

7th ZEW Conference: The Economics of Information and Communication Technologies

Program for July 3rd and 4th, 2009

sponsored by the German Science Foundation (DFG)

The asterisk "*" indicates the presenting author.

Friday, 03.07.2009

8:30-9:00	Registration	
9:00-9:10	Welcome (Room: Luxembourg): Irene Bertschek	
9:10-10:00	Invited session I (Room: Luxembourg); Chair: Martin Peitz	
	Michael SMITH (Carnegie Mellon University, USA) <i>Cannibalizing Purchases or Converting Pirates: The Impact of Digital Distribution in a Multi-Channel World</i>	
10:00-10:30	Coffee Break	
10:30-12:30	Parallel sessions I: Mobile Communication	Advertisement
	I.a (Room: Strasbourg); Chair: Gilbert Cette	I.b (Room: Luxembourg); Chair: Andrea Pozzi
	Bruno BASALISCO (Imperial College, London, UK) <u>The Effect of User Interaction on the Demand for Mobile Text Messages: Evidence from Cross-Country Data (2002-2007)</u> Discussant: Ferdinand MAHR	Geza SAPI and Irina SULEYMANOVA* (DIW Berlin, GERMANY) <u>Beef up your Competitor: A Model of Advertising Cooperation between Internet Search Engines</u> Discussant: Steffen HOERNIG
	Tobias VEITH (ZEW Mannheim, GERMANY) <i>Mobile Network Interconnection, Regulation and Investments</i> Discussant: Bruno BASALISCO	Kamal JAIN (Microsoft Research) and Alexander WHITE* (Toulouse School of Economics and Télécom Paristech, FRANCE) <u>Intent and Interest: The Attention Economy of Search and Web Advertisement</u> Discussant: Martin PEITZ
	Andreas BOHLIN, Harald GRUBER* (European Investment Bank, LUXEMBOURG) and Pantelis KOUTROUMPIS (Imperial College London, UK) <u>Diffusion of Innovation in Mobile Communications</u> Discussant: Gilbert CETTE	Babur DE LOS SANTOS (Indiana University, USA) <u>Consumer Search on the Internet</u> Discussant: Andrea POZZI

12:30-13:30	Lunch Break	
13:30-14:50	Parallel sessions II: ICT Diffusion	Market Structure
	II.a (Room: Strasbourg); Chair: Harald Gruber	II.b (Room: Luxembourg); Chair: Michael Ward
	<p>Gilbert CETTE and Jimmy LOPEZ* (Banque de France and Université de la Méditerranée, FRANCE)</p> <p><u>ICT demand behaviour: an international comparison</u></p> <p>Discussant: Mary O'MAHONY</p> <p>Arnold PICOT and Nico GROVE* (Ludwig Maximilians University of Munich, GERMANY)</p> <p><i>FTTX in Rural Areas: Public Engagement for Infrastructure Provisioning</i></p> <p>Discussant: Harald GRUBER</p>	<p>Ralph SIEBERT (Purdue University, USA) and Christine ZULEHNER* (WIFO, Austria)</p> <p><u>The Impact of Market Demand and Innovation on Market Structure</u></p> <p>Discussant: Mark MCCABE</p> <p>Andrea POZZI (Stanford University, USA)</p> <p><u>Shopping Cost and Brand Exploration in Online Grocery</u></p> <p>Discussant: Michael WARD</p>
14:50-15:15	Coffee Break	
15:15-17:15	Parallel sessions III: Demand for ICT	ICT and performance
	III.a (Room: Strasbourg); Chair: Irina Suleymanova	III.b (Room: Luxembourg); Chair: Katja Coneus
	<p>Ana LOPEZ and Maria VICENTE* (University of Oviedo, SPAIN)</p> <p><u>To what Extent Firms are using E-Commerce? Some Evidence for the EU-27</u></p> <p>Discussant: Nico GROVE</p> <p>Steffen HOERNIG (Universidade Nova de Lisboa, PORTUGAL and CEPR, UK)</p> <p><u>Competition between Multiple Asymmetric Networks: a Toolkit and Applications</u></p> <p>Discussant: Alexander WHITE</p> <p>Sjaak HURKENS* (Institute for Economic Analysis CSIC and IESE, SPAIN) and Doh-Shin JEON (University Pompeu Fabra and IESE and Toulouse School of Economics, SPAIN/FRANCE)</p> <p><u>A Retail Benchmarking Approach to Efficient Two-Way Access Pricing: Termination-Based Price Discrimination with Elastic Subscription Demand</u></p> <p>Discussant: Irina SULEYMANOVA</p>	<p>Jörn BLOCK (Munich University of Technology, GERMANY), Philipp KÖLLINGER (Erasmus University Rotterdam, THE NETHERLANDS) and Daniel NEPELSKI* (IPTS, SPAIN)</p> <p><i>Competition and Innovation: ICT- and non-ICT-enabled Products and Process Innovations</i></p> <p>Discussant: Christine ZULEHNER</p> <p>Ana RINCON-AZNAR*, Catherine ROBINSON and Ben MYERS, (National Institute of Economic and Social Studies, UK)</p> <p><u>The Impact of Regulation on ICT investment on Productivity: a study using EUKLEMS</u></p> <p>Discussant: Marianne SAAM</p> <p>Vincenzo SPIEZIA (OECD, FRANCE)</p> <p><u>Assessing the Impact of ICT Use on Pisa Scores</u></p> <p>Discussant: Katja CONEUS</p>

18:30	Departure Delta Park Hotel
20:00	Conference Dinner

Saturday, 04.07.2009

09:00-09:45	Invited Session II: (Room: Luxembourg); Chair: Margit Vanberg	
	Heidi CIGAN (European Commission DG INFSO, BELGIUM)	
	<i>i2010: ICT Benchmarking in the EU 2009</i>	
9:45-10:00	Short Break	
10:00-12:00	Parallel sessions IV: Individual and Firm Strategies	Online Markets
	IV.a (Room: Strasbourg); Chair: Ana Rincon-Aznar	IV.b (Room: Luxembourg); Chair: Michael Smith
	Johannes KOENEN* and Steffen REIK (University of Mannheim, GERMANY)	Craig DEPKEN (University of North Carolina at Charlotte, USA) and Michael WARD* (University of Texas at Arlington, USA)
	<u><i>Individual (Ir)rationality? An Empirical Analysis of Behavior in an Emerging Social Online-Network</i></u>	<u><i>The Impact of an Online Journal Database on Academic Scholarship: JSTOR and Economics</i></u>
	Discussant: Jenny MEYER	Discussant: Babur DE LOS SANTOS
	Benjamin ENGELSTÄTTER (ZEW Mannheim, GERMANY)	Manuel BAGUES* (Universidad Carlos III, SPAIN) and Mauro Sylos LABINI (IMT Lucca Institute for Advanced Studies, ITALY)
	<u><i>Enterprise Systems and Labor Productivity: Disentangling Combination Effects</i></u>	<u><i>Do On-Line Labor Market Intermediaries Matter? The Impact of AlmaLaurea on the University-to-Work Transition</i></u>
	Discussant: Daniel NEPELSKI	Discussant: Craig DEPKEN
	Tobias KRETSCHMER and Ferdinand MAHR* (Ludwig Maximilians University of Munich, GERMANY)	Mark McCABE* (University of Michigan, USA), Christopher SNYDER (Dartmouth College, USA) and Roger Schonfeld (University of Ithaka, USA)
	<u><i>Performance Effects of Aligning Information Technology with Organization and Product Market Strategy</i></u>	<u><i>Taller Profiles and/or Longer Tails? Online Access and Scientific Communication</i></u>
	Discussant: Ana RINCON-AZNAR	Discussant: Michael SMITH
12:00-12:30	Coffee Break	
12:30-13:30	Invited Session III (Room: Luxembourg); Chair: Irene Bertschek	
	Neil GANDAL (Tel Aviv University, ISRAEL)	
	<i>R&D Spillovers: The 'Social Network' of Open Source Software</i>	
13:30	Lunch	