

Annual Conference of the Mannheim Centre for Competition and Innovation (MaCCI)

24 – 25 March 2022, Mannheim · Conference venue: hybrid · Time zone: CET (Germany)

PROGRAMME

THURSDAY, 24 MARCH 2022

11:30 – 11:40 INTRODUCTORY REMARKS

11:45 – 13:00 PARALLEL SESSION I

- (A) PLATFORM ECONOMICS - THEORY 1
 - (B) MARKET STRUCTURE
 - (C) COMPETITION ECONOMICS AND PHARMA
 - (D) INNOVATION ECONOMICS - THEORY
 - (E) CONSUMER INFORMATION
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13:00 – 14:00 BREAK

14:00 – 15:15 PARALLEL SESSION II

- (A) PLATFORM ECONOMICS - THEORY 2
 - (B) VERTICAL RELATIONS
 - (C) PATENT LITIGATION
 - (D) EVALUATING THE PLATFORM-TO-BUSINESS REGULATION (INVITED SESSION)
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15:15 – 15:30 BREAK

15:30 – 16:45 PARALLEL SESSION III

- (A) DIGITAL MARKETS
 - (B) INNOVATION ECONOMICS AND PHARMA
 - (C) PLATFORM ECONOMICS - EMPIRICS
 - (D) FRONTIERS OF COMPETITION LAW
 - (E) MEDIA ECONOMICS
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16:45 – 17:15 BREAK

17:15 – 18:15 **KEYNOTE :**
THE DIGITAL SECTOR: CHALLENGES FOR COMPETITION LAW AND POLICY
Frédéric Jenny (OECD and ESSEC Business School)
Chair: Martin Peitz (University of Mannheim & MaCCI)

18:15 – 19:30 **PANEL DISCUSSION:**
THE DMA: A CRITICAL APPRAISAL
Silke Hossenfelder (Federal Cartel Office)
Inge Graef (Tilburg University)
Simonetta Vezzoso (University of Trento)
Chair: Jens-Uwe Franck (University of Mannheim & MaCCI)

PROGRAMME

FRIDAY, 25 MARCH 2022

09:00 – 10:15 **PARALLEL SESSION IV**

(A) HYBRID PLATFORMS
(B) MARKUPS
(C) ALGORITHMS AND COLLUSION
(D) INNOVATION ECONOMICS - EMPIRICS

10:15 – 10:30 BREAK

10:30 – 11:45 **PARALLEL SESSION V**

(A) DATA AND COMPETITION
(B) ADVERTISING
(C) ENVIRONMENTAL ECONOMICS
(D) COMMON OWNERSHIP - SUBMITTED SESSION
(E) ADVANCED PRICING STRATEGIES IN ONLINE MARKETS - SUBMITTED
SESSION

11:45 – 12:00 BREAK

12:00 – 13:00 **KEYNOTE :**
COLLUSION, BARRIERS TO ADJUSTMENT AND THE GLOBAL OIL MARKET
John Asker (University of California (UCLA))
Chair: Volker Nocke (University of Mannheim & MaCCI)

13:00 – 14:15 BREAK

14:15 – 15:05

PARALLEL SESSION VI

- (A) COMPETITION ECONOMICS
- (B) COMMON OWNERSHIP
- (C) CONSUMER PREFERENCES
- (D) COMPETITION LAW DEVELOPMENTS

15:10 – 15:20

CLOSING REMARKS

PARALLEL SESSION I

11:45 – 13:00

SESSION I A (Room Brussels)

PLATFORM ECONOMICS - THEORY

1 Chair: Eleftheria Triviza

(University of Mannheim & MaCCI)

EFFICIENT COPYRIGHT FILTERS FOR
ONLINE HOSTING PLATFORMS

Alessandro DE CHIARA

(University of Barcelona) Discussant:

Bertin MARTENS

PLATFORM LIABILITY AND
INNOVATION

Leonardo MADIO

(University of Padova)

Discussant: Mark TREMBLAY

FOR THE PUBLIC BENEFIT: WHO
SHOULD CONTROL OUR DATA?

Sarit MARKOVICH

(Kellogg School of Management at
Northwestern University)

Discussant: Michele POLO

SESSION I B (Room 1)

MARKET STRUCTURE

Chair: Lei Li

(University of Mannheim & MaCCI)

MONOPSONY, CARTELS, AND
MARKET MANIPULATION:

EVIDENCE FROM THE U.S.

MEATPACKING INDUSTRY

Jingyi HUANG

(Harvard University)

Discussant: Marc IVALDI

MARKET STRUCTURE, INVESTMENT
AND TECHNICAL EFFICIENCIES IN

MOBILE TELECOMMUNICATIONS

Marc IVALDI

(Toulouse School of Economics)

Discussant: Felix MONTAG

MERGERS, FOREIGN ENTRY, AND
JOBS: EVIDENCE FROM THE U.S.

APPLIANCE INDUSTRY

Felix MONTAG

(LMU Munich)

Discussant: Jingyi HUANG

SESSION I C (Room 23)

COMPETITION ECONOMICS AND
PHARMA

Chair: Michelle Sovinsky

(University of Mannheim & MaCCI)

MERGER AND ADVERTISING IN THE
PHARMACEUTICAL INDUSTRY

Gosia MAJEWSKA

(Toulouse School of Economics)

Discussant: Annamaria CONTI

SHARPEN YOUR SWORD: THE
REACTION OF BRANDED
PHARMACEUTICAL FIRMS TO THE
THREAT OF GENERIC ENTRY

Annamaria CONTI

(University of Lausanne - Faculty of
Business and Economics (HEC))

Discussant: Andrey TKACHENKO

COMPETITIVE EFFECTS OF
VERTICAL INTEGRATION IN
AUCTIONS

Andrey TKACHENKO

(Bocconi University)

Discussant: Gosia MAJEWSKA

SESSION I D (Room Hamburg)

INNOVATION ECONOMICS - THEORY

Chair: Francisco Poggi

(University of Mannheim & MaCCI)

ON THE INTERACTION BETWEEN
PATENT SCREENING AND ITS

ENFORCEMENT

Gerald LLOBET

(CEPR and CEMFI)

Discussant: Stefan LOBIN

THE CO-EXISTENCE OF PATENT
POOLS

Stefan LOBIN

(Goethe University Frankfurt)

Discussant: Johannes SCHNEIDER

A QUEST FOR KNOWLEDGE

Johannes SCHNEIDER

(University of Mannheim & Carlos III
de Madrid)

Discussant: Gerald LLOBET

SESSION I E (Media Room)

CONSUMER INFORMATION

Chair: Nicolas Schutz

(University of Mannheim & MaCCI)

SEARCH COSTS AND DIMINISHING
SENSITIVITY

Heiko KARLE

(Frankfurt School of Finance &
Management, CEPR, CESifo)

Discussant: Niccoló LOMYS

IDENTIFICATION AND ESTIMATION
IN SEARCH MODELS WITH SOCIAL
INFORMATION

Niccoló LOMYS

(Toulouse School of Economics,
University of Toulouse Capitole)

Discussant: Philipp PEITLER

"SORRY, YOU HAVE TO MAKE AN
APPOINTMENT!": PRICE
COMMITMENT IN CREDENCE

GOOD MARKETS

Philipp PEITLER

(University of Vienna)

Discussant: Heiko KARLE

SESSION II A (Room Brussels)

PLATFORM ECONOMICS - THEORY 2

Chair: Martin Peitz

(University of Mannheim & MaCCI)

FREEMIUM AND CONTENT ALLOCATION

Luis ABREU

(Culverhouse College of Business,
University of Alabama)

Discussant: Markus REISINGER

PLATFORMS UNDER JOINT OWNERSHIP

Markus REISINGER

(Frankfurt School of Finance & Management)

Discussant: Paolo BERTOLETTI

A PREFERENCE-BASED MODEL OF PLATFORM
COMPETITION

Paolo BERTOLETTI

(University of Milan Bicocca)

Discussant: Alessandro DE CHIARA

SESSION II B (Room 1)

VERTICAL RELATIONS

Chair: Marcus Reisinger

(Frankfurt School of Finance & Management)

FORECLOSURE AND TUNNELING WITH
PARTIAL VERTICAL OWNERSHIP

Vasilisa PETRISHCHEVA

(Heinrich-Heine-University Düsseldorf)

Discussant: Wihan MARAIS

VERTICAL COLLUSION TO EXCLUDE
PRODUCT IMPROVEMENT

Yaron YEHEZKEL

(Coller School Of Management,
Tel Aviv University)

Discussant: Vasilisa PETRISHCHEVA

BARGAINING COMPETITION AND VERTICAL
MERGERS

Wihan MARAIS

(Centre for Competition Law and Economics,
Stellenbosch University)

Discussant: Yaron YEHEZKEL

SESSION II C (Room 23)

PATENT LITIGATION

Chair: Bernhard Ganglmair

(University of Mannheim, ZEW & MaCCI)

PATENT ENFORCEMENT AND SUBSEQUENT
INNOVATION: EVIDENCE FROM PATENT
INFRINGEMENT LITIGATION

Marek GIEBEL

(Copenhagen Business School)

Discussant: Christian HELMERS

AN EMPIRICAL TEST OF PATENT HOLD-OUT
THEORY: EVIDENCE FROM LITIGATION OF

STANDARD ESSENTIAL PATENTS

Christian HELMERS

(Santa Clara University)

Discussant: Andrew VIVAN

SURPRISINGLY SMALL: THE EFFECT OF
TRADE SECRET BREACHES ON FIRM

PERFORMANCE Andrew VIVAN

(Loughborough University)

Discussant: Marek GIEBEL

SESSION II D (Media Room)

EVALUATING THE PLATFORM-TO-
BUSINESS REGULATION (INVITED SESSION
– ROUNDTABLE DISCUSSION)

Chair: Jens-Uwe Franck

(University of Mannheim & MaCCI)

INVITED SPEAKER:

Christoph BUSCH

(University of Osnabrück)

INVITED SPEAKER:

Menno COX

(European Commission)

INVITED SPEAKER:

Anselm RODENHAUSEN

(Zalando SE)

SESSION III A (Room Brussels)

DIGITAL MARKETS

Chair: Martin Peitz

(University of Mannheim & MaCCI)

UNRAVELING THE SPREADING
PATTERN OF COLLUSIVELY
EFFECTIVE COMPETITION CLAUSES

Micheal TROST

(University of Hohenheim)

Discussant: Doh-Shin JEON

TYING IN MARKETS WITH NETWORK
EFFECTS

Doh-Shin JEON

(Toulouse School of Economics,
University of Toulouse Capitole)

Discussant: Sarit MARKOVICH

EFFICIENT INFORMATION SHARING
IN NETWORK MARKETS

Bertin MARTENS

(Joint Research Centre, European
Commission and Tilburg University)

Discussant: Michael TROST

SESSION III B (Room 1)

INNOVATION ECONOMICS AND
PHARMA

Chair: Philipp Boeing (ZEW)

ACQUIRING INNOVATION: WHO,
WHEN, AND WHAT? EVIDENCE
FROM ANTIDIABETIC DRUG
DEVELOPMENT

Jan MALEK

(KU Leuven)

Discussant: Gaurab ARYAL

AN EVENT STUDY APPROACH
TO VALUING PHARMACEUTICAL
DRUGS

Gaurab ARYAL

(University of Virginia)

Discussant: Jan MALEK

SESSION III C (Room 23)

PLATFORM ECONOMICS - EMPIRICS

Chair: Thomas Niebel (ZEW)

BYE-BOX: AN ANALYSIS OF NON-
PROMOTION ON THE AMAZON
MARKETPLACE

Matthias HUNOLD

(University of Siegen)

Discussant: Louis-Daniel PAPE

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

Louis-Daniel PAPE

(CREST – Ecole Polytechnique)

Discussant: Ginger JIN

SAFETY REVIEWS ON AIRBNB: AN
INFORMATION TALE

Ginger JIN

(University of Maryland)

Discussant: Matthias HUNOLD

SESSION III D (Room Hamburg)

FRONTIERS OF COMPETITION LAW

Chair: Friedemann Kainer

(University of Mannheim & MaCCI)

COMPETITION POLICY AND THE
LABOUR SHARE

Amit ZAC

(University of Oxford)

Discussant: Filippo Maria LANCIERI

OUTPUT, WELFARE, AND
SUSTAINABILITY IN EU COMPETITION
LAW

Johannes PERSCH

(University of Mannheim)

Discussant: Anna TZANAKI

TOWARDS A NEW DIGITAL
COMPETITION POLICY OF UKRAINE:
THE EU MATRIX

Oles ANDRIYCHUK

(University of Strathclyde)

Discussant: Johannes PERSCH

SESSION III E (Media Room)

MEDIA ECONOMICS

Chair: Thomas Tröger

(University of Mannheim & MaCCI)

FAKE REVIEWS AND NAIVE
CONSUMERS

Boris KNAPP

(University of Vienna) Discussant:

Federico INNOCENTI

SELECTIVE EXPOSURE REDUCES
VOLUNTARY CONTRIBUTIONS:
EXPERIMENTAL EVIDENCE FROM
THE GERMAN INTERNET PANEL

Federico INNOCENTI

(University of Mannheim)

Discussant: Abhinaba NANDY

MEDIA BIAS IN THE BEST AND
WORST OF TIMES

Abhinaba NANDY

(Virginia Tech)

Discussant: Boris KNAPP

SESSION IV A (Room Brussels)

HYBRID PLATFORMS

Chair: Massimo Motta

(ICREA UPF, Barcelona School of Economics)

INFLATED RECOMMENDATIONS

Anton SOBOLEV

(University of Mannheim)

Discussant: Radostina SHOPOVA

PRIVATE LABELS IN MARKETPLACES

Radostina SHOPOVA

(University of Vienna)

Discussant: Maximilian SCHADER

LEARNING BY HOSTING: WHAT
PLATFORMS GAIN FROM THIRD-PARTY
DEMAND DATA

Maximilian SCHADER

(LMU Munich)

Discussant: Anton SOBOLEV

SESSION IV B (Room 1)

MARKUPS

Chair: Konrad Stahl

(University of Mannheim & MaCCI)

RISING MARKUPS AND THE ROLE OF
CONSUMER PREFERENCES

Hendrik DÖPPER

(DICE, University of Düsseldorf)

Discussant: GABRIELE ROVIGATTI

RISING MARKUPS, COMMON OWNERSHIP,
AND TECHNOLOGICAL CAPACITIES

Alexandra GIBBON

(DICE, University of Düsseldorf) Discussant:

Hendrik DÖPPER

MEASURING MARKET POWER: MACRO
AND MICRO EVIDENCE FROM ITALY

Gabriele ROVIGATTI

(Banca D'italia)

Discussant: Alexandra GIBBON

SESSION IV C (Room 23)

ALGORITHMS AND COLLUSION

Chair: Andre Stenzel

(University of Mannheim & MaCCI)

ALGORITHMS IN THE MARKETPLACE: AN
EMPIRICAL ANALYSIS OF AUTOMATED
PRICING IN E-COMMERCE

Geza SAPI

(Düsseldorf Institute for Competition
Economics)

Discussant: Ksenia SHAKHGILDYAN

ARTIFICIAL INTELLIGENCE, ALGORITHMIC
BIDDING AND COLLUSION IN ONLINE
ADVERTISING

Ksenia SHAKHGILDYAN

(Bocconi University)

Discussant: Tobias WERNER

ALGORITHMIC AND HUMAN COLLUSION

Tobias WERNER

(Düsseldorf Institute for Competition
Economics)

Discussant: Yossi SPIEGEL

SESSION IV D (Media Room)

INNOVATION ECONOMICS - EMPIRICS

Chair: Georg Licht (ZEW & MaCCI)

MERGERS AND INNOVATION STRATEGY:

EMPIRICAL EVIDENCE

Alex HOLCOMB

(Appalachian State University)

Discussant: Kyung Min LEE

WHO INNOVATES DURING A CRISIS?

EVIDENCE FROM SMALL BUSINESSES IN THE
PANDEMIC

Kyung Min LEE

(World Bank and George Mason University)

Discussant: Koki OIKAWA

MISALLOCATION IN R&D

Koki OIKAWA

(Waseda University)

Discussant: Alex HOLCOMB

SESSION V A (Room Brussels)

DATA AND COMPETITION

Chair: Anton Sobolev

(University of Mannheim & MaCCI)

**COOPERATIVE DATA-ANALYTICS:
A MARKET FOR MACHINE-DATA**

Giacomo CALZOLARI

(European University Institute,
CEPR)

Discussant: Peerawat SAMRANCHIT

**INTEROPERABILITY,
COMPETITION, AND
INVESTMENTS**

Peerawat SAMRANCHIT

(Tilburg University)

Discussant: Phil-Adrian KLOTZ

SESSION V B (Room 1)

ADVERTISING

Chair: Helena Perrone

(University of Mannheim & MaCCI)

**MARKET EFFECTS OF SPONSORED
SEARCH AUCTIONS**

Massimo MOTTA

(ICREA UPF, Barcelona School of
Economics)

Discussant: Luca SANDRINI

**REDISTRIBUTION OF ADVERTISING
REVENUE BETWEEN NEWS
WEBSITES AND SOCIAL MEDIA
PLATFORMS**

Luca SANDRINI

(Budapest University of Technology
and Economics)

Discussant: Erion SHTJEFANAKU

**SELF-BIDDING IN GENERALISED
SECOND PRICE AUCTIONS - THE
CASE OF THE COMPLIANCE
MECHANISM IN GOOGLE
SHOPPING**

Erion SHTJEFANAKU

(Lademann & Associates)

Discussant: Massimo MOTTA

SESSION V C (Room Hamburg)

ENVIRONMENTAL ECONOMICS

Chair: Kevin Remy

(University of Mannheim & MaCCI)

**REVISITING CAP-AND-TRADE IN
PRESENCE OF PUBLICLY OWNED
POLLUTERS: THE CASE OF ITALY
2006-2018**

Federico BOFFA

(Free University of Bolzano)

Discussant: Beat HINTERMANN

**THE EFFECT OF CLIMATE POLICY ON
PRODUCTIVITY AND COST PASS-
THROUGH IN THE GERMAN
MANUFACTURING SECTOR**

Beat HINTERMANN

(University of Basel)

Discussant: Mathias REYNAERT

**COLLUDING AGAINST
ENVIRONMENTAL REGULATION**

Mathias REYNAERT
(Toulouse School of Economics,
University of Toulouse Capitole, CEPR)

Discussant: Federico BOFFA

SESSION V D (Media Room)

**COMMON OWNERSHIP - SUBMITTED
SESSION**

Chair: Anna Tzanaki

(Lund University)

**ESTIMATING OLIGOPOLY WITH
SHAREHOLDER VOTING MODELS**

Ricardo RIBEIRO

(Católica Porto Business School and
CEGE)

Discussant: Ángel L. LÓPEZ

**COMMON OWNERSHIP, CORPORATE
CONTROL AND PRICE COMPETITION**

Anton-Giulio MANGANELLI

(EADA Business School, CRES,
Universitat Pompeu Fabra)

Discussant: Ricardo RIBEIRO

**COMMON OWNERSHIP AND
TECHNOLOGY ADOPTION**

Ángel L. LÓPEZ

(Institute for Economic Analysis
(CSIC), IESE Business School)

Discussant: Anton-Giulio MANGANELLI

SESSION V E (Room 23)

**ADVANCED PRICING STRATEGIES IN
ONLINE MARKETS - SUBMITTED
SESSION**

Chair: Mark Tremblay

(Miami University)

**THE LIMITS OF MARKETPLACE FEE
DISCRIMINATION**

Mark TREMBLAY

(Miami University)

Discussant: Leonardo MADIO

**PARTITIONED PRICING AND
CONSUMER WELFARE**

Kevin DUCBAO TRAN

(University of Bristol)

Discussant: Luis ABREU

**OBFUSCATION AND RATIONAL
INATTENTION IN DIGITALIZED
MARKETS**

Johannes KASINGER

(Goethe University Frankfurt and
Leibniz Institute for Financial
Research SAFE)

Discussant: Stefanie Y. SCHMITT

VARIETIES AND MECHANISMS OF
COMMON OWNERSHIP: A
CALIBRATION EXERCISE FOR
COMPETITION POLICY

Anna TZANAKI

(Lund University)

Discussant: Giuseppe COLANGELO

SESSION VI A (Room Brussels)

COMPETITION ECONOMICS

Chair: Volker Nocke

(University of Mannheim & MaCCI)

FIGHTING FOR LEMONS: THE
ENCOURAGEMENT EFFECT IN DYNAMIC
COMPETITION WITH PRIVATE
INFORMATION Marc MÖLLER
(University of Bern)

Discussant: Giacomo CALZOLARI

ACQUISITIONS, INNOVATION AND THE
ENTRENCHMENT OF MONOPOLY

Michele POLO

(Bocconi University)

Discussant: Marc MÖLLER

SESSION VI B (Room 1)

COMMON OWNERSHIP

Chair: Yossi Spiegel

(Coller School of Management, Tel Aviv
University)

COMMON OWNERSHIP, COMPETITION,
AND TOP MANAGEMENT INCENTIVES
Martin C. SCHMALZ

(University of Oxford, Saïd Business School)

Discussant: José AZAR

COMMON OWNERSHIP REDUCES WAGES
AND EMPLOYMENT

José AZAR

(IESE Business School, University of

Navarra) Discussant: Martin C. SCHMALZ

SESSION VI C (Room 23)

CONSUMER PREFERENCES

Chair: Henrik Orzen

(University of Mannheim & MaCCI)

DIGITAL VS. PHYSICAL GOODS: EVIDENCE
FROM THE BOOK MARKET

Phil-Adrian KLOTZ

(University of Giessen)

Discussant: Kevin TRAN

UNAWARE CONSUMERS AND
DISCLOSURE OF DEFICIENCIES

Stefanie Y. SCHMITT

(University of Bamberg)

Discussant: Johannes KASINGER

SESSION VI D (Room Hamburg)

COMPETITION LAW DEVELOPMENTS

Chair: Jens-Uwe Franck

(University of Mannheim & MaCCI)

PLATFORM AND DEVICE NEUTRALITY
REGIME: THE NEW COMPETITION RULEBOOK
FOR APP STORES?

Giuseppe COLANGELO

(U. of Basilicata; TTLF Fellow, Stanford U. and
U. of Vienna)

Discussant: Oles ANDRIYCHUK

THE POLITICAL ECONOMY OF THE DECLINE IN
ANTITRUST ENFORCEMENT IN THE UNITED
STATES

Filippo Maria LANCIERI

(ETH Zurich Center for Law and Economics,
U Chicago Booth)

Discussant: Amit ZAC