

# ZEW

Zentrum für Europäische  
Wirtschaftsforschung GmbH

Centre for European  
Economic Research

## 12<sup>th</sup> ZEW Conference 2014:

# The Economics of Information and Communication Technologies

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 MANNHEIM CENTRE  
FOR COMPETITION  
AND INNOVATION

**Program as of June 16, 2014**

**Monday, June 16, 2014**

The asterisk "\*" indicates the presenting author.

09:00 – 09:20 Registration	
09:20 – 09:30 Welcome (Room Luxembourg)	
<b>09:30 – 10:45 Keynote Lecture I</b>	
Chair: Irene BERTSCHEK (ZEW and University of Mannheim, GERMANY)	
<b>Harikesh NAIR</b> (Stanford University, USA): <i>On the Demand for Advertising</i>	
10:45 – 11:15 Coffee Break	
11:15 – 13:00 Parallel Sessions I	
<b>Ia (Room Strasbourg)</b> <b>Citations and Search</b> Chair: Peter ZUBCSEK (University of Florida, USA)	<b>Ib (Room Luxembourg)</b> <b>INVITED SESSION Crowdfunding</b> organized by David ZVILICHOVSKY (Tel Aviv University and Racanti School of Business, Tel Aviv, ISRAEL)
Mark McCABE* (Boston University, USA) and Christopher SNYDER (Dartmouth College, USA) <b>Cite Unseen: Theory and Evidence on the                  Effect of Open Access on Cites to Academic                  Articles Across the Quality Spectrum</b> Discussant: Matthew GOLDMAN	David ZVILICHOVSKY*, Yael INBAR and Ohad BARZILAY (Tel Aviv University, ISRAEL). <b>Playing Both Sides of the Market: Success                  and Reciprocity on Crowdfunding Platforms</b>
Simon ANDERSON* (University of Virginia, USA) and Regis RENAULT (Université de Cergy- Pontoise, FRANCE) <b>Search Direction</b> Discussant: Yaron YEHEZKEL	Ajay AGRAWAL (University of Toronto, CANADA), Christian CATALINI* (MIT Sloan School of Management, USA) and Avi GOLDFARB (University of Toronto, CANADA) <b>The Role of College Students in                  Entrepreneurial Experimentation: Evidence                  from Crowdfunding Projects</b>
Matthew GOLDMAN* (University of California, USA) and Justin RAO (Microsoft Research, New York, USA) <b>Experiments as Instruments: Understanding                  Consumer Behavior in Sponsored Search</b> Discussant: Peter ZUBCSEK	Gordon BURTCH (University of Minnesota, USA), Anindya GHOSE (New York University, USA) and Sunil WATTAL (Temple University, Philadelphia, USA) <b>The Hidden Costs of Accommodating                  Crowdfunder Privacy Preferences: A                  Randomized Field Experiment</b>
13:00 – 14:00 Lunch Break	

14:00 – 15:45 Parallel Session II:

<p><b>Ila (Room Strasbourg)</b></p> <p><b><i>Markets for Digital Goods and Services</i></b></p> <p>Chair: Imke REIMERS</p>	<p><b>Ilb (Room Luxembourg)</b></p> <p><b><i>Competition, Network Effects and Two Sided Markets</i></b></p> <p>Chair: Markus REISINGER (WHU Otto Beisheim School of Management, Vallendar, GERMANY)</p>	<p><b>Ilc (Seminar Room 1)</b></p> <p><b><i>Pricing, Uncertainty and Product Quality</i></b></p> <p>Chair: Chengsi WANG (University of Mannheim, GERMANY)</p>
<p>Daegon CHO (Pohang University of Science and Technology, SOUTH KOREA), Anuj KUMAR (University of Florida, USA) and Rahul TELANG* (Carnegie Mellon University, USA)</p> <p><b><i>The Impact of iPhone Exclusivity on Smartphone Demand</i></b></p> <p>Discussant: Michael KUMMER</p> <p>Imke REIMERS (NBER and Northeastern University Boston, USA)</p> <p><b><i>Copyright and Generic Entry in Book Publishing</i></b></p> <p>Discussant: Bertin MARTENS</p> <p>Michael KUMMER* and Patrick SCHULTE (ZEW Mannheim, GERMANY)</p> <p><b><i>Money for Privacy - Android Market Evidence</i></b></p> <p>Discussant: Imke REIMERS</p>	<p>Stefan WEIERGRÄBER (University of Mannheim, GERMANY)</p> <p><b><i>Quantifying Network Effects in Dynamic Consumer Decisions</i></b></p> <p>Discussant: Christopher NOSKO</p> <p>Paul BELLEFLAMME (Université Catholique de Louvain, BELGIUM) and Martin PEITZ* (University of Mannheim, GERMANY)</p> <p><b><i>Price Information in Two-Sided Markets</i></b></p> <p>Discussant: Hanna HALABURDA</p> <p>Hanna HALABURDA (Bank of Canada, CANADA), Bruno JULLIEN (Toulouse School of Economics, FRANCE) and Yaron YEHEZKEL* (Tel Aviv University, ISRAEL)</p> <p><b><i>Dynamic Competition with Network Externalities: Why History Matters</i></b></p> <p>Discussant: Markus REISINGER</p>	<p>Irina BAYE* (DICE, Heinrich Heine University of Düsseldorf, GERMANY) and Geza SAPI (European Commission, DG COMP and DICE, Heinrich Heine University of Düsseldorf, GERMANY)</p> <p><b><i>Targeted Pricing, Consumer Myopia and Investment in Customer-Tracking Technology</i></b></p> <p>Discussant: Greg TAYLOR</p> <p>Bikram GHOSH* (University of South Carolina, USA), Michael GALBRETH (University of South Carolina, USA) and Zhilin YANG (City University of Hong Kong)</p> <p><b><i>Asymmetric Valuation Uncertainty in Experience Goods</i></b></p> <p>Discussant: Irina BAYE</p> <p>Alexandre de CORNIERE and Greg TAYLOR* (University of Oxford, UK)</p> <p><b><i>Endorsement Contracts and Product Quality</i></b></p> <p>Discussant: Chengsi WANG</p>

15:45 – 16:15 Coffee Break

16:15 – 18:00 Parallel Sessions III

<p><b>IIIa (Room Strasbourg)</b></p> <p><b><i>Digitization and Firm Performance</i></b></p> <p>Chair: Olga SLIVKO (ZEW Mannheim, GERMANY)</p>	<p><b>IIIb (Room Luxembourg)</b></p> <p><b><i>Cross-Country Analysis</i></b></p> <p>Chair: Mary O'MAHONY (King's College and NIESR, UK)</p>	<p><b>IIIc (Seminar Room 1)</b></p> <p><b><i>Patents and Copyright</i></b></p> <p>Chair: Christian PEUKERT (University of Zürich, SWITZERLAND)</p>
<p>Keongtae KIM and Il-Horn HANN* (University of Maryland, USA)</p> <p><b><i>Crowdfunding and the Democratization of Access to Capital: A Geographic Analysis</i></b></p> <p>Discussant: Frank NAGLE</p> <p>Yanhao WEI, Pinar YILDIRIM*, Christophe VAN den BULTE (University of Pennsylvania, USA) and Chris DELLAROCAS (Boston University, USA)</p> <p><b><i>The Impact of Network Based Measures on Financing Equality</i></b></p> <p>Discussant: Lisa GEORGE</p> <p>Frank NAGLE (Harvard Business School, USA)</p> <p><b><i>Crowdsourced Digital Goods and Firm Productivity</i></b></p> <p>Discussant: Olga SLIVKO</p>	<p>Mary O'MAHONY (King's College and NIESR, UK), Michela VECCHI* (Middlesex University and NIESR, UK) and Francesco VENTURINI (Università degli Studi di Perugia, ITALY and NIESR, UK)</p> <p><b><i>Technology, Institutions and Labour Share Dynamics</i></b></p> <p>Discussant: Dimitri LORENZANI</p> <p>Dimitri LORENZANI* and Janos VARGA (European Commission, DG ECFIN, BELGIUM)</p> <p><b><i>The Economic Impact of Digital Structural Reforms</i></b></p> <p>Discussant: Fabienne RASEL (ZEW Mannheim, GERMANY)</p> <p>Sascha REXHAEUSER, Patrick SCHULTE* (ZEW Mannheim, GERMANY) and Heinz WELSCH (University of Oldenburg, GERMANY)</p> <p><b><i>ICT and the Demand for Energy- Evidence from OECD Countries</i></b></p> <p>Discussant: Mary O'MAHONY</p>	<p>Markus EBERHARDT (University of Nottingham, UK), Marcel FAFCHAMPS (Stanford University, USA), Christian HELMERS* (Santa Clara University, USA) and Manasa PATNAM (CREST-ENSAE, FRANCE)</p> <p><b><i>Let's Make Software Patentable...or Maybe Let's Not: Evidence from the Indian Software Industry</i></b></p> <p>Discussant: Luis AGUIAR</p> <p>Estrella GOMEZ-HERRERA and Bertin MARTENS* (European Commission JRC and IPTS, SPAIN)</p> <p><b><i>Language, Copyright and Geographic Segmentation in the EU Digital Single Market. The Case of Apple iTunes</i></b></p> <p>Discussant: Christian HELMERS</p> <p>Luis AGUIAR* (European Commission JRC and IPTS, SPAIN) and Joel WALDFOGEL (University of Minnesota, USA)</p> <p><b><i>Digitization, Copyright, and the Welfare Effects of Music Trade</i></b></p> <p>Discussant: Christian PEUKERT</p>
<p>18:00 – 20:00 World Cup Germany : Portugal (it will be possible to watch the soccer match at ZEW)</p>		
<p>19:30 Conference Dinner at ZEW</p>		

Tuesday, June 17, 2014

09:00 – 10:45 Parallel Session IV:	
<p><b>IVa (Room Strasbourg)</b>  <b>Competition and Digital Commerce</b>            Chair: Nicolas VAN ZEEBROECK            (Solvay Brussels School of Economics and Management, BELGIUM)</p>	<p><b>IVa (Room Luxembourg)</b>  <b>INVITED SESSION Media and Platforms</b>            organized by Kenneth WILBUR            (Duke University, USA)</p>
<p>Anindya GHOSE (New York University, USA), Sang Pil HAN* (City University of HONG KONG) and Kaiquan Xu (Nanjing University, CHINA)  <b>Battle of the Channels: The Impact of Tablets on Digital Commerce</b>            Discussant: Benjamin ENGELSTÄTTER (ZEW Mannheim, GERMANY)</p> <p>Benjamin ENGELSTÄTTER (ZEW Mannheim, Germany) and Michael WARD* (University of Texas at Arlington, USA)  <b>Strategic Timing of Entry: Evidence from Video Games</b>            Discussant: Naoki WAKAMORI (University of Mannheim, GERMANY)</p> <p>George VAN LEEUWEN and Michael POLDER* (Statistics Netherlands, NL)  <b>E-Commerce and Competition: an Econometric Analysis Using Firm Level Data for the Netherlands</b>            Discussant: Nicolas van ZEEBROECK</p>	<p>Mitchell LOVETT* (University of Rochester, USA) and Richard STAELIN (Duke University, USA)  <b>The Role of Paid, Earned, and Owned Media in Building Entertainment Brands: Reminding, Informing, and Enhancing Enjoyment</b></p> <p>Bryan BOLLINGER* (New York University, USA), Michael COHEN (New York University, USA) and Lai JIANG (University of British Columbia, USA)  <b>Measuring Asymmetric Persistence and Interaction Effects of Media Exposures Across Platforms</b></p> <p>Christopher NOSKO* (University of Chicago, USA) and Steve TADELIS (University of California at Berkeley, USA)  <b>Reputation in Platform Markets</b></p>
10:45 – 11:15 Coffee Break	
11:15 – 13:00 Parallel Sessions V:	
<p><b>Va (Room Strasbourg)</b>  <b>Reputation Systems, Advertising and IT-based Performance</b>            Chair: Kathleen NOSAL (University of Mannheim, GERMANY)</p>	<p><b>Vb (Room Luxembourg)</b>  <b>INVITED SESSION Social Media and Advertising</b>            organized by Florian STAHL (University of Mannheim, GERMANY)</p>
<p>Xiang HUI, Maryam SAEEDI* (The Ohio State University, USA), Zeqian SHEN and Neel SUNDARESAN (eBay Research Labs, USA)  <b>From Lemon Markets to Managed Markets: The Evolution of eBay's Reputation System</b>            Discussant: Konrad STAHL (University of Mannheim, GERMANY)</p>	<p>Andrew T. STEPHEN* (University of Pittsburgh, USA), Peter ZUBCSEK (University of Florida, USA) and Jacob GOLDENBERG (Hebrew University of Jerusalem, ISRAEL)  <b>Product Ideation in Social Networks</b></p>

<p>Kenneth WILBUR (Duke University, USA)  <b>Advertising and Awareness</b>  Discussant: nn</p> <p>Muhammad Zia HYDARI (Carnegie Mellon University, USA), Rahul TELANG* (Carnegie Mellon University, USA) and William MARELLA (Pennsylvania Patient Safety Authority, USA)  <b>Saving Patient Ryan: Can Health IT Make Patient Care Safer? Evidence from Pennsylvania Hospitals</b>  Discussant: Kathleen NOSAL</p>	<p>Inyoung CHAE (INSEAD, Singapore), Yakov BART* (INSEAD, Singapore), Andrew STEPHEN (University of Pittsburgh, USA) and Dai YAO (INSEAD, Singapore)  <b>How Does Consumer Involvement Affect Word-of-Mouth Spillovers?</b></p> <p>Peter ZUBCSEK* (University of Florida, USA), Zsolt KATONA (University of California at Berkeley, USA) and Miklos SARVARY (Columbia Business School, USA)  <b>Social and Location Effects in Mobile Advertising</b></p>
<p>13:00 – 14:00 Lunch Break</p>	
<p><b>14:00 – 15:15 KEYNOTE Lecture II (Room Luxembourg);</b>  Chair: Martin PEITZ (University of Mannheim, GERMANY)</p>	
<p><b>Michael KATZ</b> (University of California, Berkeley, USA): <b>Competition Policy in ICT Markets</b></p>	
<p>15:15 – 15:45 Coffee Break</p>	
<p>15:45 – 17:00 Parallel Session VI</p>	
<p><b>Vla (Room Strasbourg)</b>  <b>Social Media and Social Networks</b>  Chair: Yakov BART</p>	<p><b>Vlb (Room Luxembourg)</b>  <b>Platform Competition and Advertising Strategies</b>  Chair: Kenneth WILBUR</p>
<p>Igal HENDEL (Northwestern University, USA) , Saul LACH (The Hebrew University, ISRAEL) and Yossi SPIEGEL* (Tel Aviv University, ISRAEL)  <b>Social Media and Buyers' Power: The Cottage Cheese Boycott</b>  Discussant: Rodrigo BELO (Carnegie Mellon University, USA)</p> <p>Lisa GEORGE* (University of Pennsylvania, USA) and Christian PEUKERT (University of Zürich, SWITZERLAND)  <b>Social Networks and the Demand for News</b>  Discussant: Yakov BART</p>	<p>Hanna HALABURDA* (Bank of Canada, CANADA), and Yaron YEHEZKEL (Tel Aviv University, ISRAEL)  <b>The Role of Coordination Bias in Platform Competition</b>  Discussant: Marc BOURREAU</p> <p>Marc BOURREAU* (Telecom ParisTech, FRANCE) and Martin PEITZ (University of Mannheim and ZEW, GERMANY)  <b>Looking Good or Selling Well - Advertising Strategies in Media</b>  Discussant: Kenneth WILBUR</p>
<p>17:00 End of Conference</p>	