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

10:00 a.m. Registration (1st Floor of Wieboldt Hall)

10:30 Welcome and Introduction to the Conference
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
Session Chair: TBD

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: Vincenzo Palermo, Munk School of Global Affairs, University of Toronto

Paying Incumbents and Customers to Enter an Industry: Buying Downloads
Timothy Bresnahan, Stanford University
Xing Li, Stanford University
Pai-Ling Yin, Stanford University*
Discussant: Vincenzo Palermo, Munk School of Global Affairs, University of Toronto
Foreclosure, Entry, and Competition in Platform Markets with Cloud Storage

Mark Tremblay, Department of Economics, Michigan State University
Discussant: Amedeo Piolatto, Barcelona Economics Institute (IEB) and University of Barcelona

12:15-1:00. Lunch (WB #540)

1:00-3:00 Session Two – Effects of Social Media on E-Commerce
Session Chair: TBD

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, Copenhagen Business School

Attention and Saliency on the Internet: Evidence from an Online Recommendation System
Christian Helmers, Santa Clara University
Pramila Krishnan, University of Cambridge & CEPR
Manasa Patnam, CREST (ENSAE)
Discussant: Tiago Pires, Department of Economics, University of North Carolina

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: Tiago Pires, Department of Economics, University of North Carolina

3:00-3:30 Break
3:30-5:00  **Session Three – Information in E-Commerce and the Sharing Economy**  
Session Chair: **TBD**

*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 (CSIC) and Barcelona GSE*  
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**, Copenhagen Business School

5:30-6:30  **Cocktail Reception** (WB #440)

6:30  **Dinner** (WB #540)

7:30  **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 (WB #540)

9:00-11:00  Session Four – Prices in E-Commerce and the Sharing Economy
Session Chair: TBD

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 Chiu, 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

Explicit Collusion with a Greedy Center in Position Auctions
Emmanuel Lorenzont, GREThA, University of Bordeaux
Discussant: Byung-Cheol Kim, Georgia Institute of Technology

11:00-11:15  Break

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

Controlling Versus Enabling
Andre 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 (WB #540)

1:30-3:00 Session Six – Public Policy Issues in the Sharing Economy
Session Chair: Andre Hagiu, Harvard Business School

Jonathan Hall, Chief Economist, Uber
Nikhil Shanbhag, Vice President and General Counsel, Instacart
Brian Miller, General Counsel, Handy
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 *