

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 Arqu -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: **J rg 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 Nicollier**, 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.