

**9<sup>th</sup> ZEW Conference:  
The Economics of Information  
and Communication Technologies**

**Conference Programme June 27 - 28, 2011  
Sponsored by the  
German Science Foundation (DFG)**

**ZEW**

Zentrum für Europäische  
Wirtschaftsforschung GmbH

Centre for European  
Economic Research

**DFG**

**MaCCI** MANNHEIM CENTRE  
FOR COMPETITION  
AND INNOVATION

Monday, 2011-06-27 **The asterisk “\*” indicates the presenting author.**

9:00-9:20	Registration	
9:20-9:30	Welcome (Room: Luxembourg): Irene Bertschek	
9:30-10:45	Keynote Lecture I (Room: Luxembourg); Chair: Martin PEITZ	
	Avi GOLDFARB (Rotman School of Management, University of Toronto, CANADA) <b><i>Geography and the Internet: An Example from Crowdfunding</i></b>	
10:45-11:15	Coffee Break	
11:15-13:00	Parallel sessions I: Labour Economic Perspective	Advertising
	<p>I.a (Room: Strasbourg); Chair: Michael WARD</p> <p>Azza AZIZA, Adel BEN YOUSSEF (University of Nice Sophia-Antipolis and GREDEG-CNRS, FRANCE) and Nessrine OMRANI*(University of Paris-Sud 11 and ADIS, FRANCE)</p> <p><b><u><a href="#">Do E-Skilled Workers have better Contextual Performance? Evidence from France in 2006</a></u></b></p> <p>Discussant: Rodrigo BELO</p> <p>Ludivine MARTIN (CEPS/INSTEAD, LUXEMBOURG)</p> <p><b><u><a href="#">The Impact of Technological and Organizational Changes on Motivations to Work Hard: European Evidence</a></u></b></p> <p>Discussant: Adel BEN YOUSSEF</p> <p>Rodrigo BELO* (Carnegie Mellon University, USA), Pedro FERREIRA (Carnegie Mellon University, USA and University of Lisbon, PORTUGAL) and Rahul TELANG (Carnegie Mellon University, USA)</p> <p><b><u><a href="#">The Effects of Broadband in Schools: Evidence from Portugal</a></u></b></p> <p>Discussant: Michael WARD</p>	<p>I.b (Room: Luxembourg); Chair: Bernd SKIERA</p> <p>Monic SUN* (Stanford University, USA) and Feng ZHU (University of Southern California, CA,USA)</p> <p><b><u><a href="#">Ad Revenue and Content Commercialization: Evidence from Blogs</a></u></b></p> <p>Discussant: Lisa GEORGE</p> <p>Oliver HINZ* (University of Darmstadt, GERMANY), Bernd SKIERA (Goethe-University of Frankfurt, GERMANY), Christian BARROT and Jan U. BECKER (Kühne Logistics University Hamburg, GERMANY)</p> <p><b><u><a href="#">Social Contagion - An Empirical Comparison of Seeding Strategies for Viral Marketing</a></u></b></p> <p>Discussant: Kenneth WILBUR</p> <p>Mingyu Joo (Syracuse University, NY, USA), Kenneth WILBUR* (Duke University, NC, USA) and Yi Zhu (University of Southern California, USA)</p> <p><b><i>Does Television Advertising Influence Online Search?</i></b></p> <p>Discussant: Bernd SKIERA</p>
13:00-14:00	Lunch Break	

14:00-15:45	<p>Parallel sessions II:      Macroeconomic Perspective</p> <p>II.a (Room: Strasbourg); Chair: Itai ATER</p> <p>Benedetto MOLINARI* and Jesús RODRÍGUEZ-LÓPEZ (Universidade Pablo de Olavide, SPAIN)</p> <p><b><i>The Effect of Technological Progress on U.S. Postwar Productivity: a Focus on ICT</i></b></p> <p>Discussant: Vincenzo SPIEZIA</p> <p>Thomas STROBEL (Institute for Economic Research at the University of Munich, GERMANY)</p> <p><b><u><a href="#">The Economic Impact of Capital-Skill Complementarities on Sectoral Productivity Growth</a></u></b></p> <p>Discussant: Benedetto MOLINARI</p> <p>Shilin ZHENG (Chinese Academie of Social Sciences, REPUBLIC OF CHINA) and Michael WARD* (University of Texas at Arlington, TX, USA)</p> <p><b><u><a href="#">The Effects of Market Liberalization and Privatization on Chinese Telecommunications</a></u></b></p> <p>Discussant: Itai ATER</p>	<p>Online Markets I</p> <p>II.b (Room: Luxembourg); Chair: Feng ZHU</p> <p>Andrea POZZI (Einaudi Institute for Economics and Finance, ITALY)</p> <p><b><u><a href="#">Who Is Hurt by E-Commerce? Crowding out and Business Stealing in Online Grocery</a></u></b></p> <p>Discussant: Daniel CERQUERA (ZEW Mannheim, GERMANY)</p> <p>Alejandro ZENTNER (University of Texas at Dallas, TX, USA)</p> <p><b><u><a href="#">The Effect of the Internet on Advertising Expenditures. An Empirical Analysis Using a Panel of Countries</a></u></b></p> <p>Discussant: Monic SUN</p> <p>Anindya GHOSE*, Panagiotis G. Ipeiritis and Beibei Li (Stern School of Business, New York University, USA)</p> <p><b><u><a href="#">Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowd-Sourced Content</a></u></b></p> <p>Discussant: Feng ZHU</p>
15:45-16:15	Coffee Break	

16:15-18:00	<p>Parallel sessions III: Innovation</p> <p>III.a (Room: Strasbourg); Chair: Iulia SIEDSCHLAG</p> <p>Itai ATER* (Tel Aviv University, ISRAEL) and Eugene ORLOV (Compass Lexecon, IL, USA)</p> <p><u><a href="#">The Effect of the Internet on On-Time Performance in the Airline Industry</a></u></p> <p>Discussant: Dilan AKSOY</p> <p>Christian PEUKERT (Ludwig-Maximilians University of Munich, GERMANY)</p> <p><u><a href="#">External Technology Supply and Client-Side Innovation</a></u></p> <p>Discussant: Benjamin ENGELSTAETTER</p> <p>Vincenzo SPIEZIA (OECD, FRANCE)</p> <p><u><a href="#">Are ICT More Innovative? An Analysis of ICT-Enabled Innovation in OECD Firms</a></u></p> <p>Discussant: Iulia SIEDSCHLAG (ESRI Dublin, IRELAND)</p>	<p>Platforms I</p> <p>III.b (Room: Luxembourg); Chair: Thierry PENARD</p> <p>Ramon CASADESUS-MASANELL and Hanna HALABURDA* (Harvard Business School, USA)</p> <p><u><a href="#">When Does a Platform Create Value by Limiting Choice?</a></u></p> <p>Discussant: Eric DARMON</p> <p>Zhiwen LI* and Thierry PENARD (University of Rennes-1-CREM, FRANCE)</p> <p><b><i>The Role of Quantity and Quality in the Competition of B2B Platforms</i></b></p> <p>Discussant: Tim-Paul THOMES</p> <p>Hanna HALABURDA (Harvard Business School, USA) and Yaron YEHEZKEL* (Tel Aviv University, ISRAEL)</p> <p><u><a href="#">Platform Competiton under Asymmetric Information</a></u></p> <p>Discussant: Thierry PENARD</p>
19:30	Best Western Premier Steubenhof Hotel: Conference Dinner	

Tuesday, 2011-06-28

09:00-10:45	Parallel sessions IV: Network Infrastructure	Online Markets II
	<p>IV.a (Room: Strasbourg); Chair: Joao VAREDA</p> <p>Marc BOURREAU* (Telecom ParisTech, FRANCE), Carlo CAMBINI (Politecnico die Torino, ITALY) and Pinar DOGAN (Harvard University USA)</p> <p><u><a href="#">Incentives to Migrate to Next Generation Networks: From "Old" to "New" Technology</a></u></p> <p>Discussant: nn</p> <p>Duarte BRITO (Universidade Nova de Lisboa, PORTUGAL), Pedro PEREIRA and Joao VAREDA* (AdC and IST, PORTUGAL)</p> <p><b><i>Investment, Dynamic Consistency and the Sectoral Regulator's Objective</i></b></p> <p>Discussant: Nicolas SCHUTZ (University of Mannheim, GERMANY)</p> <p>Christian BENDER* and Georg GOETZ (University of Giessen, GERMANY)</p> <p><u><a href="#">Coexistence of Service- and Facility-Based Competition: The Relevance of Access Prices for "Make-or-Buy" Decisions</a></u></p> <p>Discussant: Joao VAREDA</p>	<p>IV.b (Room: Luxembourg); Chair: Christiaan HOGENDORN</p> <p>Tim-Paul THOMES (Friedrich-Schiller University of Jena, GERMANY)</p> <p><u><a href="#">An Economic Analysis of Online Streaming - The Case of the Music Industry</a></u></p> <p>Discussant: Yaron YEHEZKEL</p> <p>Alexander RASCH (University of Cologne, GERMANY) and Tobias WENZEL* (Düsseldorf Institute for Competition Economics and University of Cologne, GERMANY)</p> <p><u><a href="#">Piracy in a Two-Sided Software Market</a></u></p> <p>Discussant: Hanna HALABURDA</p> <p>Andres HERVAS-DRANE* (University Pompeu-Fabra and IESE SP-SP-Center, SPAIN) and Eli NOAM (Columbia University, USA)</p> <p><u><a href="#">Online Sharing and Cultural Globalization</a></u></p> <p>Discussant: Christiaan HOGENDORN</p>
10:45-11:15	Coffee Break	

11:15-12:30	Parallel sessions V      Computer Games	Search Engines
	<p>V.a (Room: Strasbourg); Chair: Alejandro ZENTNER</p> <p>Scott CUNNINGHAM (Baylor University, TX, USA), Benjamin ENGELSTAETTER* (ZEW Mannheim, GERMANY) and Michael WARD (University of Texas at Arlington, TX, USA)</p> <p><u><a href="#">Understanding the Effects of Violent Video Games on Violent Crime</a></u></p> <p>Discussant: Nessrine OMRANI</p> <p>Joerg CLAUSSEN, Christian ESSLING* and Tobias KRETSCHMER (Institute for Economic Research at the University of Munich, GERMANY)</p> <p><b><i>Technological Quality, Product Life Cycle and Product Success - Evidence from the Computer Games Industry</i></b></p> <p>Discussant: Alejandro ZENTNER</p>	<p>V.b (Room: Luxembourg); Chair: Irina SULEYMANOVA</p> <p>Lisa GEORGE (Hunter College and the Graduate Center CUNY, NY, USA) and Christiaan HOGENDORN* (Weslyan University, CT, USA)</p> <p><u><a href="#">Aggregators, Search and the Economics of New Media Institutions</a></u></p> <p>Discussant: Tobias WENZEL</p> <p>Michael ARNOLD (University of Delaware, DE, USA), Eric DARMON* and Thierry PENARD (CREM, University of Rennes 1, FRANCE)</p> <p><u><a href="#">To Sponsor or Not to Sponsor: Sponsored Search Auctions with Organic Links and Firm Dependent Click-Through Rates</a></u></p> <p>Discussant: Irina SULEYMANOVA</p>
12:30-13:30	Lunch	
13:30 -14:45	Parallel sessions VI      Sharing	News
	<p>VI.a (Room: Strasbourg); Chair: Andres HERVAS-DRANE</p> <p>Dilan AKSOY*, Andrea FOSFURI and Marco GIARRATANA (Universidad Carlos III, SPAIN)</p> <p><b><i>The Impact of Open Source Software: Introductions on Firm Value</i></b></p> <p>Discussant: Ludivine MARTIN</p> <p>Nicola Jentzsch, Geza SAPI* and Irina SULEYMANOVA (DIW, GERMANY)</p> <p><u><a href="#">Joint Customer Data Acquisition and Sharing among Rivals</a></u></p> <p>Discussant: Andres HERVAS-DRANE</p>	<p>VI.b (Room: Luxembourg); Chair: Andrea POZZI</p> <p>Robert SEAMANS (New York University, USA) and Feng ZHU* (University of Southern California, CA, USA)</p> <p><u><a href="#">Technology Shocks in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers</a></u></p> <p>Discussant: Anindya GHOSE</p> <p>Matthew BAKER and Lisa GEORGE* (Hunter College and the Graduate Center CUNY, NY, USA)</p> <p><u><a href="#">The News Hour: Estimating the Value of Television News</a></u></p> <p>Discussant: Andrea POZZI</p>
14:45-16:00	<p>Keynote Lecture II (Room Luxembourg); Chair: Martin Peitz</p> <p>Yaniv DOVER and Dina MAYZLIN* (Yale School of Management, USA)</p> <p><b><i>Promotional Reviews</i></b></p>	
16:00	Closing Remarks and Farewell Coffee	