, 2017 et 2018), "Workshop on the Economics of ICTs" (2018, 2015 et 2010), 20th INFER conference (2018), ICT Paris Conference" (2015 et 2017), Congress of AFSE (2011 et 2013), "Platform Markets: Regulation and Competition Policy" (2010), ESEM (2010), 8th INRA-IDEI Conference on Industrial Organization and the Food Processing Industry (2010), ZEW Conference on the Impact of Regulation on Investment and Innovation Incentives (2008), 5th Workshop on Media Economics (2007)

Rapporteur

Econometrica, Journal of Political Economics, American Economic Review, Review of Economic Studies, The RAND Journal of Economics, Journal of Industrial Economics, Journal of Economics, Journal of Economic Theory, Economic Letter, Journal of Public Economics, Economic Journal, European of Economic Review, International Journal of Industrial Organization, Journal of Economics, Journal of Economic Dynamics et Control, Journal of Economics et Management Sciences, Annales d'Economie et de Statistique, Revue d'Economie Politique....

Publications en anglais (revues avec comité de lecture)

1. "Language, Internet and Platform Competition", *Journal of International Economics*, 103439, avec Doh-Shin Jeon et Mikhail Klimenko, 2021. <https://doi.org/10.1016/j.jinteco.2021.103439>, 2021.
2. "The Economics of Platforms: A Theory Guide for Competition Policy", *Information Economics & Policy*, 100880, avec Wilfried Sand-Zantman, 2021. <https://doi.org/10.1016/j.infoecopol.2020.100880>
3. "Dynamic Competition with Network Externalities: Why History Matters", *The RAND Journal of Economic*, 51: 3-31., avec Hanna Halaburda et Yaron Yehezkel, 2020. <https://doi.org/10.1111/1756-2171.12304>
4. "Creating platforms by hosting rivals", *Management Science*, Vol. 66, No. 7, avec Andrei Hagiu et Julian Wright, 2020. <https://doi.org/10.1287/mnsc.2019.3356>
5. "Information Management and Pricing in Platform Markets", *The Review of Economic Studies*, Volume 86, Issue 4, Pages 1666–1703, avec Alessandro Pavan, 2019. <https://doi.org/10.1093/restud/rdy040>

6. "Horizontal Mergers in Multi-Sided Markets: Insights from Cournot Competition", *Journal of Economics & Management Strategy*, 28: 109– 124, avec J. Correia-da-Silva, Y. Lefouili, J. Pinho, 2019.
7. "Horizontal Mergers and Innovation", *Journal of Competition Law & Economics*, Volume 14, Issue 3, Pages 364–392, avec Y. Lefouili, 2018.
8. "Internet Regulation, Two-Sided Pricing, and Sponsored Data", *International Journal of Industrial Organization*, Volume 58, Pages 31-62, avec Wilfried Sand-Zantman, 2018.
9. "Mergers, Investments and Demand expansion", *Economics Letters*, Volume 167, Pages 136-141, avec Marc Bourreau, 2018.
10. "Vertical Foreclosure and Multi-Segment Competition", *Economics Letters*, Volume 169, Pages 31-34, avec Markus Reisinger et Patrick Rey, 2018
11. "An Offer You Can't Refuse: Early Contracting with Endogenous Threat", *The RAND Journal of Economics*, 48(3), 733-748, avec Jerome Pouyet et Wilfried Sand-Zantman, 2017.
12. "Tying in Two-Sided Markets with Multi-Homing: Corrigendum and Comment", *The Journal of Industrial Economics*, Vol. 65, Issue 4, 872-886, avec Jay Pil Choi et Yassine Lefouili, 2017.
13. "Reputation and Prices on the e-Market: Evidence from a Major French Platform", *International Journal of Industrial Organization*, 45, 59-75 avec Gregory Jolivet et Fabien Postel-Vinay, 2016.
14. "Health Insurance and Diversity of Treatment: A Policy Mix Perspective", *Journal of Health Economics*, 47, 50-63, avec David Bardey et Jean-Marie Lozachmeur, 2016.
15. "Product design and decision rights in vertical structures", *Research in Economics*, 70, 558-568, avec Pierre Dubois, 2016.
16. "Search Diversion and Platform Competition", *International Journal of Industrial Organization*, 33, 48–60, avec Andrei Hagiu, 2014.
17. "New, Like New or Very Good? Reputation and Credibility", *The Review of Economic Studies*, 81(4): 1543-1574, avec In-Uck Park, 2014.
18. "Termination Fees Revisited", *International Journal of Industrial Organization*, 31(6), 738-750 avec Patrick Rey et Wilfried Sand-Zantman, 2013.
19. "Tying and Freebies in Two-Sided Markets", *International Journal of Industrial Organization*, 30, 436–446, avec Andrea Amelio, 2012.
20. "The Market for Lawyers: On the Value of Information on the Quality of Legal Services", *The RAND Journal of Economics*, Vol. 43, No. 4, 677–705, avec Elisabetta Iossa, 2012.

21. "Why Do Intermediaries Divert Search?", *The RAND Journal of Economics*, vol 42, Issue 2, 337–362, avec Andrei Hagiu, 2011.
22. "Competition in Multi-Sided Markets: Divide-and-Conquer", *American Economic Journal: Microeconomics*, 3: 1–35, 2011.
23. "The Roles of Reputation and Transparency on the Behavior of Biased Experts", *The RAND Journal of Economics*, Vol. 42 (3), 575–594, avec Sylvain Bourjade, 2011.
24. "Retail Price Regulation and Innovation: Reference Pricing in the Pharmaceutical Industry", *Journal of Health and Economics*, vol. 29, n. 2, 303-316, avec David Bardey et Antoine Bommier, 2010.
25. "Public and Private Investments in Regulated Network Industries: Coordination and Competition Issues", *Review of Network Economics*, vol 9, issue 4, avec Jérôme Pouyet et Wilfried Sand-Zantman, 2010.
26. "Advertising, Competition and Entry in Media Industries", *The Journal of Industrial Economics*, vol. 57(1), 7-31, avec C. Haritchabalet et C. Crampes, 2009.
27. "Formal and Informal Risk Sharing in LDCs: Theory and Empirical Evidence", *Econometrica*, Vol. 76, 4, 679-726, avec Pierre Dubois et Thierry Magnac, 2008.
28. "Resale Price Maintenance and Tacit Collusion", *The RAND Journal of Economics*, Vol 38, 4, Winter 2007, 983-1001, avec Patrick Rey, 2007.
29. "Screening Risk-Averse Agents under Moral Hazard", *Economic Theory*, 1, 151-191, avec Bernard Salanié et François Salanié, 2007.
30. "Auction and the Informed Seller Problem", *Games and Economic Behavior*, 56, 2, 225-258, avec T. Mariotti, 2006.
31. "Asymmetric Information in Insurance: Some Testable Implications", *The RAND Journal of Economics*, Vol37, 4, 783-798, avec Pierre André Chiappori, Bernard Salanié et François Salanié, 2006.
32. "Chicken and Egg: Competition among Intermediation Service Providers", *The RAND Journal of Economics*, Vol 34, 2, 309-328, avec Bernard Caillaud, 2003.
33. "Competing Cybermediaries", *European Economic Review, papers and proceedings*, Vol 45, 4/6, 797-808, avec B. Caillaud, 2001.
34. "Modeling Time Inconsistent Preferences", *European Economic Review, papers and proceedings*, 44, 1116-1124, avec B. Caillaud, 2000.
35. "Corporate Demand for Insurance with Optimal Financial Contracting", *Economic Theory*, 16 (1), 77-105, avec B. Caillaud et G. Dionne, 2000.

36. "Participation Constraints in Adverse Selection Models", *Journal of Economic Theory* 93, 1-47, 2000.
37. "Scientific Progress and Irreversibility: An Economic Interpretation of the Precautionary Principle", *Journal of Public Economics* 75, 229-253, avec C. Gollier et N. Treich, 2000.
38. "Estimating Preferences under Risk: The Case of Racetrack Bettors", *Journal of Political Economy* 108, 3, 503-530, avec B. Salanié, 2000.
39. "Should More Risk Averse Agent Exert More Effort", *Geneva Papers of Risk and Insurance* 24, 19-28, avec Bernard Salanié et François Salanié, 1999.
40. "Pricing Regulation under Bypass Competition", *The RAND Journal of Economics*, vol. 2, 29, 259-279, avec N. Curien et P. Rey, 1998.
41. "A Classical Model of Involuntary Unemployment: Efficiency Wages and Macroeconomic Policy", *Journal of Economic Theory*, vol. 78, 2, 263-285, avec P. Picard, 1998.
42. "National vs. European Industrial Policies: Bargaining, Information and Coordination of Incentives", *European Economic Review*, vol. 40, n° 1, avec B. Caillaud et P. Picard, 1996.
43. "Hierarchical Organization and Incentives", *European Economic Review, Papers and Proceedings*, avec B. Caillaud et P. Picard, 1996.
44. "Managerial Incentives Based on Acquisition of Information", *Journal of Economic and Management Sciences* vol. 4, N° 3, 427-444, avec B. Caillaud, 1995.
45. "Competing Vertical Structures: Precommitment and Renegotiation", *Econometrica*, vol. 63, No 3, 621-646, avec B. Caillaud et P. Picard, 1995.
46. "Measuring the Incidence of Insider Trading: A Comment on Shin", *Economic Journal*, vol 104, N° 427, 1418-19, avec B. Salanié, 1994.
47. "Dynamic Duopoly with Learning Through Market Experimentation", *Economic Theory* 3, 517-539, avec Ph. Aghion et M.P. Espinoza, 1993.
48. "Optimal Learning by Experimentation", *The Review of Economic Studies*, 58, 621-654, avec Ph. Aghion, P. Bolton et C. Harris, 1991.
49. "Ordinal Independence in Nonlinear Utility Theory", *Journal of Risk and Uncertainty* 1, 355-387, avec J. Green, 1988.
50. "Competitive Business Cycles in an Overlapping Generations Economy with Productive Investment", *Journal of Economic Theory*, 1988, vol. 46, N°1, 45-65 (reprinted in *Cycles and Chaos in Economic Equilibrium*, Princeton University Press, 1992).

Publications en français (revues avec comité de lecture)

51. "Quel Rôle pour les Acteurs Publics dans l'Incitation Privée aux Investissements?", *Revue Economique*, 69(6), 985-1007, avec Jérôme Pouyet et Wilfried Sand-Zantman, 2017.
52. "La régulation en pratique", *Revue d'Economie Politique*, 115(3), 273-284, avec J.C. Rochet, 2005.
53. "Economie de l'information et Internet", *Revue Economique*, 52(3), 633-642, avec Alexandre Gaudeul, 2001.
54. "E-Commerce: quelques éléments d'économie industrielle", *Revue Economique*, 52(1), 97-118, avec Alexandre Gaudeul, 2001.
55. "Common Market with Regulated Firms", *Annales d'Economie et de Statistique*, 47, 65–101, avec B. Caillaud et P.P. Combes, 1997.
56. "Information et organisation des processus de décision publique", *Revue d'économie politique*, vol. 106, n° 1, 15–37, avec B. Caillaud et P. Picard, 1996.
57. "L'impact des options extérieures sur les échanges en information asymétrique", *Revue économique*, 47(3), 437-446, 1996.
58. "Tarification, Discrimination and Contournement", *Annales des Télécommunications*, vol 50, n° 2, 348–358, avec N. Curien et P. Rey, 1995.
59. "Information, stabilité des prix et bien-être", *Annales d'économie et de statistique* 32, 1–16, 1993.

Travaux en cours

60. "Personalized Pricing and Distribution Channels", TSE Working Paper, n° 19-995, avec Markus Reisinger et Patrick Rey.
61. "Privacy Protection, Security and Consumer Retention", TSE Working Paper, n. 18-949, avec Yassine Lefouili et Michael Riordan.
62. "Mergers and Demand-Enhancing Innovation", TSE Working Paper, n. 18-907, avec Marc Bourreau et Yassine Lefouili,
63. "Mergers and Investments in New Products", TSE Working Paper, n. 18-949, avec Yassine Lefouili.
64. "Communication, Feedbacks and Repeated Moral Hazard with Short-lived Buyers", avec In-Uck Park, TSE Working Paper 19-1027

Chapitres de Handbooks

65. "The advertising-financed business model in two-sided media markets.", *Handbook of Media Economics*, vol 1A, avec Simon Anderson, 2016.
66. "B2B Two-Sided Platforms", *Handbook of Digital Economy*, Oxford University Press, 2012.

67. "Empirical Evidence on the Preferences of Racetrack Bettors", *Handbook of Sport and Lottery Markets*, Elsevier, avec Bernard Salanié, 2008.
68. "Pricing and other business strategies for e-Procurement platforms", Dimitri, Spiga and Spagnolo (eds.) *Handbook of Procurement*, Cambridge University Press, 2006.

<Livres, chapitres de livres , chapters in books, miscellaneous

69. *Eléments de Microéconomie: exercices et corrigés*, Montchrestien, Paris, avec P. Picard, 1991, revised 2002.
70. "Media and Two-Sided Markets", *Media Markets and Competition Law: Multinational Perspectives*, Editors A. Bavasso, D.S. Evans, D. H. Ginsburg (eds), CPI, Boston, 2019
71. "Issues in on-line advertising and competition policy: a two-sided market perspective", *Recent Advances in the Analysis of Competition Policy and Regulation*, J. Harrington, Y. Katsoulacos, P. Régibeau (eds), Edward Elgar Publishing Ltd, 2012.
72. "National Champions under Credit Rationing", *Industrial Policy for National Champions*, C. Gollier, L. Woessmann, and O. Falck (eds), MIT Press, 2010.
73. "Régulation des prix et politique de remboursement des médicaments", *Revue Générale de Droit Médical*, 33, 273-290, avec J.M Lozachmeur, C. Crampes, P. Dubois, 2009.
74. "The Economics of Tacit Collusion in Merger Analysis", *The Political Economy of Antitrust*, Vivek Ghosal and Johan Stennek (eds), avec M. Ivaldi, P. Rey, P. Seabright et J. Tirole, 2007.
75. "E-commerce, two-sided markets and info-mediation", avec A. Gaudeul, E. Brousseau and N. Curien (eds.), *Internet and Digital Economics*, Cambridge University Press, 2007.
76. "Two-Sided Markets and Electronic Intermediation", G. Illing and M. Peitz (eds.), *Industrial Organization and the Digital Economy*, MIT Press, 2007.
77. "Mobile-to-Mobile Call Termination", *Regulating Mobile Call Termination, Vodafone Policy Paper Series 1*, avec Patrick Rey, 2004.
78. "Economie de l'Industrie", Encyclopédie Universalis, 2001.
79. "Analyse économique du système CAT-NAT", *Risques* 34, 1998.
80. "La régulation des monopoles publics", A. Perrot (ed.), *Concurrence et Réglementation*, Economica, avec P.P. Combes et B. Salanié, 1997

Rapports

81. Committee for the study of digital platforms: Market structure and antitrust subcommittee report. *Chicago: Stigler Center for the Study of the Economy and the State, University of Chicago Booth School of Business*. Scott Morton, Fiona, Pascal Bouvier, Ariel Ezrachi, Bruno Jullien, Roberta Katz, Gene Kimmelman, A. Douglas Melamed, et Jamie Morgenstern. (2019).
82. *The Economics of Platforms: A Theory Guide for Competition Policy*, TSE Digital Center, avec Wilfried Sand-Zantman, 2019.
83. *Network Effects*, rapport IDEI n. 27, avec Wilfried Sand-Zantman, 2016.
84. *The Economics of Margin Squeeze*, rapport IDEI n. 23, 2013, avec Patrick Rey et Claudia Saavedra.
85. *Net Neutralité: développements récents de la littérature économique*, rapport IDEI n. 19, 2010.
86. *La régulation des monopoles*, rapport IDEI n. 16, 2010, avec Wilfried Sand-Zantman
87. *Notes on the Economics of Termination Charges*, rapport IDEI n. 6, 2008, avec P. Rey.
88. *Charges de terminaison et concurrence: Quelques leçons de la littérature économique*, rapport n. 4, IDEI, avec P. Rey, 2006.
89. *The Economics of Tacit Collusion*, Rapport pour DG Competition, European Commission, 2004, avec M. Ivaldi, P. Rey, P. Seabright et J. Tirole.
90. *The Economics of Unilateral Effects*, Rapport pour DG Competition, European Commission, 2004, avec M. Ivaldi, P. Rey, P. Seabright et J. Tirole.
91. *Pratique des prix imposés et collusion*, Rapport pour la Direction de la Prévision, Ministère des Finances, France, 1997, avec Patrick Rey et Thibaud Vergé.