

9th ZEW Conference: The Economics of Information and Communication Technologies

Preliminary (!) Programme as of May 18, 2011

Sponsored by the German Science Foundation (DFG)

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: Irene Bertschek	
	Avi GOLDFARB (Rotman School of Management, University of Toronto, CANADA) <i>Geography and the Internet: An Example from Crowdfunding</i>	
10:45-11:15	Coffee Break	
11:15-13:00	Parallel sessions I: Innovation	Advertising
	<p>I.a (Room: Strasbourg); Chair: nn</p> <p>Itai ATER* (Tel Aviv University, ISRAEL) and Eugene ORLOV (Compass Lexecon, IL, USA) <i>The Effect of the Internet on On-Time Performance in the Airline Industry</i> Discussant: nn</p> <p>Christian PEUKERT (Ludwig-Maximilians University of Munich, GERMANY) <i>External Technology Supply and Client-Side Innovation</i> Discussant: nn</p> <p>Vincenzo SPIEZIA (OECD, FRANCE) <i>Are ICT More Innovative? An Analysis of ICT-Enabled Innovation in OECD Firms</i> Discussant: nn</p>	<p>I.b (Room: Luxembourg); Chair: nn</p> <p>Monic SUN* (Stanford University, USA) and Feng ZHU (University of Southern California, CA, USA) <i>Ad Revenue and Content Commercialization: Evidence from Blogs</i> Discussant: nn</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) <i>Social Contagion - An Empirical Comparison of Seeding Strategies for Viral Marketing</i> Discussant: nn</p> <p>Mingyu Joo (Syracuse University, NY, USA), Kenneth WILBUR* (Duke University, NC, USA) and Yi Zhu (University of Southern California, USA) <i>Does Television Advertising Influence Online Search?</i> Discussant: nn</p>

13:00-14:00	Lunch Break	
14:00-15:45	Parallel sessions II: Macroeconomic Perspective	Platforms I
	<p>II.a (Room: Strasbourg); Chair: nn</p> <p>Thomas STROBEL (Institute for Economic Research at the University of Munich, GERMANY)</p> <p><i>The Economic Impact of Capital-Skill Complementarities on Sectoral Productivity Growth</i></p> <p>Discussant: nn</p> <p>Benedetto MOLINARI* and Jesús RODRÍGUEZ-LÓPEZ (Universidade Pablo de Olavide, SPAIN)</p> <p><i>The Effect of Technological Progress on U.S. Postwar Productivity: a Focus on ICT</i></p> <p>Discussant: nn</p> <p>Shilin ZHENG (Chinese Academie of Social Sciences, REPUBLIC OF CHINA) and Michael WARD* (University of Texas at Arlington, TX, USA)</p> <p><i>The Effects of Market Liberalization and Privatization on Chinese Telecommunications</i></p> <p>Discussant: nn</p>	<p>II.b (Room: Luxembourg); Chair: nn</p> <p>Ramon CASADESUS-MASANELL and Hanna HALABURDA* (Harvard Business School, USA)</p> <p><i>When Does a Platform Create Value by Limiting Choice?</i></p> <p>Discussant: nn</p> <p>Hanna HALABURDA (Harvard Business School, USA) and Yaron YEHEZKEL* (Tel Aviv University, ISRAEL)</p> <p><i>Platform Competiton under Asymmetric Information</i></p> <p>Discussant: nn</p> <p>Zhiwen LI* and Thierry PENARD (University of Rennes-1-CREM, FRANCE)</p> <p><i>The Role of Quantity and Quality in the Competition of B2B Platforms</i></p> <p>Discussant: nn</p>
15:45-16:15	Coffee Break	

16:15-18:00	Parallel sessions III: Labour Economic Perspective	Online Markets I
	<p>III.a (Room: Strasbourg); Chair: nn</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><i>Do E-Skilled Workers have better Contextual Performance? Evidence from France in 2006</i></p> <p>Discussant: nn</p> <p>Ludivine MARTIN (CEPS/INSTEAD, LUXEMBOURG)</p> <p><i>The Impact of Technological and Organizational Changes on Motivations to Work Hard: European Evidence</i></p> <p>Discussant: nn</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><i>The Effects of Broadband in Schools: Evidence from Portugal</i></p> <p>Discussant: nn</p>	<p>III.b (Room: Luxembourg); Chair: nn</p> <p>Andrea POZZI (Einaudi Institute for Economics and Finance, ITALY)</p> <p><i>Who Is Hurt by E-Commerce? Crowding out and Business Stealing in Online Grocery</i></p> <p>Discussant: nn</p> <p>Alejandro ZENTNER (University of Texas at Dallas, TX, USA)</p> <p><i>The Effect of the Internet on Advertising Expenditures. An Empirical Analysis Using a Panel of Countries</i></p> <p>Discussant: nn</p> <p>Robert SEAMANS (New York University, USA) and Feng ZHU* (University of Southern California, CA, USA)</p> <p><i>Technology Shocks in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers</i></p> <p>Discussant: nn</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: nn</p> <p>Marc BOURREAU* (Telecom ParisTech, FRANCE), Carlo CAMBINI (Politecnico die Torino, ITALY) and Pinar DOGAN (Harvard University USA)</p> <p><i>Incentives to Migrate to Next Generation Networks: From "Old" to "New" Technology</i></p> <p>Discussant: nn</p> <p>Christian BENDER* and Georg GOETZ (University of Giessen, GERMANY)</p> <p><i>Coexistence of Service- and Facility-Based Competition: The Relevance of Access Prices for "Make-or-Buy" Decisions</i></p> <p>Discussant: nn</p> <p>Duarte BRITO (Universidade Nova de Lisboa, PORTUGAL), Pedro PEREIRA and Joao VAREDA* (AdC and IST, PORTUGAL)</p> <p><i>Investment, Dynamic Consistency and the Sectoral Regulator's Objective</i></p> <p>Discussant: nn</p>	<p>IV.b (Room: Luxembourg); Chair: nn</p> <p>Tim-Paul THOMES (Friedrich-Schiller University of Jena, GERMANY)</p> <p><i>An Economic Analysis of Online Streaming - The Case of the Music Industry</i></p> <p>Discussant: nn</p> <p>Alexander RASCH (University of Cologne, GERMANY) and Tobias WENZEL* (Düsseldorf Institute for Competition Economics and University of Cologne, GERMANY)</p> <p><i>Piracy in a Two-Sided Software Market</i></p> <p>Discussant: nn</p> <p>Andres HERVAS-DRANE* (University Pompeu-Fabra and IESE SP-SP-Center, SPAIN) and Eli NOAM (Columbia University, USA)</p> <p><i>Online Sharing and Cultural Globalization</i></p> <p>Discussant: nn</p>
10:45-11:15	Coffee Break	

11:15-12:30	Parallel sessions V Computer Games	Search Engines
	<p>IV.a (Room: Strasbourg); Chair: nn</p> <p>Joerg CLAUSSEN, Christian ESSLING* and Tobias KRETSCHMER (Institute for Economic Research at the University of Munich, GERMANY)</p> <p><i>Technological Quality, Product Life Cycle and Product Success - Evidence from the Computer Games Industry</i></p> <p>Discussant:</p> <p>Benjamin ENGELSTAETTER (ZEW Mannheim, GERMANY)</p> <p><i>Video Games and Violence</i></p> <p>Discussant: nn</p>	<p>IV.b (Room: Luxembourg); Chair: nn</p> <p>Matthew BAKER and Lisa GEORGE* (Hunter College and the Graduate Center CUNY, NY, USA)</p> <p><i>The News Hour: Estimating the Value of Television News</i></p> <p>Discussant: nn</p> <p>Michael ARNOLD (University of Delaware, DE, USA), Eric DARMON* and Thierry PENARD (CREM, University of Rennes 1, FRANCE)</p> <p><i>To Sponsor or Not to Sponsor: Sponsored Search Auctions with Organic Links and Firm Dependent Click-Through Rates</i></p> <p>Discussant: nn</p>
12:30-13:30	Lunch	
13:30 -14:45	Parallel sessions VI Sharing	News
	<p>VI.a (Room: Strasbourg); Chair: nn</p> <p>Dilan AKSOY*, Andrea FOSFURI and Marco GIARRATANA (Universidad Carlos III, SPAIN)</p> <p><i>The Impact of Open Source Software: Introductions on Firm Value</i></p> <p>Discussant: nn</p> <p>Nicola Jentzsch, Geza SAPI* and Irina SULEYMANOVA (DIW, GERMANY)</p> <p><i>Joint Customer Data Acquisition and Sharing among Rivals</i></p> <p>Discussant: nn</p>	<p>VI.b (Room: Luxembourg); Chair: nn</p> <p>Anindya GHOSE*, Panagiotis G. Ipeiotis and Beibei Li (Stern School of Business, New York University, USA)</p> <p><i>Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowd-Sourced Content</i></p> <p>Discussant:</p> <p>Lisa GEORGE (Hunter College and the Graduate Center CUNY, NY, USA) and Christiaan HOGENDORN* (Weslyan University, CT, USA)</p> <p><i>Aggregators, Search and the Economics of New Media Institutions</i></p> <p>Discussant: nn</p>
14:45-16:00	Keynote Lecture II (Room Luxembourg); Chair: Martin Peitz	
	<p>Yaniv DOVER and Dina MAYZLIN* (Yale School of Management, USA)</p> <p><i>Promotional Reviews</i></p>	
16:00	Closing Remarks and Farewell Coffee	