First Annual Empirical Conference on Standardization

Thursday, May 23, 2019 — Friday, May 24, 2019
Northwestern University—Wieboldt Hall
340 E. Superior Street, Chicago, IL 60611

Organized by Justus Baron

Thursday, May 23rd

8:30 a.m. Registration Check-In
8:30 to 9:20 Breakfast
9:20 to 10:40 Session 1 — Standardization and Innovation
(25-minute presentation/each followed by 5 minute discussant, then 10 minute open discussion)

“Learning When to Quit: An Empirical Model of Experimentation in Standards Development”
Bernhard Ganglmair, ZEW, MaCCI, and University of Mannheim
Discussant: Jorge Lemus, Department of Economics, University of Illinois at Urbana-Champaign

“The Effect of Standardization on Innovation: A Machine Learning Approach”
Petyo Bonev, University of St. Gallen
Discussant: Dylan Boynton, Kellogg School of Management, Northwestern University

10:40 to 11:00 a.m. Break
11:00 to 12.20 p.m.  **Session 2 — Standards and Patents**
(25-minute presentation/each followed by 5 minute discussant, then 10 minute open discussion)

“The Causal Effects of Including Standards-related Documentation into Patent Prior Art: Evidence from an EPO Policy Change” (with Arianna Martinelli and Federico Tamagni)
**Rudi Bekkers**, Eindhoven University of Technology

Discussant: **Andrew Toole**, US Patents and Trademark Office (USPTO)

“Over-Declaration of Standard-Essential Patents and the Determinants of Essentiality”
**Robin Stitzing**, Compass Lexecon

Discussant: **Byeongwoo Kang**, Institute of Innovation Research, Hitotsubashi University

12:20 to 1:20  **Lunch**

1:20 to 3:20  **Session 3 — Standards, Innovation, and Intellectual Property Rights**
(25-minute presentation/each followed by 5 minute discussant, then 10 minute open discussion)

**Jin Wang**, Kansas State University

Discussant: **Gaston Llanes**, Catholic University of Chile

“How Do Patent Assertion Entities Influence the Direction of Technological Change? Evidence from 3GPP SDO”
**Aija Leiponen**, Cornell University

Discussant: **Ram Ranganathan**, University of Texas at Austin

“Why Do R&D-Intensive Firms Participate in Standards Organizations? The Role of Patents and Product-Market Position”
**Justus Baron**, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law

Discussant: **Amol Joshi**, College of Business, Oregon State University

3:20 to 3:40  **Break**
3:40 to 5:00  
**Session 4 — The Governance of Consensus Standardization**  
(30-minute presentation/each, followed by 10-minute open discussion)  

Pierre Larouche, Université de Montréal  

“The Origins of the Industrial Standardization Movement and the World Outside Europe and North America”  
Craig N. Murphy, Wellesley College  

5:00 to 6:00  
Reception  

6:00  
Dinner  

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**Friday, May 24th**  

8:00 a.m.  
**Breakfast** (WB 540)  

8:45 to 10:45  
**Session 5 — Standards Adoption and Certification**  
(25-minute presentation/each followed by 5 minute discussant, then 10 minute open discussion)  

“Trademarks, Certification Marks and Technical Standards”  

“Standards Setting Organizations and Trademark Registration: An Empirical Analysis”  
Jorge Contreras, University of Utah  
Brad Biddle, Center for the Study of Law, Science and Technology, Arizona State University School of Law  
Discussant: David L. Schwartz, Northwestern Pritzker School of Law  

“Certifier Competition and Audit Grades”  
Talia Bar, University of Connecticut  
Discussant: Imke Reimers, Northeastern University
“Differentiation Strategies in the Adoption of Environmental Standards: LEED from 2000-2014”
Marc Rysman, Boston University

Discussant: Pere Arque-Castells, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law

10:45 to 11:00 Break

11:00 to 12:30 p.m. Session 6 — IEEE Policy Change: Taking Stock of the Empirical Evidence

Moderator: Anne Layne-Farrar, CRA International
Tim Pohlmann, CEO and founder IPlytics GmbH, Associate Researcher Technical University of Berlin, Germany
Kirti Gupta, Vice President, Technology and Economic Strategy, Qualcomm Inc.
Phil Wennblom, Senior Director, Standards Policy, Intel Corporation and IEEE SA

12:30 Adjourn

Confirmed Conference Participants (as of 5/15/2019):

1. Abdel Alshadafan, Bavarian School of Public Policy, Technical University of Munich
2. Pere Arque-Castells, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law
3. Talia Bar, Department of Economics, University of Connecticut
4. Justus Baron, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law
5. Rudi Bekkers, Eindhoven University of Technology
6. Brad Biddle, Center for the Study of Law, Science and Technology, Arizona State University School of Law
7. Petyo Bonev, Swiss Institute for Empirical Economic Research, University of St. Gallen
8. Dylan Boynton, Kellogg School of Management, Northwestern University
9. Emily S. Bremer, Notre Dame Law School
10. Carlo Capuano, Department of Economics and Statistics (DISES), University of Naples Federico II - Complesso Universitario di Monte S.Angelo, Via Cinthia, Naples, Italy
12. Avik Chakrabarti, Department of Economics, University of Wisconsin, Milwaukee
13. Jorge L. Contreras, S.J. Quinney College of Law, University of Utah
14. Mian Dai, Department of Economics and International Business, Bennett S. LeBow College of Business, Drexel University
15. **Soumitra Das**, U.S. Federal Communications Commission  
16. **Mary Donaldson**, National Institute of Standards and Technology  
17. **John Dubiansky**, Director of IP and Standards Policy, Dolby Laboratories, Inc.  
18. **Georgios Effraimidis**, Qualcomm Inc.  
19. **Alexander Galetovic**, Universidad de las Andes  
20. **Bernhard Ganglmair**, ZEW, MaCCI, and University of Mannheim  
22. **Heather Hammermeister**, Qualcomm Inc.  
23. **Olena Ivus**, Smith School of Business, Queen's University  
24. **Amol Joshi**, College of Business, Oregon State University  
25. **Byeongwoo Kang**, Institute of Innovation Research, Hitotsubashi University  
26. **Olia Kanevskaya**, Tilburg Law School/TILEC  
27. **Jungbae Kim**, Leonard N. Stern School of Business, New York University  
28. **Pierre Larouche**, Faculty of Law, Université de Montréal  
29. **Anne Layne Farrar**, Charles River Associates  
31. **Marie Le Mouel**, TILEC, Economics Department, Tilburg University  
32. **Jorge Lemus**, Department of Economics, University of Illinois at Urbana-Champaign  
33. **Gaston Llanes**, School of Business of the Catholic University of Chile  
34. **Arianna Martinelli**, Scuola Superiore Sant'Anna, Pisa, Italy  
35. **Maggie Qiuzhu Mei**, Management of Technology and Strategy (MTS), Grenoble Ecole de Management  
36. **Saeed Moshiri**, Department of Economics, STM College, University of Saskatchewan  
37. **Craig N. Murphy**, Department of Political Science, Wellesley College  
38. **Shukhrat Nasirov**, Leicester Castle Business School, De Montfort University  
39. **Tim Pohlmann**, IPlytics and Technical University Berlin  
40. **Ram Ranganathan**, McCombs School of Business, The University of Texas at Austin  
41. **Imke Reimers**, Northeastern University  
42. **Julius Rissanen**, Nokia Technologies  
43. **Tatiana Rosa**, Centro de Estudios Monetarios y Financieros (CEMFI)  
44. **Marc S. Rysman**, Department of Economics, Boston University  
45. **Nilesh Saraf**, Beedie School of Business, Simon Fraser University  
46. **Julia Schmidt**, Banque de France  
47. **David L. Schwartz**, Northwestern Pritzker School of Law  
48. **Ralph Siebert**, Purdue University, Department of Economics, Krannert School of Management  
49. **Matthew L. Spitzer**, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law  
50. **Robin Stitzing**, Compass Lexecon  
51. **Jeffrey Strauss**, Buffett Institute for Global Affairs, Northwestern University  
52. **Hui Sun**, Kellogg School of Management, Northwestern University  
53. **Federico Tamagni**, Scuola Superiore Sant’Anna, Pisa, Italy  
54. **Andrew Toole**, Chief Economist, US Patents and Trademark Office (USPTO)  
55. **Jin Wang**, Kansas State University  
56. **Phil Wennblom**, Intel Corporation and IEEE SA  
57. **Mingtao Xu**, Krannert School of Management, Purdue University  
58. **Suli Zheng**, School of Economics and Management, China Jiliang University  
59. **Lijun Zhou**, Visiting Scholar, Katz Graduate School of Business, University of Pittsburgh, College of Economics and Management, and China Jiliang University