
OPENING LECTURE

Consumer search costs, entry and quality in online markets



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SEPTEMBER 9

AMPHI MB1

5.00pm > 6.00pm

Internet and digitization changed markets by eliminating prices and reducing consumer search costs. Despite little evidence, consumers, firms and regulators are concerned about the effects of search costs on non-price outcomes. In this lecture, Daniel Ershov (Assistant Professor, TSE) talks about using a natural experiment on a mobile app store to investigate how changes in search costs affect non-price outcomes (product entry, design and quality) in online markets.