Seventh Annual Conference on
Internet Commerce and Innovation
Thursday, June 9, 2016 — Friday, June 10, 2016

Northwestern University School of Law
Wieboldt Hall #147
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 9

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

10:30  Welcome and Introduction to the Conference (Wieboldt Hall #147)
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 – Competition and Entry in Platform Markets (Wieboldt Hall #147)
Session Chair: Justus Baron, Searle Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law

Market Structure with the Entry of Peer-To Peer Platforms: The Case of Hotels and Airbnb
Chiara Farronato, Harvard Business School
Andrey Fradkin, MIT Sloan School of Management and Airbnb Inc.*
Discussant: Guillermo Marshall, University of Illinois Urbana-Champaign, Department of Economics

Paying Incumbents and Customers to Enter an Industry: Buying Downloads
Timothy Bresnahan, Stanford University
Xing Li, Stanford University
Pai-Ling Yin, Stanford University*
Discussant: **Jorge Lemus**, University of Illinois Urbana-Champaign, Department of Economics

*Foreclosure, Entry, and Competition in Platform Markets with Cloud Storage*

**Mark Tremblay**, Department of Economics, McMaster University

Discussant: **Amedeo Piolatto**, Barcelona Economics Institute (IEB)

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

1:00-3:00  **Session Two – Effects of Social Media on E-Commerce** (Wieboldt Hall #147)

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

*Clicks and Editorial Decisions: How Does Popularity Shape Online News Coverage?*

**Ananya Sen**, Toulouse School of Economics

**Pinar Yildirim**, Marketing Department, The Wharton School, University of Pennsylvania*

Discussant: **Lesley Chiou**, Occidental College

*The Impact of Earned Media on Demand: Evidence from a Natural Experiment*

**Stephan Seiler**, Stanford University

**Wenbo Wang**, Hong Kong University of Science and Technology

**Song Yao**, Kellogg School of Management, Northwestern University*

Discussant: **Jörg Claussen**, LMU Munich

*Attention and Saliency on the Internet: Evidence from an Online Recommendation System*

**Christian Helmers**, Santa Clara University, Department of Economics

**Pramila Krishnan**, University of Cambridge & CEPR

**Manasa Patnam**, CREST (ENSAE)

Discussant: **Lian Jian**, Annenberg School of Communication, University of Southern California

*Free Riders versus Social Capital: An Empirical Analysis of an Exogenous Shock on Online Reviews*

**Paulo Goes**, Eller College of Management, University of Arizona

**Yang Wang**, Eller College of Management, University of Arizona

**Zaiyan Wei**, Krannert School of Management, Purdue University*

**Dajun Zeng**, Eller College of Management, University of Arizona

Discussant: **Luciana Nicoller**, Assistant Professor, Manchester Business School, University of Manchester
3:00-3:30  Break (Wieboldt Hall #150)

3:30-5:00  **Session Three – Information in E-Commerce and the Sharing Economy**  
(Wieboldt Hall #147)  
Session Chair: **Liad Wagman**, Stuart School of Business, Illinois Institute of Technology

*The Value of Personal Information in Markets with Endogenous Privacy*  
**Rodrigo Montes**, Toulouse School of Economics  
**Wilfried Sand-Zantman**, Toulouse School of Economics and ESSEC Business School*  
**Tommaso Valletti**, Imperial College London and University of Rome II  
Discussant: **Iryna Topoylan**, Economics Department, Carl H. Lindner College of Business, University of Cincinnati

*Optimal Crowdfunding Design*  
**Matthew Ellman**, Institute for Economic Analysis (CSIC) and Barcelona GSE  
**Sjaak Hurkens**, Institute for Economic Analysis (IAE-CSIC)*  
Discussant: **Qihong Liu**, Department of Economics, University of Oklahoma

*Does Advertising Serve as a Signal? Evidence from Field Experiments in Mobile Search*  
**Harikesh S. Nair**, Stanford Graduate School of Business  
**Navdeep S. Sahni**, Stanford Graduate School of Business*  
Discussant: **Jörg Claussen**, LMU Munich

5:15-6:15  **Cocktail Reception** (Wieboldt Hall #440)

6:15  **Dinner** (Wieboldt Hall #540)

7:15  **Keynote Address**

*Introduction*  
**Daniel F. Spulber**, Kellogg School of Management, Northwestern University

*The Sharing Economy*  
**Arun Sundararajan**, Professor and Robert L. and Dale Atkins Rosen Faculty Fellow, Leonard N. Stern School of Business, New York University
Friday, June 10

8:00-9:00  Continental Breakfast (Wieboldt Hall #540)

9:00-11:00  Session Four – Prices in E-Commerce and the Sharing Economy (Wieboldt Hall #147)
Session Chair: Seethu Seetharaman, Olin Business School, Washington University in St. Louis

What Drives Pricing Behavior in Peer-To-Peer Markets? Evidence from the Car-Sharing Platform BlaBlaCar
Mehdi Farajallah, Marsouin
Robert G. Hammond, North Carolina State University*
Thierry Pénard, CREM, University of Rennes 1
Discussant: Wendy A. Bradley, HEC Paris

Price Beliefs and Experience: Do Consumers’ Beliefs Converge to Empirical Distributions with Repeated Purchases?
Brett Matsumoto, Bureau of Labor Statistics
Forrest Spence, University of Notre Dame*
Discussant: Lesley Chiou, Occidental College

Price to Compete ... with Many: How to Identify Price Competition in High Dimensional Space
Sergei Koulayev, Consumer Financial Protection Bureau*
Jun Li, Ross School of Business, University of Michigan
Serguei Netessine, INSEAD
Discussant: Matthew Chesnes, Economist, Federal Trade Commission, Bureau of Economics

Collusion with a Greedy Centre in Sponsored Search Auctions
Emmanuel Lorenzon, GREThA, University of Bordeaux
Discussant: Byung-Cheol Kim, School of Economics, Georgia Institute of Technology

11:00-11:15  Break  (Wieboldt Hall #150)

11:15-12:45  Session Five – Effects of Incentives in E-Commerce (Wieboldt Hall #147)
Session Chair: Jordan M. Barry, University of San Diego School of Law

Controlling Versus Enabling
Andrei Hagiu, Harvard Business School*
Julian Wright, Department of Economics, National University of Singapore  
Discussant: Natalia Fabra, Universidad Carlos III & CEPR  

Sales Tax, E-Commerce, and Amazon’s Fulfillment Center Network  
Jean-Francois Houde, The Wharton School, University of Pennsylvania  
Peter Newberry, Department of Economics, The Pennsylvania State University*  
Katja Seim, The Wharton School, University of Pennsylvania  
Discussant: Jin-Hyuk Kim, Department of Economics, University of Colorado at Boulder  

What Makes Geeks Tick? A Study of Stack Overflow Careers  
Luis Cabral, New York University and CEPR  
Tingting Nian, University of California, Irvine  
Lei Xu, McGill University*  
Discussant: Jin-Hyuk Kim, Department of Economics, University of Colorado at Boulder  

12:45-1:30 Lunch (Wieboldt Hall #540)  

1:30-3:00 Session Six – Public Policy Issues in the Sharing Economy (Wieboldt Hall #147)  
Session Organizer: Andrei Hagiu, Harvard Business School  
Session Chair: Jeff Prince, Indiana University, Kelly School of Business  

Jonathan V. Hall, Head of Economic Research, Uber Technologies  
Nikhil Shanbhag, Vice President and General Counsel, Instacart  
Brian Miller, General Counsel, Handy Technologies  
Arun Sundararajan, Leonard N. Stern School of Business, New York University  
Elizabeth Pollman, Loyola Law School, Los Angeles  
(Regulatory Entrepreneurship, with Jordan M. Barry, University of San Diego School of Law)  

3:00 Adjourn  

Presenters are indicated with an *  

This year’s conference is dedicated to the memory of Tiago Pires (University of North Carolina, Chapel Hill), who had intended to join us at this meeting.