

14<sup>th</sup> ZEW Conference on

# The Economics of Information- and Communication Technologies

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Mannheim, June 03/04, 2016

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**PROGRAMME** Friday, June 03, 2016

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08:30	Arrival and Registration	
09:00	Room Luxemburg	
	Welcome Address Achim WAMBACH (ZEW Mannheim, DE)	
09:15-10:30	Room Luxemburg	
	Keynote Lecture I Chair: Irene BERTSCHEK (ZEW Mannheim, DE)	
	Christopher FORMAN (Georgia Institute of Technology, USA) <a href="#">Agglomeration of Invention in the Bay Area: Not just ICT</a>	
10:30-11:00	Coffee Break	
11:00-12:30	Room Strasburg	Room Luxemburg
	Parallel Session Ia: Telecom Chair: Jan KRÄMER (University of Passau, DE)	Ia: INVITED SESSION I: organized by Michael ZHANG (Hong Kong University of Science and Technology) Chair: Michael ZHANG

Wolfgang BRIGLAUER\*, Niklas DÜRR (ZEW Mannheim, DE), Oliver FALCK (Ifo Institute Munich, DE) and Kai HÜSCHEL RATH (ZEW Mannheim, DE)

[State Aid, Broadband and Employment](#)

Discussant: Nicolas van ZEEBROECK

Leif BRANDES\* (University of Warwick, UK), Rosa CACABELOS and Egon FRANCK (University of Zurich, CH)

[Uncertainty and the Provision of Online Reviews for Services](#)

Christopher FORMAN (Georgia Institute of Technology, USA) and Nicolas van ZEEBROECK\* (Université Libre de Bruxelles, BE)

[Internet Adoption and Knowledge Diffusion](#)  
Discussant: tba

Catarina SISMEIRO (Imperial College of London, UK)

[Competition vs. Promotion Effects in Online Social Networks and News Consumption: A Natural Experiment](#)

Marc BOURREAU, Lukas GRZYBOWSKY and Maude HASBI\* (Telecom ParisTech, F)

[Private Operators' Entry Strategies in the FttH Market – The Case of France](#)

Discussant: Jan KRÄMER

Monic SUN (Boston University, USA), Michael ZHANG\* (Hong Kong University of Science and Technology) and Feng ZHU (Harvard Business School, USA)

[Nonconformity in Online Social Networks: Experimental Evidence](#)

12:30–13:30

Lunch Break

13:30–15:00

Room Strasbourg  
Parallel Session IIa: Digital Platforms  
Chair: Olga SLIVKO (ZEW Mannheim, DE)

Room Luxemburg  
Parallel Session IIb: Contracts  
Chair: Chengsi WANG (University of Mannheim, DE)

Mi Hyun LEE, Sungho PARK\* , Sang Pil HAN (Arizona State University, USA) and Wonseok OH (Korea Advanced Institute of Science and Technology, KP)

[Playing to Learn and Learning to Play: Effects of Superstar App Adoption on Enhancements to Mobile App Proficiency](#)

Discussant: Leif BRANDES

Özlem BEDRE-DEFOLIE\* (ESMT, DE) and Gary BIGLAISER (University of North Carolina, USA)

[Contracts as a Barrier to Entry in Markets with Non-Pivotal Buyers](#)

Discussant: Matthias HUNOLD

Simon TRIMBORN\* and Wolfgang Karl HÄRDLE (Humboldt University, Germany)

[CRIX or Evaluating Blockchain Based Currencies](#)

Discussant: tba

Justin JOHNSON (Cornell University, USA)

[The Agency Model and MFN Clauses](#)

Discussant: Chengsi WANG

Lei XU\* (McGill University, Canada), Tingting NIAN (University of California, Irvine, USA) and Luis CABRAL (New York University and CEPR, USA)

[What Makes Geeks Tick? A Study of Stack Overflow Careers](#)

Discussant: Olga SLIVKO

Matthias HUNOLD\* (Frontier Economics, DE) and Ulrich LAITENBERGER (ZEW Mannheim, DE)

[Evaluation of Best Price Clauses used by Online Travel Agencies](#)

Discussant: Justin JOHNSON

15:00–15:30

Coffee Break

<p>15:30-17:00</p> <p>Room Strasburg Parallel Session IIIa: Advertising Chair: Thomas FRICK (Erasmus University, NL)</p>	<p>Room Luxemburg Parallel Session IIIb: Macro Chair: Marianne SAAM (ZEW Mannheim, DE)</p>	<p>Room 2 Parallel Session IIIc: Information Economics Chair: Taka HONRYO (University of Mannheim, DE)</p>
<p>Sébastien BROOS (University of Liege, BE) <a href="#">Targeted Advertising and Consumer Information</a> Discussant: Daniela SCHMITT (University of Mannheim, DE)</p> <p>Thomas FRICK* and Ting LI (Erasmus University, NL) <a href="#">Personalization in Social Retargeting – A Field Experiment</a> Discussant: Sébastien BROOS</p> <p>Marc HEISE* (Goethe University of Frankfurt, DE), Nadia Abou NABOUT (Vienna University, AT) and Bernd SKIERA (Goethe University of Frankfurt, DE) <a href="#">An Analysis of the Profitability of Even Pacing in Real-Time Bidding</a> Discussant: Thomas FRICK</p>	<p>Thomas NIEBEL* and Jörg OHNEMUS (ZEW Mannheim, DE) <a href="#">On the Determinants of Cloud Computing Adoption</a> Discussant: Michael WOHLFART (University of Passau, DE)</p> <p>Myrthe van DIEIJEN* (Erasmus University, The Netherlands), Abishek BORAH (University of Washington, USA), Gerard TELLIS (University of Southern California, USA) and Philip Hans FRANSES (Erasmus University, NL) <a href="#">Volatility Spillovers Across User-Generated Content and Stock Market Performance</a> Discussant: Michael ZHANG</p>	<p>Dainis ZEGNERS (LMU Munich, DE) <a href="#">Voluntary Disclosure of Product Information: The Case of E-Book Samples</a> Discussant: Jeanne HAGENBACH</p> <p>Jordana VIOTTO (Université Paris 13, F) <a href="#">Beyond Financing: Crowdfunding as an Informal Mechanism</a> Discussant: Dainis ZEGNERS</p> <p>Jeanne HAGENBACH* (CNRS, F) and Eduardo PEREZ-RICHET (Ecole Polytechnique, F) <a href="#">Communication with Evidence in the Lab</a> Discussant: Taka HONRYO</p>
<p>17:50 Meeting at ZEW (Foyer) for Bustransfer to Weinheim</p>		
<p>19:00 Conference Dinner in Weinheim Award of the Science Prize „Future of the Working World“ of the Volksbank Weinheim Foundation and the ZEW</p>		

09:00-10:30	<p>Room Strasburg Parallel Session IVa: Social Networks Chair: Ting LI (Erasmus University, NL)</p>	<p>Room Luxemburg IVb: INVITED SESSION II organized by Florian STAHL (University of Mannheim, Germany) Chair: Florian STAHL</p>
	<p>Mina AMERI (University of Texas at Dallas, USA), Elisabeth HONKA* (University of California, Los Angeles, USA) and Ying XIE (University of Texas at Dallas, USA) <a href="#">Word-of-Mouth, Observational Learning, and Product Adoption: Evidence from an Anime Network</a> Discussant: Ananya SEN</p> <p>Jan KRÄMER* (University of Passau, DE) Daniel SCHNURR (Karlsruhe Institute of Technology, DE) and Michael WOHLFAHRT (University of Passau, DE) <a href="#">Winners, Losers, and Facebook: The Role of Social Logins in the Online Advertising Ecosystem</a> Discussant: Jianqing CHEN</p> <p>Maria PETROVA (Barcelona IPEG, ES), Ananya SEN* (Toulouse School of Economics, F) and Pinar YILDIRIM (University of Pennsylvania, USA) <a href="#">Social Media and Political Donations: Evidence from Twitter</a> Discussant: Ting LI (Erasmus University, NL)</p>	<p>Zsolt KATONA (University of California, Berkeley, USA) <a href="#">Real or Fake: Managing User Authenticity in Ad Auctions</a></p> <p>Eva ASCARZA (Columbia Business School, USA), Peter EBBES* (HEC Paris, France), Oded NETZER (Columbia Business School, USA) and Matt DANIELSON (Globys, USA) <a href="#">Beyond the Target Customer: Social Effects of CRM Campaigns</a></p> <p>Gil APPEL (Ben-Gurion University of the Negev, IL), Barak LIBAI* (Interdisciplinary Center (IDC), Herzliya, IL) and Eitan MULLER (New York University, USA) <a href="#">The Growth and Popularity of Digital Goods: Evidence from Freeware Markets</a></p>
10:30-11:00	Coffee Break	
11:00-12:00	<p>Room Strasburg Parallel Session Va: Compatibility Chair: Michael KUMMER (Georgia Institute of Technology, USA and ZEW)</p>	<p>Room Luxemburg Vb INVITED SESSION III organized by Florian STAHL (University of Mannheim, DE) Chair: Florian STAHL</p>
	<p>Do-Shin JEON (Toulouse School of Economics and CEPR, F), Domenico MENICUCCI (University degli Studi di Firenze, IT) and Nikrooz NASR* (Toulouse School of Economics, F) <a href="#">Dynamics of Compatibility under Switching Costs</a> Discussant: Paul HÜNERMUND (ZEW Mannheim, DE)</p>	<p>Stephan SEILER* (Stanford University, USA), Song YAO (Northwestern University, USA) and Wenbo WANG (New York University, USA) <a href="#">The Impact of Earned Media on Demand: Evidence from a Natural Experiment</a></p>

Ron ADNER (Dartmouth College, USA),  
Jianqing CHEN\* (University of Texas at  
Dallas, USA) and Feng ZHU (Harvard  
University, USA)

[Frenemies in Platform Markets: The Case  
of Apple's iPad vs. Amazon's Kindle](#)

Discussant: Michael KUMMER

Peter P. ZUBCSEK \*(University of Florida,  
USA), Tuan Q. PHAN (National University  
of Singapore) and Xuesong LU (Ecole  
Polytechnique Fédérale de Lausanne, CH)

[Homophily and Influence: Pricing to  
Harness Word-of-Mouth on Social  
Networks](#)

12:00-13:00

Lunch Break

13:00-14:15

Room Luxemburg

**Keynote Lecture II**

Chair: Martin PEITZ (University of Mannheim, DE)

Joshua S. GANS\*, Avi Goldfarb and Mara Lederman (University of Toronto, CA)

[Exit, Tweets, and Loyalty](#)

14:15-14:45

Coffee Break

14:45-16:15

Room Strasburg

Parallel Session VIa: Internet Economics

Chair: Amedeo PIOLATTO (University of  
Barcelona, E)

Room Luxemburg

Parallel Session VIb: Consumer Behavior

Chair: Mike WARD (University of Texas at  
Arlington, USA)

Sebastian DENGLER\* and Jens PRÜFER  
(Tilburg University, NL)

[Consumers' Privacy Choices in the Era of  
Big Data](#)

Discussant: Katja SEIM

Rodrigo BELO (Erasmus University, NL),  
Pedro FERREIRA (Carnegie Mellon  
University, USA), Miguel GODINHO DE  
MATOS\* (Catolica Lisbon, PT) and Filipa  
REIS (Carnegie Mellon University, USA and  
Catolica Lisbon, PT)

[The Impact of Time-Shift Television on TV  
Viewership Behavior](#)

Discussant: Mike WARD

Amedeo PIOLATTO (University of  
Barcelona, E)

[Competition and Welfare Consequences  
of Information Aggregators](#)

Discussant: Sebastian DENGLER

Georg von GRÄVENITZ\* (Queen Mary  
University, UK), Christian HELMERS,  
Valentine MILLOT (Santa Clara University,  
USA), Oliver TURNBULL and Eddie WILSON  
(OECD and Bristol University, UK)

[Does Online Search Increase Sales?  
Evidence on Big Data for Car Markets in  
Germany and the UK](#)

Discussant: Rodrigo BELO (Erasmus  
University, NL)

Jean-Francois HOUEDE (University of  
Pennsylvania, USA), Peter NEWBERRY  
(Pennsylvania State University, USA) and  
Katja SEIM\* (University of Pennsylvania,  
USA)

[Sales Tax, E-Commerce, and Amazon's  
Fulfillment Center Network](#)

Discussant: Amedeo PIOLATTO

Christian HELMERS\* (Santa Clara  
University, USA), Pramila KRISHNAN  
(University of Cambridge, UK) and Manasa  
PATNAM (CREST-ENSAE, F)

[Attention and Saliency on the Internet:  
Evidence from an Online  
Recommendation System](#)

Discussant: Veronica VALLI (University of  
Mannheim, DE)

16:15

End of Conference