

Annual Conference of the Leibniz ScienceCampus  
**MaCCI Mannheim Centre for Competition and Innovation**  
February 15<sup>th</sup> to 16<sup>th</sup> 2013

**Friday, February 15, 2013**

1:00-2:00 p.m.	<b>Arrival and Registration</b> <i>Fingerfood, Coffee and Drinks</i>
2:00 – 2:15 p.m.	<b>Welcome</b> <b>Martin Peitz</b> , University of Mannheim, CERRE and MaCCI <b>Heike Schweitzer</b> , University of Mannheim and MaCCI
2:15 – 3:00 p.m.	Chair: <b>Martin Peitz</b> , University of Mannheim, CERRE and MaCCI <b>Keynote speech: "The Economics of Vertical Restraints"</b> <b>Thibaud Vergé</b> , Autorité de la Concurrence, Paris
3:05 – 4:30 p.m.	<b>Session 1: The Law and Economics of Selective Distribution Systems</b> Moderator: <b>Martin Peitz</b> , University of Mannheim, CERRE and MaCCI  <b>Selective Distribution in the Pierre Fabre Case</b> <b>Giorgio Monti</b> , European University Institute  <b>Panel:</b> <b>Giorgio Monti</b> , European University Institute, Florence <b>Jorge Padilla</b> , Compass Lexecon, Madrid <b>Thibaud Vergé</b> , Autorité de la Concurrence, Paris
4:30 – 5:00 p.m.	<i>Coffee Break</i>
5:00 – 7:00 p.m.	<b>Session 2: The Law and Economics of Resale Price Maintenance</b> Moderator: <b>Heike Schweitzer</b> , University of Mannheim and MaCCI  <b>Resale Price Maintenance – an Economic Perspective</b> <b>Roman Inderst</b> , University of Frankfurt  <b>Resale Price Maintenance – The Legal Framework</b> <b>Alison Jones</b> , King's College, London  <b>Panel:</b> <b>Roman Inderst</b> , University of Frankfurt <b>Alison Jones</b> , King's College, London <b>Pierre Larouche</b> , Tilburg University <b>Laura Phaff</b> , Office of Fair Trading, London <b>Patrick Rey</b> , University of Toulouse
8:00 p.m.	<b>Conference Dinner</b>

**Invited Speech (Room Brussels)**

**Luis Cabral, New York University**

Contracts as a Barrier to Entry: Theory and Examples

*Chair: Konrad Stahl, University of Mannheim & MaCCI*

**Parallel sessions I**

	Room Brussels	Room 2	Room 1
09:35-10:35	(A) Retail Markets	(B) Industry Studies	(C) Product Quality
	<i>Chair: Jan-Peter Siedlarek, U. Mannheim &amp; MaCCI</i>	<i>Chair: Isis Durrmeyer, U. Mannheim &amp; MaCCI</i>	<i>Chair: Chengsi Wang, U. Mannheim &amp; MaCCI</i>
	<p>Tore NILSSEN (University of Oslo), Bjorn Johansen</p> <p><b>The Economics of Retailing Formats: Competition versus Bargaining</b></p> <p>Discussant: Gordon Klein, University of Düsseldorf, DICE</p>	<p>Christian PEUKERT, Tobias Kretschmer (LMU Munich), Jörg Claussen</p> <p><b>Piracy and Movie Revenues: Evidence from Megaupload - A Tale of the Long Tail?</b></p> <p>Discussant: Alex Shcherbakov, U. of Mannheim &amp; MaCCI</p>	<p>Benno BUEHLER (LMU Munich), Florian Schuett</p> <p><b>Certification and Minimum Quality Standards when some Consumers are uninformed</b></p> <p>Discussant: Malin Arve, U. of Mannheim &amp; MaCCI</p>
	<p>Gordon KLEIN, Ulrich Heimeshoff (University of Düsseldorf, DICE)</p> <p><b>Bargaining Power and Local Heroes</b></p> <p>Discussant: Tore Nilssen, U. of Oslo</p>	<p>Subramaniam RAMANARAYANAN, Jason Snyder (Anderson School of Management, UCLA)</p> <p><b>Information Disclosure and Firm Performance: Evidence from the Dialysis Industry</b></p> <p>Discussant: Christian Peukert, LMU Munich</p>	<p>Yaron YEHEZKEL (Tel Aviv University)</p> <p><b>Motivating a Supplier to Test Product Quality</b></p> <p>Discussant: Konrad Stahl, U. of Mannheim &amp; MaCCI</p>

10:35-11:00

**Coffee Break**

**Parallel sessions II**

	Room Brussels	Room 2	Room 1
11:00-12:00	<b>(A) Financial Markets</b> <i>Chair: Naoki Wakamori, U. Mannheim &amp; MaCCI</i>	<b>(B) Media Markets</b> <i>Chair: Martin Peitz, U. of Mannheim, CERRE &amp; MaCCI</i>	<b>(C) Rebates and Discounts</b> <i>Chair: Raphael Levy, U. of Mannheim &amp; MaCCI</i>
	Bert WILLEMS (Tilburg University), Pär Holmberg  <b>Relaxing Competition through Speculation: Committing to a Negative Supply Slope</b>  Discussant: Johannes Muthers, U. of Würzburg	Markus REISINGER (WHU Otto Beisheim School of Management), Attila Ambrus, Emilio Calvano  <b>Either or Both Competition: A "Two-sided" Theory of Advertising with Overlapping Viewerships</b>  Discussant: Doh-Shin Jeon, Toulouse School of Economics	Antoine CHAPSAL (Universitat Pompeu Fabra)  <b>Repeated Purchases, Loyalty Rebates, and Demand Foreclosure</b>  Discussant: Matthias Hunold, ZEW and MaCCI
	Lars HORNUF (LMU Munich), Andreas Engert  <b>Can Network Effects Impede Optimal Contracting In Debt Securities?</b>  Discussant: Jan-Peter Siedlarek, U. of Mannheim & MaCCI	Martin PEITZ (U. of Mannheim, CERRE & MaCCI), Simon Anderson  <b>Information Congestion in Media Markets</b>  Discussant: Markus Reisinger, WHU Otto Beisheim School of Management	Yong CHAO (University of Louisville), Guofu Tan  <b>All-Units Discount, Quantity Forcing, and Capacity Constraint</b>  Discussant: Andreas Polk, HWR Berlin
12:05-12:50	<b>Invited Speech (Room Brussels)</b> <b>Volker Nocke, University of Mannheim &amp; MaCCI</b> Horizontal Merger Policy: New Work on an Old Problem <i>Chair: Heike Schweitzer, University of Mannheim &amp; MaCCI</i>		
12:50-13:45	<b>Lunch Break</b>		

**Parallel sessions III**

	Room Brussels	Room 2	Room 1
13:45-15:15	<p align="center"><b>(A) Cartels and leniency I</b></p> <p><i>Chair: Kai Hüschelrath, ZEW, WHU &amp; MaCCI</i></p>	<p align="center"><b>(B) Competition Issues</b></p> <p><i>Chair: Georg Licht, ZEW &amp; MaCCI</i></p>	<p align="center"><b>(C) Vertical relations</b></p> <p><i>Chair: Malin Arve, U. of Mannheim &amp; MaCCI</i></p>
	<p>Lilian PETIT (Netherlands Competition Authority, Erasmus University Rotterdam)</p> <p><b>Cartels versus Productivity: An empirical Investigation of the Impact of Cartels on Productivity growth</b></p> <p>Discussant: Johannes Paha, University of Giessen</p>	<p>Doh-Shin JEON (U. of Toulouse), Sjaak Hurkens, Domenico Menicucci</p> <p><b>Leveraging Dominance with Credible Bundling</b></p> <p>Discussant: Andras Niedermayer, U. of Mannheim &amp; MaCCI</p>	<p>Stephen HANSEN, Massimo Motta (Universitat Pompeu Fabra)</p> <p><b>Vertical Exclusion with Endogenous Competition Externalities</b></p> <p>Discussant: Tommy Staahl Gabrielsen, U. of Bergen &amp; BECCLE</p>
	<p>Lily SAMKHARADZE (U. of Mannheim &amp; MaCCI), Robert C. Marshall, Leslie M. Marx</p> <p><b>Monopolization Conduct by Cartels</b></p> <p>Discussant: Tim Reuter, U. of Bonn</p>	<p>Gerard LLOBET (CEMFI), Anne Layne-Farrar</p> <p><b>Moving Beyond Simple Examples: Assessing the Incremental Value Rule within Standards</b></p> <p>Discussant: Bert Willems, Tilburg University</p>	<p>Tommy Staahl GABRIELSEN, Bjørn Olav Johansen (U. of Bergen &amp; BECCLE)</p> <p><b>Resale Price Maintenance and Up-Front Payments: Achieving Horizontal Control under Seller and Buyer Power</b></p> <p>Discussant: Massimo Motta, ICREA-UPF and Barcelona GSE</p>
	<p>Leslie M. MARX (Fuqua School of Business, Duke University), Robert C. Marshall, Claudio Mezzetti</p> <p><b>Antitrust Leniency with Multi-Market Colluders</b></p> <p>Discussant: Susanne Goldlücke, U. of Mannheim &amp; MACCI</p>	<p>Jean-Philippe TROPEANO (Université de Paris), Andreea Cosnita-Langlais</p> <p><b>Ex post or ex ante? On the optimal Timing of Merger Control</b></p> <p>Discussant: Isis Durrmeyer, U. of Mannheim &amp; MACCI</p>	<p>João MONTEZ (London Business School)</p> <p><b>How Buybacks eliminate Opportunism in Vertical Contracting</b></p> <p>Discussant: Yaron Yehezkel, Tel Aviv University</p>

15:15-15:30	<b>Coffee Break</b>
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**Parallel sessions IV**

15:30- 17:00	Room Brussels	Room 2	Room 1
	(A) Cartels and leniency II <i>Chair: Jochen Streb, U. of Mannheim &amp; MaCCI</i>	(B) Predation and Exclusion <i>Chair: Thomas Tröger, U. of Mannheim &amp; MaCCI</i>	(C) Mergers <i>Chair: Volker Nocke, U. of Mannheim &amp; MaCCI</i>
<p>Alexander GAIGL (Oxera)</p> <p><b>No Smoke without Fire? The Tobacco appeals</b></p> <p>Discussant: Jochen Streb, U. of Mannheim &amp; MaCCI</p>	<p>Andras NIEDERMAYER (U. of Mannheim and MaCCI)</p> <p><b>Predatory Fee-Setting</b></p> <p>Discussant: João Montez, London Business School</p>	<p>Florian GÖSSL, Achim Wambach (U. of Cologne)</p> <p><b>Mergers in Bidding Markets</b></p> <p>Discussant: Takakazu Honryo, U. of Mannheim &amp; MaCCI</p>	
<p>Carlo REGGIANI (U. of Manchester), Emilie Dargaud, Andrea Mantovani</p> <p><b>The Fight against Cartels: A Transatlantic Perspective</b></p> <p>Discussant: Antoine Chapsal, Universitat Pompeu Fabra</p>	<p>Yossi SPIEGEL (Tel Aviv University), Konrad Stahl, Roy Shalem</p> <p><b>A Dynamic Model of Predation</b></p> <p>Discussant: Liliane Giardino-Karlinger, Università LUISS Guido Carli</p>	<p>Nicolas SCHUTZ, Volker Nocke (U. of Mannheim and MaCCI), Holger Breinlich</p> <p><b>Cross-Border Price Effects of Mergers and Acquisitions - A Quantitative Framework for Competition Policy</b></p> <p>Discussant: Luis Cabral, New York University</p>	
<p>Tim REUTER (U. of Bonn)</p> <p><b>Why only some Firms apply for Leniency</b></p> <p>Discussant: Lily Samkharadze, U. of Mannheim &amp; MaCCI</p>	<p>Liliane GIARDINO-KARLINGER (Università LUISS Guido Carli), Claudio A. Calcagno</p> <p><b>Collective Exclusion</b></p> <p>Discussant: Yossi Spiegel, Tel Aviv University</p>	<p>José L. MORAGA-GONZÁLEZ (VU University Amsterdam &amp; University of Groningen), Vaiva Petrikaite</p> <p><b>Search Costs, Demand-Side Economies and the Incentives to Merge under Bertrand Competition</b></p> <p>Discussant: Chengsi Wang, U. of Mannheim &amp; MaCCI</p>	

17:00 - 17:30	<b>Closing Speech (Room Brussels)</b> <b>William E. Kovacic, George Washington University, Washington D.C</b> Multi-Function Competition Agencies <i>Chair: Martin Peitz, University of Mannheim, CERRE &amp; MaCCI</i>
17:30	<b>Farewell Drinks and Pretzels</b>

The conference dinner is sponsored by Deutsche Telekom.

