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

“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 a.m. to 12.20 p.m. **Session 2 — Standards and Patents**

“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**

“Standards-Setting Competition with Network Effects: Theory and Empirical Analysis”

**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

“Joining Standards Organizations: The Role of R&D, Patents, and Product Market Position”

**Justus Baron**, Northwestern Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law

Discussant: **Wen Wen**, The University of Texas at Austin, McCombs School of Business

3:20 to 3:40 **Break**
Session 4 — The Governance of Consensus Standardization

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

Friday, May 24th

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

8:45 to 10:45 Session 5 — Standards Adoption and Certification

“Trademarks, Certification Marks and Technical Standards”
Jorge Contreras, University of Utah

Discussant: David L. Schwartz, Northwestern Pritzker School of Law

“Certifier Competition and Audit Grades”
Talia Bar, University of Connecticut

Discussant: TBD

“Differentiation in Adoption of Environmental Standards: LEED from 2000-2010”
Marc Rysman, Boston University

Discussant: Pere Arque-Castells, Northwestern Center on Law, Regulation, and Economic Growth, 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 4/15/2019):

1. **Abdel Alshadafan**, Bavarian School of Public Policy, Technical University of Munich
2. **Pere Arque-Castells**, Northwestern Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law
3. **Talia Bar**, Department of Economics, University of Connecticut
4. **Justus Baron**, Northwestern Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law
5. **Rudi Bekkers**, Eindhoven University of Technology
6. **Brad Biddle**, Arizona State University School of Law, Center for the Study of Law, Science and Technology
7. **Petyo Bonev**, University of St. Gallen
8. **Dylan Boynton**, Kellogg School of Management, Northwestern University
9. **Emily S. Bremer**, Notre Dame Law School
10. **Justine Bulkaert**, UER Economics, University of Liege
11. **Carlo Capuano**, Department of Economics and Statistics (DISES), University of Naples Federico II - Complesso Universitario di Monte S.Angelo, Via Cinthia, Naples, Italy
13. **Avik Chakrabarti**, Department of Economics, University of Wisconsin, Milwaukee
14. **Jorge L. Contreras**, S.J. Quinney College of Law, University of Utah
15. **Mian Dai**, Department of Economics and International Business, Bennett S. LeBow College of Business, Drexel University
16. **Soumitra Das**, U.S. Federal Communications Commission
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. **Olena Ivus**, Smith School of Business, Queen's University
23. **Amol Joshi**, College of Business, Oregon State University
24. **Byeongwoo Kang**, Institute of Innovation Research, Hitotsubashi University
25. **Olia Kanevskaia**, PhD Candidate, Tilburg Law School/TILEC
27. **Pierre Larouche**, Faculty of Law, Université de Montréal
28. **Anne Layne Farrar**, Charles River Associates
29. **Honggi Lee**, The Fuqua School of Business, Duke University
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. **Julius Rissanen**, Nokia Technologies, Patent Business
42. **Tatiana Rosa**, Centro de Estudios Monetarios y Financieros (CEMFI)
43. **Marc S. Rysman**, Department of Economics, Boston University
44. **Nilesh Saraf**, Beedie School of Business, Simon Fraser University
45. **Julia Schmidt**, Banque de France
46. **David L. Schwartz**, Northwestern Pritzker School of Law
47. **Ralph Siebert**, Purdue University, Department of Economics, Krannert School of Management
48. **Matthew L. Spitzer**, Northwestern Center on Law, Regulation, and Economic Growth, Northwestern Pritzker School of Law
49. **Robin Stitzing**, Compass Lexecon
50. **Jeffrey Strauss**, Associate Director, Northwestern Buffett Institute for Global Affairs
51. **Hui Sun**, Kellogg School of Management, Northwestern University
52. **Federico Tamagni**, Scuola Superiore Sant’Anna, Pisa, Italy
53. **Andrew Toole**, Chief Economist, US Patents and Trademark Office (USPTO)
54. **Jin Wang**, Kansas State University
55. **Wen Wen**, McCombs School of Business, The University of Texas at Austin
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