

# 20<sup>th</sup> Conference on the Economics of Information and Communication Technologies

7-8 July 2022, Mannheim, Start 8:30 CEST; Program as of July 6, 2022

## PROGRAM

THURSDAY, 7 July 2022

08:30

Registration

08:50

OPENING REMARKS

09:00– 10:30

**SESSION I A**

**ROOM STRASBOURG**

**DIGITIZATION AND ITS IMPACT ON SOCIETY**

Chair: Imke REIMERS (Northeastern University, US)

**CONSUMPTION INEQUALITY IN THE DIGITAL AGE**

Kai ARVAI\* (Banque de France, FR) and Katja Mann (CBS, DK)

Discussant: Melanie ARNTZ (ZEW Mannheim, DE)

**THE EFFECT OF SHORT-TERM RENTALS ON RESIDENTIAL  
INVESTMENT**

Ron Bekkerman (Cherre Inc., NY, US), Maxime Cohen (McGill University, CA), Edward Kung (California State University, Northridge, US), John Maiden (Facebook) and Davide PROSERPIO\* (University of Southern California, US)

Discussant: Kai ARVAI

**SESSION I B**

**ROOM LUXEMBOURG**

**DIGITAL PLATFORMS: THEORY**

Chair: Francesco Clavorà Braulin (ZEW, DE)

**ROBIN HOOD TO THE RESCUE: SUSTAINABLE REVENUE-  
ALLOCATION SCHEMES FOR DATA COOPERATIVES**

Milind Dawande (University of Texas at Dallas, US), Sameer MEHTA\* (Erasmus University, NL and the Open Data Institute, UK) and Liying Mu (University of Delaware, US)

Discussant: Greg TAYLOR

**COMPETITION AND MERGERS WITH STRATEGIC DATA  
INTERMEDIARIES**

David Bounie (Télécom Paris, FR), Antoine DUBUS\* (ETH Zürich, CH) and Patrick Waelbroeck (Télécom Paris, FR)

Discussant: Sameer MEHTA

---

**DECISION AUTHORITY AND THE RETURNS TO ALGORITHM**

Edward L. Glaeser (Harvard University, US), Andrew Hillis (Fractal, US), Hyunjin KIM\* (INSEAD, FR), Scott Duke Kominers (Harvard University, US) and Michael Luca (Harvard Business School, US)

Discussant: Davide PROSERPIO

---

**BUNDLING AND DOWNSTREAM COMPETITION**

Alexandre De Cornière (Toulouse School of Economics, FR) and Greg TAYLOR\* (University of Oxford, UK)

Discussant: Antoine DUBUS

---

10:30– 10:45

**SHORT BREAK**

10:45 – 12:15

**SESSION II A****ROOM STRASBOURG****DIGITAL PLATFORMS: EMPIRICS**

Chair: Reinhold KESLER (University of Zürich, CH and ZEW, DE)

**EXPLORING THE LONG TAIL: TASTE CLUSTERS AND SALES DIVERSITY ON SUBSCRIPTION-BASED PLATFORMS**

Yu KAN\*, Uttara Ananthakrishnana and Yong Tan (University of Washington, Foster School of Business, US)

Discussant: Stefan WAGNER

**CHOICE FRICTIONS IN LARGE ASSORTMENTS**

Olivia NATAN\* (University of California, Berkeley, US)

Discussant: Yu KAN

**PRICE DISCRIMINATION AND BIG DATA: EVIDENCE FROM A MOBILE PUZZLE GAME**

Louis Daniel Pape (CREST, Ecole Polytechnique, FR), Christian Helmers (Santa Clara University, US), Alessandro Iaria (University of Bristol, GB), Stefan WAGNER\* (ESMT, DE) and Julian Runge (RWTH Aachen, DE)

Discussant: Olivia NATAN

**SESSION II B****ROOM LUXEMBOURG****MEDIA ECONOMICS**

Chair: Anna KERKHOF (ifo Institut Munich, DE)

**DO SEARCH ENGINES INCREASE CONCENTRATION IN MEDIA MARKETS?**

Joan Calzada (Universitat de Barcelona, ES), Nestor Duch-Brown (JRC) and Ricard GI\* (Queen's University, CA)

Discussant: Anna KERKHOF

**CONTENT-HOSTING PLATFORMS: DISCOVERY, MEMBERSHIP, OR BOTH?**

Ben Casner (Federal Trade Commission, US) and Tat-How TEH\* (The Chinese University of Hong Kong, HK)

Discussant: Luca SANDRINI

**NEWS MEDIA BARGAINING CODES**

Luca SANDRINI\* (Budapest University, HU) and Robert Somogyi (Budapest University, HU)

Discussant: Tat-How TEH

---

---

12:15 – 13:15	<b>LUNCH BREAK</b>	
13:15 – 14:15	<b>ROOM LUXEMBOURG KEYNOTE   VIRTUAL PRESENTATION: FIONA SCOTT-MORTON (YALE UNIVERSITY, US)</b> <b>THE TRANSITION FROM CLOSED TO OPEN ECOSYSTEMS UNDER THE DMA</b>  Chair: Martin PEITZ (University of Mannheim and ZEW, DE)	
14:15 – 14:30	<b>SHORT BREAK</b>	
14:30 – 15:30	<b>SESSION III A</b> <b>ROOM STRASBOURG</b> <b>DIGITIZING KNOWLEDGE TRANSFER</b>  Chair: Mike WARD (University of Texas at Arlington, US)  <b>REMOTE TALKS: CHANGES TO ECONOMICS SEMINARS DURING COVID-19</b> Marcus BIERMANN* (Université Catholique de Louvain, BE) Discussant: Imke REIMERS  <b>THE DIGITAL CHALLENGE TO PUBLIC LIBRARIES</b> Imke REIMERS* (Northeastern University, US) and Joel Waldfoegel (University of Minnesota, US) Discussant: Marcus BIERMANN	<b>SESSION III B</b> <b>ROOM LUXEMBOURG</b> <b>DECISION MAKING UNDER RISK AND UNCERTAINTY IN THE DIGITAL REALM</b>  Chair: Florian STAHL (University of Mannheim, DE)  <b>HOW COMPETITION AND UNCERTAINTY SHAPE AI TECHNOLOGY ADOPTION</b> Nicolas Ameye, Jacques Bughin and Nicolas van ZEEBROECK* (Université Libre de Bruxelles, BE) Discussant: Daniela SCHMITT (Nova Business School and Economics, PT)  <b>SCREENING IN PEER-TO-PEER LENDING</b> Muxin LI* (Bocconi University, IT), Yao Luo (University of Toronto, CA), Ruli Xiao (Indiana University, US) Discussant: Nicolas van ZEEBROECK
15:30 – 16:00	<b>BREAK</b>	

---

---

16:00 – 17:30

**SESSION IV A**

**ROOM STRASBOURG**

**ONLINE HEALTH INFORMATION**

Chair: Dominik REHSE (ZEW, DE)

**INFORMATION AND DISPARITIES IN HEALTH CARE QUALITY:  
EVIDENCE FROM GP CHOICE IN ENGLAND**

Zach Y. BROWN\* (University of Michigan, US), Christopher Hansman (Imperial College London, GB), Jordan Keener (University of Michigan, US) and Andres Veiga (Imperial College London, GB)

Discussant: Bertin MARTENS

**HEALTHY REVIEWS! ONLINE PHYSICIAN RATINGS REDUCE  
HEALTHCARE INTERRUPTIONS**

Michael KUMMER\* (University of East Anglia, UK and ZEW, DE), Ulrich Laitenberger (Télécom Paris, FR and ZEW, DE), Cyrus Rich, Danny Hughes and Turgay Ayer (Georgia Institute of Technology, US)

Discussant: Zach Y. BROWN

**ECONOMIES OF SCOPE IN DATA AGGREGATION AND EVIDENCE  
FROM HEALTH DATA**

Bruno Carballa-Smichowski, Nestor Duch-Brown (JRC), Seyit Hocuk, Pradeep Kumar (CenterData), Bertin MARTENS\* (JRC, Tilburg University, NL), Joris Mulder and Patricia Prufer (CenterData)

Discussant: Michael KUMMER

**SESSION IV B**

**ROOM LUXEMBOURG**

**PLATFORM DESIGN**

Chair: Marita FREIMANE (KU Leuven, BE)

**PLATFORM DESIGN AND INNOVATION INCENTIVES: EVIDENCE  
FROM THE PRODUCT RATINGS SYSTEM ON APPLE'S APP STORE**

Benjamin T. LEYDEN\* (Cornell University, US)

Discussant: Lukas JÜRGENSMEIER

**THE IMPACT OF APPLE'S APP TRACKING TRANSPARENCY  
ON APP MONETIZATION**

Reinhold KESLER\* (University of Zürich, CH and ZEW, DE)

Discussant: Benjamin LEYDEN

**MEASURING FAIR COMPETITION ON DIGITAL PLATFORMS**

Lukas JÜRGENSMEIER\* and Bernd Skiera (Goethe-University Frankfurt, DE)

Discussant: Reinhold KESLER

---

17:30

**Award Ceremony Heinz-König Award with Luka MUCIC, CFO of SAP**

18:30

**CONFERENCE DINNER (BARBECUE IN THE COURT YARD) AT ZEW**

09:30 – 11:00

**SESSION V A****ROOM STRASBOURG****PRIVACY**

Chair: Bernd SKIERA (Goethe-University Frankfurt, DE)

**IMPACT OF PRIVACY REGULATION ON EXPERIMENTATION AND INNOVATION**

Michail BATIKAS\*, Yi Liu (Rennes School of Business, FR), Milan Miric (USC, US) and Hakan Ozalp (University of Amsterdam, NL)

Discussant: Karlo LUKIC

**HOW DOES A STANDARD TO IMPLEMENT PRIVACY REGULATIONS AFFECT WEB TRAFFIC AND TRACKING? EVIDENCE FROM IAB'S TRANSPARENCY AND CONSENT FRAMEWORK**

Yuxi JIN\* and Bernd Skiera (Goethe-University Frankfurt, DE)

Discussant: Michail BATIKAS

**THE IMPACT OF THE GENERAL DATA PROTECTION REGULATION (GDPR) ON THE AMOUNT OF ONLINE TRACKING**

Karlo LUKIC\* (Goethe-University Frankfurt, DE), Klaus Miller (HEC Paris, FR) and Bernd Skiera (Goethe-University Frankfurt, DE)

Discussant: Raphaela ANDRES (ZEW, DE)

**SESSION V B****ROOM LUXEMBOURG****SOCIAL MEDIA**

Chair: Ulrich LAITENBERGER (Télécom Paris, FR and ZEW, DE)

**THE EFFECTS OF ALGORITHMIC CONTENT SELECTION ON USER ENGAGEMENT WITH NEWS ON TWITTER**

Erwan Dujeancourt and Marcel GARZ\* (Jönköping International Business School, SE)

Discussant: Marshall VAN ALSTYNE

**THE IMPACT OF BIFURCATION ON PLATFORM OUTCOMES IN A Q&A COMMUNITY**

Chris FORMAN\* (Cornell University, US), Michael Kummer (University of East Anglia, UK) and Xiaomeng Chen (Cornell University, US)

Discussant: Marcel GARZ

**FREE SPEECH, PLATFORMS & THE FAKE NEWS PROBLEM**

Marshall VAN ALSTYNE\* (Boston University &amp; MIT Initiative on the Digital Economy, US)

Discussant: Chris FORMAN

11:00 – 11:30

**BREAK**

---

11:30 – 12:30

**SESSION VI A**  
**ROOM STRASBOURG**  
**SEARCH**

Chair: Martin PEITZ (University of Mannheim and ZEW, DE)

**INFLATED RECOMMENDATIONS**

Martin PEITZ\* (University of Mannheim and ZEW, DE) and Anton Sobolev (University of Mannheim, DE)

Discussant: Q&A

**SEARCH DISCLOSURE**

Carl-Christian Groh (University of Mannheim DE) and Marcel PREUSS\* (Cornell University, US)

Discussant: Q&A

**SESSION VI B**  
**ROOM LUXEMBOURG**  
**REVIEWS**

Chair: Joel WALDFOGEL (University of Minnesota, US)

**ONLINE EMPLOYER REVIEWS - ON THE INTERPLAY BETWEEN MONEY AND WORKPLACE VIBES**

Andreas BAYERL\* (University of Mannheim, DE), Jacob Goldenberg (Reichman University, IL), Danny Shapira (Ben-Gurion University of the Negev, IL) and Florian Stahl (University of Mannheim, DE)

Discussant: Luis AGUIAR

**DIGITIZATION AND THE GENDER GAP IN PRODUCT RATINGS: EVIDENCE FROM THE MOVIES**

Luis AGUIAR\* (University of Zurich, CH)

Discussant: Andreas BAYERL

---

12:30 – 13:30

**LUNCH BREAK**

---

13:30 – 14:30

**ROOM LUXEMBOURG KEYNOTE II VIRTUAL PRESENTATION: Alessandro ACQUISTI (Carnegie Mellon University, US)**  
**WHERE IS THE ECONOMICS OF PRIVACY GOING?**

Chair: Irene BERTSCHEK (ZEW and University of Gießen, DE)

---

---

14:30 – 15:00

**BREAK**

---

15:00 – 16:30

**SESSION VII A**

**ROOM STRASBOURG**

**FIRM DIGITIZATION**

Chair: Chris FORMAN (Cornell University, US)

**MANAGING DIGITAL TECHNOLOGIES: EVIDENCE FROM A FIELD EXPERIMENT**

Anwar Adem, Richard Kneller and Cher LI\* (University of Nottingham, GB)

Discussant: Tim DESTEFANO

**DATA ARCHITECTURE, MACHINE LEARNING AND FIRM PRODUCTIVITY**

Ruiqing CAO\* and Marco Iansiti (Harvard Business School, US)

Discussant: Cher LI

**UNDERSTANDING FIRM-LEVEL AI ADOPTION: DETERMINANTS, DIGITAL COMPLEMENTS, AND REORGANIZATION**

Tim DESTEFANO\*, (Thomas Teodorovicz (Harvard Business School, US), Jaehan Cho, Hanhin Kim (Korea Institute for Industrial Economics and Trade, KR) and Jin Paik (Harvard Business School, US)

Discussant: Ruiqing CAO

**SESSION VII B**

**ROOM LUXEMBOURG**

**DIGITAL MARKETPLACES**

Chair: Greg TAYLOR (University of Oxford, UK)

**COMPETITION FOR PROMINENCE**

Fabrizio CIOTTI\* (Université Catholique de Louvain, BE) and Leonardo Madio (Padua University, IT)

Discussant: Andres HERVAS-DRANE

**AMAZON AND THE EVOLUTION OF RETAIL**

Tommaso Bondi (Cornell University, US) and Luis CABRAL\* (NYU, US and CEPR, GB)

Discussant: Fabrizio CIOTTI

**RETAILER-LED MARKETPLACES**

Andres HERVAS-DRANE\* (Bayers Business School, GB) and Sandro Sheliugia (Universitat Pompeu Fabra, ES)

Discussant: Luis CABRAL

---

16:30

**CLOSING REMARKS**

---