

**10th ZEW Conference:
The Economics of Information
and Communication Technologies**

Conference Program June 28 - 29, 2012

ZEW

Zentrum für Europäische
Wirtschaftsforschung GmbH

Centre for European
Economic Research

MaCCI MANNHEIM CENTRE
FOR COMPETITION
AND INNOVATION

Thursday, 2012-06-28 The asterisk "*" indicates the presenting author.

9:00-9:20	Registration	
9:20-9:30	Welcome (Room: Luxembourg): Irene BERTSCHEK	
9:30-10:30	Keynote Lecture I (Room: Luxembourg); Chair: Irene BERTSCHEK	
	Steven LEVITT, John LIST and Chad SYVERSON* (University of Chicago and NBER, USA) <u>Toward an Understanding of Learning by Doing: Evidence from an Automobile Plant</u>	
10:30-11:00	Coffee Break	
11:00-12:30	Parallel sessions I:	
	<p>I.a (Room: Strasbourg); Chair: Rahul TELANG</p> <p>Alessandro ACQUISTI* and Christina FONG (Carnegie Mellon University, USA)</p> <p><i>An Experiment in Hiring Discrimination via Online Social Networks</i></p> <p>Discussant: Jeanne HAGENBACH (University of Mannheim, GERMANY)</p> <p>Tracy Xiao LIU, Jiang YANG, Lada ADAMIC and Yan CHEN* (University of Michigan, USA)</p> <p><u>Crowdsourcing with All-pay Auctions: A Field Experiment on Taskcn</u></p> <p>Discussant: Rahul TELANG</p>	<p>I.b (Room: Luxembourg); Chair: Germain GAUDIN</p> <p>Andras NIEDERMAYER* (University of Mannheim, GERMANY) and Artyom SHNEYEROV (CIREQ, CIRANO and Concordia University, CANADA)</p> <p><u>Flea Market and Bazaar: Profit-Maximizing Platform Mechanisms for Matching and Search</u></p> <p>Discussant: Heiko KARLE</p> <p>Stefan BEHRINGER (University of Heidelberg, GERMANY)</p> <p><i>Equilibrium Market and Pricing Structures in Virtual Platform Duopoly: Coexisting on Competing Online Auction Sites Revisited</i></p> <p>Discussant: Germain GAUDIN</p>
12:30-13:30	Lunch Break	

13:30- 15:00	Parallel sessions II:	
	<p>II.a (Room: Strasbourg); Chair: David ZVILICHOVSKY</p> <p>Pedro PEREIRA* (AdC and CEFAGE, PORTUGAL), Tiago RIBEIRO (Indera and CENSOC, PORTUGAL) and Joao VAREDA (AdC, PORTUGAL)</p> <p><i>Delineating Markets for Bundles with Consumer Level Data: The Case of Triple-Play</i></p> <p>Discussant: Katja SEIM (University of Pennsylvania, USA)</p> <p>Yong CHAO* (University of Louisville, USA) and Timothy DERDINGER (Carnegie Mellon University, USA)</p> <p><u>Mixed Bundling in Two-Sided Markets: Theory and Evidence</u></p> <p>Discussant: David ZVILICHOVSKY</p>	<p>II.b (Room: Luxembourg); Chair: Justus BARON</p> <p>Justus BARON* (Cerna, MINES ParisTech, FRANCE), Knut BLIND and Tim POHLMANN (Berlin University, GERMANY)</p> <p><u>Essential Patents and Standard Dynamics</u></p> <p>Discussant: Vahagn JERBASHIAN</p> <p>Jörg CLAUSSEN (Ifo Institute for Economic Research at the University of Munich, GERMANY)</p> <p><u>Vertical Integration and the Scope of Uncertainty - Evidence from the PC Gaming Industry</u></p> <p>Discussant: Justus BARON</p>
15:00-15:30	Coffee Break	
15:30-17:45	Parallel sessions III:	
	<p>III.a (Room: Strasbourg); Chair: Emilio CALVANO</p> <p>Attila AMBRUS (Harvard University, USA), Emilio CALVANO* (Bocconi University, ITALY) and Markus REISINGER (WHU Otto Beisheim School of Management, GERMANY)</p> <p><u>Either or Both Competition: A "Two-Sided" Theory of Advertising with Overlapping Viewerships</u></p> <p>Discussant: Martin PEITZ</p> <p>Doh-Shin JEON* (Toulouse School of Economics and CEPR) and Nikrooz ESFAHANI (Toulouse School of Economics)</p> <p><u>News Aggregators and Competition Among Newspapers in the Internet</u></p> <p>Discussant: Andras NIEDERMAYER</p> <p>Martin PEITZ (University of Mannheim and ZEW, GERMANY)</p> <p><i>Advertising Congestion in Media Markets</i></p> <p>Discussant: Emilio CALVANO</p>	<p>III.b (Room: Luxembourg); Chair: Michael WARD</p> <p>Rajiv GARG and Rahul TELANG* (Carnegie Mellon University, USA)</p> <p><u>Linking on LinkedIn: An Empirical Analysis of Job Search using Online Social Networks</u></p> <p>Discussant: Alessandro ACQUISTI</p> <p>Constantin MANG (Ifo Institute for Economic Research at the University of Munich, GERMANY)</p> <p><u>Online Job Search and Matching Quality</u></p> <p>Discussant: Yan CHEN</p> <p>Michael KUMMER*, Marianne SAAM (ZEW, GERMANY), Lassen HALATCHLIYSKI (IWM-KMRC Tübingen, GERMANY) and George GIORGIDZE (University of Tübingen, GERMANY)</p> <p><i>Centrality and Content Creation in Networks - The Case of the German Wikipedia</i></p> <p>Discussant: Michael WARD</p>
19:00	Conference Dinner	

Friday, 2012-06-29

09:00-11:15	Parallel sessions IV:	
	<p>IV.a (Room: Strasbourg); Chair: Kenneth WILBUR</p> <p>Kenneth WILBUR (Duke University, USA) Television Advertising Avoidance Discussant: Jörg CLAUSSEN</p> <p>Heiko KARLE (University of Brussels, BELGIUM) <u>Advertising Content When Consumers are Loss Averse</u> Discussant: Kenneth WILBUR</p>	<p>IV.b (Room: Luxembourg); Chair: Pedro PEREIRA Olga SLIVKO (Universitat Rovira i Virgili, SPAIN and ZEW, GERMANY) Direct and Indirect Subsidies in Markets with System Goods in the Presence of Externalities Discussant: Paul de BIJL (CPB Netherlands)</p> <p>David ZVILICHOVSKY (Tel-Aviv University, ISRAEL) <u>Innovation Uncertainty and Indirect Network Externalities</u> Discussant: Olga SLIVKO</p> <p>Germain GAUDIN (Telecom ParisTech, FRANCE) Price Squeeze and Monopoly Maintenance in Regulated Industries Discussant: Pedro PEREIRA</p>
11:15-11:45	Coffee Break	
11:45 -12:45	Keynote Lecture II (Room Luxembourg); Chair: Martin PEITZ	
	<p>Luis CABRAL (New York University, USA) A Dynamic Theory of Two-Sided Markets: Progress Report</p>	
12:45-13:45	Lunch	

13:45-15:15	Parallel sessions V:	
	<p>V.a (Room: Strasbourg); Chair: Sylvain DEJEAN</p> <p>Godefroy DANGNGUYEN, Sylvain DEJEAN* (Telecom Bretagne, FRANCE) and Francois MOREAU (Université de Bretagne Occidentale, FRANCE)</p> <p><u>Are Streaming and Other Music Consumption Modes Substitutes or Complements?</u></p> <p>Discussant: Benjamin ENGELSTAETTER (ZEW, GERMANY)</p> <p>Michael WARD (University of Texas at Arlington, USA)</p> <p><u>Does Time Spent Playing Video Games Crowd out Time Spent Studying?</u></p> <p>Discussant: Sylvain DEJEAN</p>	<p>V.b (Room: Luxembourg); Chair: Geomina TURLEA</p> <p>Bertin MARTENS* and Geomina TURLEA (IPTS, Sevilla and DG JRC, SPAIN)</p> <p><u>The Drivers and Impediments for On-Line Cross-Border Trade in Goods in the EU</u></p> <p>Discussant: Fabienne RASEL (ZEW, GERMANY)</p> <p>Vahagn JERBASHIAN* and Anna KOCHANOVA (CERGE-EI Prague, Czech Republic)</p> <p><u>The Impact of Telecommunication Technologies on the Competition in Services and Goods Markets: Empirical Evidence</u></p> <p>Discussant: Geomina TURLEA</p>
15:15-15:45	Closing Remarks and Farewell Coffee	