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”
Bernard 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 Effect of Considering Standards-related Documentation for Patent Examination”
**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
3:40 to 5:00  **Session 4 — The Governance of Consensus Standardization**


Pierre Larouche, Université de Montréal

“The Historical Origins of Consensus Standardization in the 19th Century”

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 Wennbloom, Senior Director, Standards Policy, Intel Corporation and IEEE SA

12:30        Adjourn