

Research Roundtable on Platform Dynamics

Thursday, November 2 — Friday, November 3, 2023

Northwestern Pritzker School of Law
Wieboldt Hall #347
339 E. Chicago Avenue,
Chicago, IL 60611

Co-sponsored by the [USC Marshall Initiative on Digital Competition](#)

Thursday, November 2nd

12:00 p.m. **Registration Check-in and Lunch** (WB #323)

1:00 to 2:15 **Session One: Where is Antitrust Law Today** (WB #347)

Moderators: **D. Daniel Sokol**, Carolyn Craig Franklin Chair in Law and Professor of Law and Business, USC Gould School of Law and USC Marshall School of Business

Panelists: **Fei Deng**, Vice President, Charles River Associates
Maria Garibotti, Vice President, Analysis Group
Michael Hamburger, Partner, White & Case
Scott A. Scheele, Partner, Kirkland & Ellis LLP

2:15 to 3:30 **Session Two** (WB #347)
(15-minute presentation, 5-minute discussant, 5 minutes Q&A)

How Does Best Seller Recommendation Shape the Ecosystem of an Online Marketplace?

Bo “Bobby” Zhou, Associate Professor, University of Maryland, Robert H. Smith School of Business

Discussant: Abraham Wickelgren, Fred and Emily Marshall Wulff Centennial Chair in Law, The University of Texas at Austin, School of Law

Impact of Own Brand Product Introduction on Optimal Pricing Models for Platform and Incumbent Sellers (with Hsing Kenneth Cheng, Kyung Sung Jung, and Young Kwark)

Jingchuan Pu, Assistant Professor, Warrington College of Business, University of Florida

Discussant: Ezra Friedman, Professor of Law, Northwestern Pritzker School of Law

[*The Digital Welfare of Nations: New Measures of Welfare Gains and Inequality*](#)

Avinash (Avi) Collis, Assistant Professor, Heinz College of Information Systems and Public Policy, Carnegie Mellon University

Discussant: Jay Pil Choi, University Distinguished Professor, Michigan State University, Department of Economics

3:30 to 3:45 **Break**

3:45 to 5:00

Session Three (WB #347)
(15-minute presentation, 5-minute discussant, 5 minutes Q&A)

User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption

Linli Xu, Associate Professor, Carlson School of Management, University of Minnesota
Discussant: Ginger Zhe Jin, Professor of Economics, University of Maryland, College Park

[Self-Preferencing at Amazon: Evidence from Search Rankings](#) (with Andrey Fradkin and Alexander MacKay)

Chiara Farronato, Associate Professor of Business Administration, Harvard Business School
Discussant: Jeff Prince, Professor of Business Economics; Harold A. Poling Chair of Strategic Management; Chairperson of the Business Economics and Public Policy Department, Kelley School of Business, Indiana University

[Tech Giants and New Entry Threats](#)

Yang Pan, Assistant Professor, Tulane University, Freeman School of Business
Discussant: William Rogerson, Charles E. and Emma H. Morrison Professor; Director, Business Institutions Program, Department of Economics, Northwestern University

5:00

Networking Reception (WB #440)

6:00

Participant Dinner (WB #540)

Friday, November 3rd

8:00 a.m.

Breakfast (WB #323)

8:30 to 9:45

Session Four (WB #347)
(15-minute presentation, 5-minute discussant, 5 minutes Q&A)

Impacts of Platform Merger on Customers and Restaurants: Evidence from Online Food Delivery Platforms

Tingting Nian, Associate Professor, The Paul Merage School of Business at University of California, Irvine

Discussant: Liad Wagman, John and Mae Calamos Dean Endowed Chair and Professor of Economics, Illinois Institute of Technology, Stuart School of Business

Does Fake News Create Echo Chambers? (with Ken Moon and Jiding Zhang)

Senthil Veeraraghavan, Panasonic Professor of Manufacturing and Logistics; Professor of Operations, Information and Decisions, The Wharton School, The University of Pennsylvania

Discussant: Justin Johnson, Deane W. Malott Professor of Management, Cornell University, Johnson Graduate School of Management

[Regulating Powerful Platforms: Evidence from Commission Fee Caps in On-Demand Services](#)

Allen Li, Associate Professor, Operations and Information Management; Michael and Mary Sue Shannon Professor, University of Wisconsin-Madison, Wisconsin School of Business

Discussant: Sean Sullivan, Professor of Law, University of Iowa, College of Law

9:45 to 11:00 **Session Five – The View from Tech** (WB #347)

Moderator: **D. Daniel Sokol**, Carolyn Craig Franklin Chair in Law and Professor of Law and Business, USC Gould School of Law and USC Marshall School of Business

Panelists: **Benjamin Edelman**, Chief Economist for Web Experiences, Strategy, and Policy, Microsoft
Philip Linfoot, Senior Applied Scientist, Uber

11:00 to 11:15 **Break**

11:15 to 12:30 **Session Six** (WB #347)
(15-minute presentation, 5-minute discussant, 5 minutes Q&A)

Company Branding and Job Ads

Pinar Yildirim, Associate Professor of Marketing; Associate Professor of Economics The Wharton School, The University of Pennsylvania

Discussant: Chad Syverson, George C. Tiao Distinguished Service Professor of Economics, The University of Chicago, Booth School of Business

[Does Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow's Zestimate](#) (with Runshan Fu and Ginger Zhe Jin)

Meng Liu, Assistant Professor of Marketing, Washington University in St. Louis, Olin Business School

Discussant: Daewon Sun, Professor, Mendoza College of Business, University of Notre Dame

Effects of Sharing High Stock Delivery Window Information on Platforms (with Dmitry Mitrofanov)

Do Yoon Kim, Assistant Professor, Boston College, Carroll School of Management

Discussant: Federico Ciliberto, Professor, Chair, Department of Economics, University of Virginia

12:30 **Closing Lunch** (WB #323)

Confirmed Participants (as of 11/3/2023):

1. **Gaoyang Cai**, PhD Candidate, Kellogg School of Management, Northwestern University
2. **Jay Pil Choi**, University Distinguished Professor, Michigan State University, Department of Economics
3. **Federico Ciliberto**, Professor, Chair, Department of Economics, University of Virginia
4. **Avinash (Avi) Collis**, Assistant Professor, Heinz College of Information Systems and Public Policy, Carnegie Mellon University
5. **Fei Deng**, Vice President, Charles River Associates
6. **Benjamin Edelman**, Chief Economist for Web Experiences, Strategy, and Policy, Microsoft
7. **Chiara Farronato**, Associate Professor of Business Administration, Harvard Business School
8. **Ezra Friedman**, Professor of Law, Northwestern Pritzker School of Law
9. **Maria Garibotti**, Vice President, Analysis Group
10. **Kritika Goel**, Senior Associate, Charles River Associates
11. **Michael Hamburger**, Partner, White & Case
12. **Ginger Zhe Jin**, Professor of Economics, University of Maryland, College Park
13. **Justin Johnson**, Deane W. Malott Professor of Management, Cornell University, Johnson Graduate School of Management
14. **Lynne Kiesling**, Director, Institute for Regulatory Law & Economics; Senior Research Affiliate, Northwestern Center on Law, Business, and Economics

15. **Do Yoon Kim**, Assistant Professor, Boston College, Carroll School of Management
16. **Avner Kreps**, PhD Candidate, Department of Economics, Northwestern University
17. **Alex Lee**, Director, Northwestern Center on Law, Business, and Economics; Professor of Law, Northwestern Pritzker School of Law
18. **Justin Lenzo**, Vice President, Antitrust & Competition Economics Practice, Charles River Associates
19. **Allen Li**, Associate Professor, Operations and Information Management; Michael and Mary Sue Shannon Professor, University of Wisconsin-Madison, Wisconsin School of Business
20. **Philip Linfoot**, Senior Applied Scientist, Uber
21. **Meng Liu**, Assistant Professor of Marketing, Washington University in St. Louis, Olin Business School
22. **John O. McGinnis**, George C. Dix Professor, Northwestern Pritzker School of Law
23. **Tingting Nian**, Associate Professor, The Paul Merage School of Business at University of California, Irvine
24. **Matthew O'Keefe**, PhD Candidate, Department of Economics, Northwestern University
25. **Yang Pan**, Assistant Professor, Tulane University, Freeman School of Business
26. **Jeff Prince**, Professor of Business Economics; Harold A. Poling Chair of Strategic Management; Chairperson of the Business Economics and Public Policy Department, Kelley School of Business, Indiana University
27. **Jingchuan Pu**, Assistant Professor, Warrington College of Business, University of Florida
28. **Douglas Rathbun**, Chief Economist, Commerce Commission of New Zealand
29. **William Rogerson**, Charles E. and Emma H. Morrison Professor; Director, Business Institutions Program, Department of Economics, Northwestern University
30. **Scott A. Scheele**, Partner, Kirkland & Ellis LLP
31. **D. Daniel Sokol**, Carolyn Craig Franklin Chair in Law and Professor of Law and Business, USC Gould School of Law and USC Marshall School of Business
32. **James B. Speta**, Elizabeth Froehling Horner Professor of Law, Northwestern Pritzker School of Law
33. **Matthew L. Spitzer**, Howard and Elizabeth Chapman Professor Emeritus, Northwestern Pritzker School of Law
34. **Sean Sullivan**, Professor of Law, University of Iowa, College of Law
35. **Daewon Sun**, Professor, Mendoza College of Business, University of Notre Dame
36. **Chad Syverson**, George C. Tiao Distinguished Service Professor of Economics, The University of Chicago, Booth School of Business
37. **Senthil Veeraraghavan**, Panasonic Professor of Manufacturing and Logistics; Professor of Operations, Information and Decisions, The Wharton School, The University of Pennsylvania
38. **Khoa Vu**, Senior Associate, Charles River Associates
39. **Liad Wagman**, John and Mae Calamos Dean Endowed Chair and Professor of Economics, Illinois Institute of Technology, Stuart School of Business
40. **Shuang Wang**, Senior Associate, Charles River Associates
41. **Abraham Wickelgren**, Fred And Emily Marshall Wulff Centennial Chair in Law, The University of Texas at Austin, School of Law
42. **Linli Xu**, Associate Professor, Carlson School of Management, University of Minnesota
43. **Pinar Yildirim**, Associate Professor of Marketing; Associate Professor of Economics, The Wharton School, The University of Pennsylvania
44. **Bo "Bobby" Zhou**, Associate Professor, University of Maryland, Robert H. Smith School of Business