

Sixth Annual Conference on Internet Search and Innovation

Thursday, June 4, 2015 — Friday, June 5, 2015

Northwestern University School of Law
Wieboldt Hall #147
340 E. Superior Street, Chicago, IL, 60611

This conference is organized by Daniel F. Spulber with the help of Pere Arqué-Castells and Justus Baron

Thursday, June 4

9:30 a.m. **Registration** (1st Floor of Wieboldt Hall)
Continental Breakfast

10:25 **Welcome and Introduction to the Conference**
Matthew L. Spitzer, Howard and Elizabeth Chapman Professor and Director,
Searle Center on Law, Regulation, and Economic Growth at Northwestern
University School of Law
Daniel F. Spulber, Research Director, Searle Center on Law, Regulation, and
Economic Growth, and Elinor Hobbs Distinguished Professor of International
Business and Professor of Strategy, Kellogg School of Management,
Northwestern University

10:30-12:00 **Session One – Privacy and the Internet**
Session Chair: **Justus Baron**, Searle Center on Law, Regulation, and Economic
Growth, Northwestern University School of Law

Money and Privacy - Android Market Evidence

Michael Kummer, Centre for European Economic Research (ZEW), Mannheim
Patrick Schulte*, Centre for European Economic Research (ZEW), Mannheim
Discussant: **Fernando Luco**, Department of Economics, Texas A&M University

What is a Cookie Worth?

Arslan Aziz, Carnegie Mellon University
Rahul Telang*, Carnegie Mellon University
Discussant: **Fernando Luco**, Department of Economics, Texas A&M University

Privacy in Online Markets: A Welfare Analysis Using Demand Rotations

Daniel P. O'Brien*, Kelley School of Business, Indiana University
Doug Smith, U.S. Federal Trade Commission
Discussant: **Alexei Alexandrov**, Consumer Financial Protection Bureau

12:00-1:00 **Lunch** (WB #540)

1:00-3:00 **Session Two – The Internet Market for Books**

Session Chair: **Peter C. DiCola**, Northwestern University School of Law

Match Quality, Search, and the Internet Market for Used Books

Sara Fisher Ellison, MIT Department of Economics

Discussant: **Jeff Prince**, Kelley School of Business, Indiana University

E-Book Pricing and Vertical Restraints

Babur De los Santos*, Indiana University, Kelly School of Business

Matthijs R. Wildenbeest, Indiana University, Kelly School of Business

Discussant: **Jeff Prince**, Kelley School of Business, Indiana University

Consumer Experience and the Value of Search in the Online Textbook Market

Forrest Spence, University of Notre Dame, Department of Economics

Discussant: **Scott Hiller**, Fairfield University

On the Antitrust Economics of the Electronic Books Industry

Germain Gaudin, Düsseldorf Institute for Competition Economics, Heinrich Heine University, Germany

Alexander White*, Tsinghua University School of Economics and Management, China

Discussant: **Simonetta Vezzoso**, Department of Economics and Management, University of Trento

3:00-3:15 **Break**

3:15-5:15 **Session Three – Internet Platforms and Pricing**

Session Chair: **Pere Arqué-Castells**, Searle Center on Law, Regulation, and Economic Growth, Northwestern University School of Law

Multi-Sided Platforms

Andrei Hagiu*, Harvard Business School

Julian Wright, Department of Economics, National University of Singapore

Discussant: **Liad Wagman**, Stuart School of Business, Illinois Institute of Technology

Game of Platforms: Strategic Expansion into Rival (Online) Territory

Sagit Bar-Gill, MIT Sloan School of Management

Discussant: **Keke Sun**, Universitat Autònoma de Barcelona and Barcelona Graduate School of Economics

Platform Pricing in Mixed Two-Sided Markets

Ming Gao, School of Economics and Management, Tsinghua University, China
Discussant: **Alexei Alexandrov**, Consumer Financial Protection Bureau

Price Competition in Two-Sided Markets with Heterogeneous Consumers and Network Effects

Lapo Filistrucchi, CentER, TILEC, Tilburg University and Department of Economics

Tobias Klein*, CentER, TILEC, Tilburg University

Discussant: **Zaiyan Wei**, Eller College of Management, University of Arizona

5:15-6:15 **Cocktail Reception** (WB #440)

6:15 **Dinner** (WB #540)

7:00 **Keynote Address: *The Economic Future of Online Video***
David Waterman, Chief Economist, Federal Communications Commission

Friday, June 5

8:00-9:00 **Breakfast** (WB #540)

9:00-11:00 **Session Four – Internet Search and Advertising**
Session Chair: **Hanna Halaburda**, Bank of Canada, CESifo and INE PAN

The Power of a Ranking: Quantifying the Effects of Rankings on Online Consumer Search and Choice

Raluca M. Ursu, University of Chicago

Discussant: **Matthew Backus**, Cornell University

Advertiser Prominence Effects in Search Advertising

Przemyslaw Jeziorski*, University of California, Berkeley

Sridhar Moorthy, Rotman School of Management, University of Toronto

Discussant: **Matthew Backus**, Cornell University

Profiting from Targeted Advertising: Exploring Synergies among Media Channels

Dan Breznitz, University of Toronto

Vincenzo Palermo*, University of Toronto

Discussant: **Christian Helmers**, Santa Clara University, Leavey School of Business, Economics Department

Price Salience and Product Choice

Tom Blake, eBay Research Labs

Dominic Coey, eBay Research Labs

Kane Sweeney*, eBay Research Labs
Steve Tadelis, eBay Research Labs
Discussant: **Christian Helmers**, Santa Clara University, Leavey School of
Business, Economics Department

11:00-11:15 **Break**

11:15-12:45 **Session Five – Pricing and the Internet**

Session Chair: **Oliver M. Richard**, Director, Center for Economics, ARM, U.S.
Government Accountability Office (U.S. GAO)

Net Neutrality, Network Capacity, and Innovation at the Edges

Jay Pil Choi, University of New South Wales, Sydney, Australia, and
Department of Economics; Michigan State University

Doh-Shin Jeon, Toulouse School of Economics and CEPR, Manufacture de
Tabacs

Byung-Cheol Kim*, Georgia Institute of Technology

Discussant: **Vahagn Jerbashian**, University of Barcelona and CERGE-EI

A Theory of Bidding Dynamics and Deadlines in Online Retail

Dominic Coey, eBay Research Labs

Bradley Larsen, Stanford University, Department of Economics

Brennan C. Platt*, Brigham Young University

Discussant: **Thomas D. Jeitschko**, Michigan State University

Competing with Complementors: An Empirical Look at Amazon.com

Feng Zhu*, Harvard University

Qihong Liu, University of Oklahoma

Discussant: **Michael Kummer**, Centre for European Economic Research (ZEW)

12:45-1:30 **Lunch** (WB #540)

1:30-3:30 **Session Six – Network Effects and Social Networks**

Session Chair: **Beth Farmer**, Penn State Law School

Nonlinear pricing with local network effects

Arne Rogde Gramstad, University of Oslo

Discussant: **Liad Wagman**, Stuart School of Business, Illinois Institute of
Technology

Competition in the Cryptocurrency Market

Neil Gandal, Tel Aviv University and CEPR

Hanna Halaburda*, Bank of Canada, CESifo and INE PAN

Discussant: **Michael Kummer**, Centre for European Economic Research (ZEW)

Social Networks and the Demand for News

Lisa M. George, Department of Economics, Hunter College

Christian Peukert*, Department of Business Administration, University of Zurich

Discussant: **Brett Gordon**, Kellogg School of Management, Northwestern University

Can Social Networks Help Content Websites Predict Traffic and Engagement?

Catarina Sismeiro, Imperial College Business School, Imperial College, London

Ammara Mahmood*, Cass University Business School, City University, London

Discussant: **Brett Gordon**, Kellogg School of Management, Northwestern University

3:30

Adjourn

*Presenters are indicated with an **

Acknowledgments

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