



Zentrum für Europäische
Wirtschaftsforschung GmbH

Centre for European
Economic Research

13th ZEW Conference 2015:
**The Economics of Information and
Communication Technologies**

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Forschungsgemeinschaft



Program as of May 28, 2015

Friday, June 12, 2015

The asterisk “*” indicates the presenting author.

09:00 – 09:20 Registration	
09:20 – 09:30 Welcome (Room Luxembourg)	
09:30 – 10:45 Keynote Lecture I Chair: Irene BERTSCHEK (ZEW and University of Mannheim, GERMANY)	
Sinan ARAL (MIT Sloan School of Management, USA): <i>tba</i>	
10:45 – 11:15 Coffee Break	
11:15 – 12:45 Parallel Sessions I	
Ia (Room Strasbourg) Big Data Analytics Chair: Yanping LIU	Ib (Room Luxembourg) INVITED SESSION I: Search Platforms organized by Julian WRIGHT (National University of Singapore, SINGAPORE)
Erik BRYNJOLFSSON (MIT, USA), Tomer GEVA and Shachar REICHMAN* (Tel Aviv University, ISRAEL) Crowd-Squared: Amplifying the Predictive Power of Large-Scale Crowd-Based Data Discussant: nn	Anthony DUKES* (University of Southern California, USA) and Lin LIU (University of Central Florida, USA) Online Shopping Intermediaries: The Strategic Design of Search Environments
Miguel GODINHO DE MATOS* (Universidade Católica Portuguesa, PORTUGAL), Pedro FERREIRA and Rodrigo BELO (Carnegie Mellon University, USA) The Ego or the Group: Evidence form a Randomized Experiment Discussant: Paulo ALBUQUERQUE (INSEAD, FRA)	Simon ANDERSON (University of Virginia, USA) and Regis RENAULT* (Université Paris Dauphine, FRANCE) Search Direction: Optimal Ranking Scores
Xiang HUI* (Ohio State University, USA) and Neel SUNDARESAN (eBay Data Labs) Cross-Border Trade and SMEs: A Large-Scale Online Experiment Discussant: Yanping LIU (MaCCI and University of Mannheim, GERMANY)	Chengsi WANG (University of Mannheim , GERMANY) and Julian WRIGHT* (National University of Singapore) Search Platforms: Showrooming and Price Coherence
12:45 – 13:45 Lunch Break	

13:45 – 15:15 Parallel Session II:

Ila (Room Strasbourg)

Demand Functions / Consumer Welfare

Chair: Olexandr SHCHERBAKOV (MaCCI and University of Mannheim, GERMANY)

Thomas QUAN and Kevin WILLIAMS* (Yale University, USA)

Product Variety, Across-Market Demand Heterogeneity and the Value of Online Retail

Discussant: Kathleen NOSAL (MaCCI and University of Mannheim, GERMANY)

Luis AGUIAR* (IPTS, SPAIN) and Joel WALDFOGEL (University of Minnesota and NBER, USA)

Quality Predictability and the Welfare Benefits from New Products: Evidence from the Digitization of Recorded Music

Discussant: nn

Imke REIMERS* (Northeastern University, USA) and Chunying XIE (NERA Consulting)

Price Discrimination and Consumer Retention: The Case of E-Coupons

Discussant: Olexandr SHCHERBAKOV

Ilb (Room Luxemburg)

INVITED SESSION III: Social Media and Advertising

organized by Florian STAHL (University of Mannheim, GERMANY)

Daniel SHAPIRA* (Ben Gurion University, ISRAEL)

Complex Systems in Marketing and the Emergence of Innovation Diffusion

Yang LI (Cheung Kong Graduate School of Business CKGSB, USA)

Variational Bayesian Inference for Big Data Marketing Models

Mark HEITMANN (Universität Hamburg, GERMANY), Cornelia CAPRANO (University of Zurich, SWITZERLAND) and Florian STAHL* (University of Mannheim, GERMANY)

Corporate Social Media: Which Impact Have Online Conversations On Blogging Effectiveness?

15:15 – 15:45 Coffee Break

15:45 – 16:45 Parallel Sessions III	
IIIa (Room Strasbourg) Online markets Chair: nn	IIIb (Room Luxembourg) Auctions Chair: Thomas TROEGER (MaCCI and University of Mannheim, GERMANY)
Samuel FRAIBERGER* and Arun SUNDARARAJAN (New York University, USA) Peer-to-Peer Rental Markets in the Sharing Economy Discussant: Jörg CLAUSSEN John HORTON* (New York University, USA) and Joseph GOLDEN (Elance-oDesk and University of Michigan, USA) Reputation Inflation: Evidence from an Online Marketplace Discussant: nn	Hugo HOPENHAYN (University of California Los Angeles, USA) and Maryam SAEEDI* (The Ohio State University, USA) Dynamic Bidding in Second Price Auctions Discussant: Thomas TROEGER Toomas HINNOSAAR (Collegio Carlo Alberto, ITALY) Penny Auctions Discussant: Maryam SAEEDI
16:45 – 17:00 Small Break	
17:00 – 18:15 KEYNOTE Lecture II (Room Luxembourg); Chair: Martin PEITZ (University of Mannheim, GERMANY)	
Shane GREENSTEIN (Northwestern University, Chicago, USA): Do Experts or Collective Intelligence Write with More Bias? Evidence from Encyclopædia Britannica and Wikipedia	
19:15 Meeting at ZEW 19:30 Conference Dinner	

Saturday, June 13, 2015

09:00 – 10:30 Parallel Session IV:	
IVa (Room Strasbourg) Social Networks Chair: nn	IVa (Room Luxembourg) INVITED SESSION II: Video Game (Industry) Strategy organized by Mike WARD (University of Texas at Arlington, USA)
Marit HINNOSAAR (Collegio Carlo Alberto, ITALY) Gender Inequality in New Media: Evidence from Wikipedia Discussant: Alexia GAUDEUL Michael KUMMER, Olga SLIVKO* (ZEW Mannheim, GERMANY) and Michael ZHANG (HKUST, CHINA) Unemployment and Volunteering: Does Unemployment Affect Content Generation on Wikipedia? Discussant: nn Alexia GAUDEUL* (University of Jena, GERMANY) and Caterina GIANNETTI (Luiss School of European Political Economy, ITALY) Privacy and Social Network Formation Discussant: Christian PEUKERT (University of Zurich, SWITZERLAND)	Paulo ALBUQUERQUE (INSEAD, FRA) and Yulia NEVSKAYA* (Washington University, USA) A Continuous Time Model of Product Usage: Measuring the Effect of Product Design and Rewards in Online Games Masakazu ISHIHARA* (New York University, USA) and Andrew CHING (University of Toronto, CANADA) Dynamic Demand for New and Used Durable Goods without Physical Depreciation: The Case of Japanese Video Games Benjamin ENGELSTÄTTER (University of Applied Sciences Darmstadt, Germany) and Mike WARD* (University of Texas at Arlington, USA) Susceptibility and Influence in Social Media Word-of-Mouth
10:30 – 11:00 Coffee Break	
11:00 – 12:00 Parallel Sessions V:	
Va (Room Strasbourg) Crowdfunding Chair: David ZVILICHOVSKY	Vb (Room Luxembourg) Digitization of Firms and Jobs Chair: Mary O'MAHONY (King's College, UK)
Praveer KUMAR, Nisan LANGBERG (University of Houston, USA) and David ZVILICHOVSKY* (Tel-Aviv University, ISRAEL) Crowd(funding) Innovation Discussant: Hugo HOPENHAYN (University of California Los Angeles, USA)	Timothy De STEFANO*, Richard KNELLER and Jonathan TIMMIS (University of Nottingham, UK) The (Fuzzy) Digital Divide: The Effect of Broadband Internet Use on UK Firm Performance Discussant: Irene BERTSCHEK

<p>Jordana VIOTTO (Université Paris 13, FRANCE)</p> <p><i>Release and Sales of Crowdfunded Products</i></p> <p>Discussant: David ZVILICHOVSKY</p>	<p>Georg GRAETZ* (Uppsala University, SWEDEN) and Guy MICHAELS (London School of Economics, UK)</p> <p><i>Robots at Work</i></p> <p>Discussant: Mary O'Mahony</p>
12:00 – 13:00 Lunch Break	
<p>13:00 – 14:15 KEYNOTE Lecture III (Room Luxembourg);</p> <p>Chair:</p>	
<p>Markus MOBIUS (Microsoft Research, USA):</p> <p><i>The Effects of Aggregators and Social Media on Online News Consumption</i></p>	
14:15 – 14:45 Coffee Break	
14:45 – 15:45 Parallel Session VI	
<p>Vla (Room Strasbourg)</p> <p><i>Media</i></p> <p>Chair: Chengsi WANG (MaCCI and University of Mannheim, GERMANY)</p>	<p>Vlb (Room Luxembourg)</p> <p><i>Consumer Behavior</i></p> <p>Chair: nn</p>
<p>Simon ANDERSON* (University of Virginia, USA) and Joel WALDFOGEL (University of Minnesota, USA)</p> <p><i>Preference Externalities in Media Offerings</i></p> <p>Discussant: Chengsi WANG</p> <p>Ananya SEN* (Toulouse School of Economics, FRANCE) and Pinar YILDIRIM (University of Pennsylvania, USA)</p> <p><i>Clicks and Editorial Decisions: How does Popularity Shape Online News Coverage?</i></p> <p>Discussant: Imke REIMERS</p>	<p>Luis AGUIAR (IPTS, SAPIN), Jörg CLAUSSEN* (CBS, DENMARK) and Christian PEUKERT (University of Zurich, SWITZERLAND)</p> <p><i>Online Copyright Enforcement, Consumer Behavior, and Market Structure</i></p> <p>Discussant: Miguel GODINHO DE MATOS</p> <p>Rodrigo MONTES*, Wilfried SAND-ZANTMAN (Toulouse School of Economics, FRANCE), Tommaso VALLETTI (Imperial College, UK)</p> <p><i>The value of personal information in markets with endogenous privacy</i></p> <p>Discussant: nn</p>
16:00 End of Conference	