

Eighth Annual Conference on Internet Commerce and Innovation

Thursday, June 8, 2017 — Friday, June 9, 2017

Northwestern University School of Law

Wieboldt Hall #150

340 E. Superior Street, Chicago, IL, 60611

This conference is organized by Daniel F. Spulber with the help of Pere Arqué-Castells and Justus Baron

Thursday, June 8

9:30 a.m. **Continental Breakfast and Registration** (1st Floor of Wieboldt Hall)

10:30 **Welcome and Introduction to the Conference** (Wieboldt Hall #150)
Matthew L. Spitzer, Howard and Elizabeth Chapman Professor and Director, Searle Center on Law, Regulation, and Economic Growth at Northwestern University School of Law
Daniel F. Spulber, Research Director, Searle Center on Law, Regulation, and Economic Growth, and Elinor Hobbs Distinguished Professor of International Business and Professor of Strategy, Kellogg School of Management, Northwestern University

10:35-12:15 **Session One – Platform Competition and Information** (Wieboldt Hall #150)
Session Chair: **Justus Baron**, Searle Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law

User Data, Market Power and Innovation in Online Markets: Evidence from the Mobile App Industry

Reinhold Kesler, Centre for European Economic Research (ZEW)

Michael Kummer, Georgia Institute of Technology & Centre for European Economic Research (ZEW)

Patrick Schulte, Centre for European Economic Research (ZEW)*

Discussant: **Vincent Lefrere**, Institut des Mines Télécom, Paris Saclay, Ritm

Competition and Welfare Consequences of Information Platforms

Amedeo Piolatto, Barcelona Economics Institute (IEB), University of Barcelona

Discussant: **Maria Gutiérrez-Urtiaga**, Universidad Carlos III de Madrid, Business Department

What Do News Aggregators Do? Evidence from Google News in Spain and Germany

Joan Calzada, University of Barcelona - Department of Political Economics

Ricard Gil, Johns Hopkins University - Carey Business School*

Discussant: **Omar Nayeem**, Federal Communications Commission, Office of Strategic Planning and Policy Analysis

12:15-1:00 **Lunch** (Wieboldt Hall #540)

1:00-3:00 **Session Two – The Market for Apps** (Wieboldt Hall #150)

Session Chair: **Pere Arque-Castells**, Searle Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law

[*How Do Complementors Respond to the Threat of Platform Owner Entry? Evidence from the Mobile App Market*](#)

Wen Wen, The University of Texas at Austin, McCombs School of Business, Department of Information, Risk & Operations Management*

Feng Zhu, Harvard Business School

Discussant: **Pai-Ling Yin**, Marshall School of Business, University of Southern California

[*Consumer Preferences for Product Updates under Digitization: A Model of Demand for Smartphone Applications*](#)

Benjamin T. Leyden, University of Virginia, Department of Economics

Discussant: **Ron Berman**, The Wharton School of the University of Pennsylvania

[*Application Bundling in System Markets*](#)

Alexandre de Corniere, Toulouse School of Economics, University of Toulouse Capitole

Greg Taylor, University of Oxford, Oxford Internet Institute*

Discussant: **Natalia Fabra**, Centre for Economic Policy Research, Universidad Carlos III de Madrid

The Effect of Consumer Search Costs on Entry and Quality in the Mobile App Market

Daniel Ershov, Department of Economics, University of Toronto

Discussant: **Jason Walter**, Assistant Professor of Economics, University of Wisconsin-Stout

3:00-3:30 **Break** (Wieboldt Hall #112)

3:30-5:00 **Session Three – Online Markets and Transaction Costs** (Wieboldt Hall #150)
Session Chair: **Alexei Alexandrov**, Amazon, Inc.

Search, Matching, and the Role of Digital Marketplace Design in Enabling Trade: Evidence from Airbnb

Andrey Fradkin, MIT Sloan School of Management

Discussant: **Babur De los Santos**, Clemson University, College of Business, John E. Walker Department of Economics

The Effects of Mandatory Disclosure of Supermarket Prices

Oren Rigbi, Ben Gurion University

Itai Ater, Coller School of Management, Tel Aviv University*

Discussant: **José F. Tudón M.**, Department of Economics, University of Chicago

Digital Disintermediation and the Market for Ideas

Christian Peukert, University of Zurich

Imke Reimers, Northeastern University*

Discussant: **Laurie Ciaramella**, Mines ParisTech, PSL - Research University, CERNA

5:00-6:30 **Cocktail Reception** (Wieboldt Hall #440)

Friday, June 9

8:00-9:00 **Continental Breakfast** (Wieboldt Hall #112)

9:00-11:00 **Session Four – Online Behavior and the Internet** (Wieboldt Hall #150)
Session Chair: **Eugene Orlov**, Compass Lexecon

[*The Empirical Economics of Online Attention*](#)

Andre Boik, University of California, Davis

Shane Greenstein, Harvard Business School

Jeffrey Prince, Indiana University, Kelley School of Business*

Discussant: **Michael Kummer**, Georgia Institute of Technology & Centre for European Economic Research (ZEW)

[*Does the Internet Improve Healthcare Behaviors and Health Outcomes? Evidence from the National Health Interview Survey*](#)

Olga Ukhaneva, Georgetown University, McDonough School of Business*

Jeffrey T. Macher, Georgetown University, McDonough School of Business
John W. Mayo, Georgetown University, McDonough School of Business
Discussant: **Grazia Cecere**, Telecom Ecole de Management and Université Paris Sud

Ad Networks, Consumer Tracking, and Privacy

Anna D'Annunzio, Telnor Research*
Antonio Russo, ETH Zurich and CESifo
Discussant: **Grazia Cecere**, Telecom Ecole de Management and Université Paris Sud

Social Media and Political Donations: New Technology and Incumbency Advantage in the United States

Pinar Yilidirim, The Wharton School, University of Pennsylvania*
Maria Petrova, Universitat Pompeu Fabra, ICREA, Barcelona
Ananya Sen, MIT Sloan School of Management
Discussant: **Dmitry Lubensky**, Kelley School of Business, Indiana University

11:00-11:15 **Break** (Wieboldt Hall #112)

11:15-12:45 **Session Five – Trust and Incentives in Financial Markets** (Wieboldt Hall #150)
Session Chair: **Serge Biberman**, Managing Partner, Enterprise Law Group, LLP

Beyond Bitcoin: Cryptocurrencies, Blockchain and Incentives

(includes excerpts from book published by Palgrave Macmillan)

Hanna Halaburda, New York University, Leonard N. Stern School of Business
Discussant: **Gur Huberman**, Columbia University, Graduate School of Business

Financial Intermediary Competition, Information Acquisition and Moral Hazard: Evidence from Peer-to-peer Lending Platforms

Xin (Power) Xue, Department of Economics, University of Virginia
Discussant: **Andre Boik**, Department of Economics, University of California, Davis

How Wise Are Crowd? A Comparative Study of Crowd and Institutions in Peer-to-Business Online Lending Markets

Ali Mohammadi, Department of Industrial Economics and Management, Royal Institute of Technology (KTH)

Kourosh Shafi, Warrington College of Business, University of Florida*
Discussant: **Mohammed Alyakoob**, Purdue University, Krannert School of Management

12:45-1:30 **Lunch** (Wieboldt Hall #323)

1:30-3:00 **Session Six – How Do Online Platforms Affect Incentives?** (Wieboldt Hall #150)
Session Chair: **David Croson**, Michigan State University

Dynamic Tournament Design: An Application to Prediction Contests

Jorge Lemus, University of Illinois at Urbana-Champaign, Department of Economics*

Guillermo Marshall, University of Illinois at Urbana-Champaign, Department of Economics

Discussant: **Alexei Alexandrov**, Amazon, Inc.

[*Can Reputation Discipline the Gig Economy? Experimental Evidence from an Online Labor Market*](#)

Alan Benson, University of Minnesota, Carlson School of Management*

Aaron Sojourner, University of Minnesota, Carlson School of Management

Akhmed Umyarov, University of Minnesota, Carlson School of Management

Discussant: **Avik Chakrabarti**, University of Wisconsin, Milwaukee

[*Building an Online Reputation with Free Content: Evidence from the E-book Market*](#)

Dainis Zegners, LMU Munich, Institute for Strategy, Technology and Organization (ISTO) and University of Cologne

Discussant: **Alexander Krasnikov**, Quinlan School of Business, Loyola University Chicago

3:00 **Adjourn**

*Presenters are indicated with an **