Fourteenth Annual Northwestern Conference on Antitrust Economics and Competition Policy
Friday, September 16, 2022—Saturday, September 17, 2022

Northwestern Pritzker School of Law
Wieboldt Hall #147
339 E. Chicago Avenue
Chicago, IL 60611

Sponsored by Compass Lexecon

Friday, September 16th

7:45-8:15  Registration and Continental Breakfast (WB 150)

8:15-8:30  Welcome and Introduction (WB 147)
William P. Rogerson, Department of Economics, Northwestern University
Mark A. Israel, Compass Lexecon

8:30-9:30  Shelving or Developing? Optimal Policy for Mergers with Potential Competitors
(with Massimo Motta and Emanuele Tarantino)
Chiara Fumagalli, Bocconi University
Discussant: Florian Ederer, Yale School of Management

9:30-10:00 Break (WB 150)

10:00-11:00 Are ‘Vertical’ Mergers Between Hospitals and Physicians Anticompetitive? (with Zack Cooper, Stuart Craig, Joseph Martinez, Fiona Scott Morton and Ashley Swanson)
Matthew Grennan, Haas School, University of California, Berkeley
Discussant: David Dranove, Kellogg School of Management, Northwestern University

11:00-11:30 Break (WB 150)

11:30-12:30 Does Entry Remedy Collusion? Evidence from the Generic Prescription Drug Cartel
(with Amanda Starc)
Thomas Wollman, University of Chicago Booth School of Business
Discussant: Louis Kaplow, Harvard Law School
12:30-2:00  
**Lunch** (WB 540)

**Keynote Address: Platform Annexation**  
**Susan Athey**, Stanford Graduate School of Business (on leave as Chief Economist, Antitrust Division, U.S. Department of Justice)

2:00-3:00  
**Mergers, Entry, and Consumer Welfare** (with Peter Cardonna and Gloria Sheu)  
**Nathan Miller**, Georgetown University McDonough School of Business  
Discussant: **Volker Nocke**, University of Mannheim

3:00-3:30  
**Break** (WB 150)

3:30-4:30  
**Pricing Power in Advertising Markets: Theory and Evidence** (with Matthew Gentzkow, Jesse M. Shapiro, and Frank Yang)  
**Ali Yurukoglu**, Stanford Graduate School of Business  
Discussant: **Fiona Scott Morton**, Yale School of Management

4:30-5:00  
**Break** (WB 150)

5:00-6:30  
**Panel: Revisions to the U.S. Merger Guidelines**

Moderator: **John Kwoka**, Department of Economics, Northeastern University (on leave as Chief Economist to the Chair, U.S. Federal Trade Commission)

**Susan Athey**, Stanford Graduate School of Business (on leave as Chief Economist, Antitrust Division, U.S. Department of Justice  
**Ioana Marinescu**, University of Pennsylvania School of Social Policy & Practice (on leave as Principal Economist, Antitrust Division, U.S. Department of Justice)  
**Aviv Nevo**, University of Pennsylvania, Department of Economics  
**Nancy L. Rose**, MIT Department of Economics

6:30-7:30  
**Cocktail Reception** (Wieboldt Hall #440)

7:30  
**Dinner** (Wieboldt Hall #540)

**Keynote Address: Should Competition Agencies Ever Break Up Consummated Mergers and Dominant Firms?**  
**John Kwoka**, Department of Economics, Northeastern University (on leave as Chief Economist to the Chair, U.S. Federal Trade Commission)
Saturday, September 17th

8:00-8:30  Continental Breakfast (WB 150)

8:30-9:30  Personalized Pricing and Competition (with Andrew Rhodes)
          Jidong Zhou, Yale School of Management
          Discussant: Steve Tadelis, University of California, Berkeley

9:30-10:00  Break (WB 150)

10:00-11:00  Have Mergers Raised Prices? Evidence from U.S. Retail (with Vivek Bhattacharya and Gaston Illanes)
             David Stillerman, American University, Kogod School of Business
             Discussant: John Asker, University of California, Los Angeles

11:00-11:30  Break (WB 150)

11:30-12:30  Tying in Markets with Network Effects (with Doh-shin Jeon and Michael Whinston)
             Jay Pil Choi, Department of Economics, Michigan State University
             Discussant: Daniel P. O’Brien, Compass Lexecon

12:30  Adjourn (Box Lunches Available) (WB 150)