

19th Conference on the Economics of Information and Communication Technologies

10-11 June 2021, Mannheim · Conference venue: online · Time zone: CET+1 (Germany)

PROGRAMME	THURSDAY, 10 JUNE 2021
15:30 – 15:45	WELCOME: MEET AND GREET
15:45 – 16:00	OPENING REMARKS
16:00 – 17:00	PARALLEL SESSIONS I SESSION A: DIGITALIZATION AND THE LABOR MARKET SESSION B: DEMAND STEERING I SESSION C: ADDICTIVE AND DECEPTIVE FEATURES OF PLATFORMS
17:00 – 17:15	BREAK
17:15 – 18:15	KEYNOTE: BLOCKCHAINS VS PLATFORMS Hanna Halaburda (New York University)
18:15 – 18:30	BREAK
18:30 – 19:30	PARALLEL SESSIONS II SESSION A: HEALTH SESSION B: PRODUCT RECOMMENDATIONS SESSION C: DIGITALIZATION OF FIRMS
19:30 – 19:45	BREAK
19:45 – 20:45	PARALLEL SESSIONS III SESSION A / INVITED SESSION: ALGORITHMIC DECISION-MAKING SESSION B: PRODUCT REVIEWS SESSION C: GDPR I
20:45	BEST PAPER AWARD AND SOCIALISING

GATHER TOWN

16:00 – 17:00

PARALLEL SESSIONS IV

SESSION A: PLATFORM COMPETITION

SESSION B: DEMAND STEERING II

SESSION C: GDPR II

17:00 – 17:15

BREAK

17:15 – 18:15

KEYNOTE: INEFFICIENCIES IN DIGITAL ADVERTISING: THE CASE OF AD BLOCKING

Zsolt Katona (University of California, Berkeley)

18:15 - 18:30

BREAK

18:30 – 19:30

PARALLEL SESSIONS V

SESSION A: SOCIAL MEDIA

SESSION B: MARKETING

SESSION C: DIGITAL PLATFORMS

19:30 – 19:45

BREAK

19:45 – 20:45

PARALLEL SESSIONS VI

SESSION A: ALGORITHMIC PRICING

SESSION B: TECHNOLOGY DIFFUSION

SESSION C: LABOUR AND SKILLS

20:45

BEST PAPER AWARD, CLOSING REMARKS AND SOCIALISING

PROGRAMME
THURSDAY, 10 JUNE 2021

15:30 – 15:45

WELCOME: MEET AND GREET

15:45 – 16:00

OPENING REMARKS

16:00 – 17:00

SESSION I A
DIGITALIZATION AND THE LABOR MARKET

Chair: Mary O'Mahony (King's College London, UK)

**COMPUTERS AS STEPPING STONES?
TECHNOLOGICAL CHANGE AND LABOR MARKET
OPPORTUNITIES**

 Căcilia LIPOWSKI (ZEW, DE), Melanie Arntz,
Guido Neidhöfer and Ulrich Zierahn

 Discussant: Sampsa Samila (IESE Business
School, ES)

**DIGITAL LABOR MARKET INEQUALITY AND THE
DECLINE OF IT EXCEPTIONALISM**

 Sam Ruiqing CAO (Harvard Business School,
US) and Shane Greenstein

 Discussant: Mary O'Mahony (King's College
London, UK)

SESSION I B
DEMAND STEERING I

Chair: Catherine Tucker (MIT, US)

**BYE-BOX: AN ANALYSIS OF NON-PROMOTION
ON THE AMAZON MARKETPLACE**

 Ulrich LAITENBERGER (Telecom Paris, Institut
Polytechnique de Paris, FR and ZEW), Matthias
Hunold and Guillaume Thébaudine

 Discussant: Francesco Clavara Braulin (ZEW
Mannheim, DE)

**PLAYLISTING FAVORITES: MEASURING
PLATFORM BIAS IN THE MUSIC INDUSTRY**

 Luis AGUIAR (University of Zurich, CH), Joel
Waldfogel, Sarah Waldfogel

 Discussant: Janina Hofmann (University of
Passau, DE)

SESSION I C
**ADDICTIVE AND DECEPTIVE FEATURES OF
PLATFORMS**

Chair: Yossi Spiegel (Tel Aviv University, ISR)

ADDICTIVE PLATFORMS

 Byung-Cheol KIM (University of Alabama, US)
and Shota Ichihashi

 Discussant: Yossi Spiegel (Tel Aviv University,
ISR)

DECEPTIVE FEATURES ON PLATFORMS

 Johannes JOHNNEN (CORE/LIDAM, Université
Catholique de Louvain, BE) and Robert Somogyi

 Discussant: Doh-Shin Jeon (University of
Toulouse Capitole, FR)

17:00 – 17:15

BREAK

17:15 – 18:15

KEYNOTE: BLOCKCHAINS VS PLATFORMS
Hanna Halaburda (New York University)

Chair: Martin Peitz (University of Mannheim and ZEW Mannheim, DE)

18:15 – 18:30

BREAK

18:30 – 19:30

SESSION II A

HEALTH

Chair: Simon Reif (ZEW Mannheim, DE)

**EMPOWERING PATIENTS USING SMART
MOBILE HEALTH PLATFORMS: EVIDENCE FROM
A RANDOMIZED FIELD EXPERIMENT**

Anindya GHOSE (NY University, US), Xitong Guo,
Beibei Li and Yuanjuan Dang

Discussant: Simon Reif (ZEW Mannheim, DE)

**HEALTHCARE ACROSS BOUNDARIES: URBAN-
RURAL DIFFERENCES IN THE FINANCIAL AND
HEALTHCARE CONSEQUENCES OF TELEHEALTH
ADOPTION**

Meizi ZHOU (University of Minnesota, US), Xuelin
Li and Gordon Burtch

Discussant: Rebecca Janssen, (ZEW Mannheim,
DE)

SESSION II B

PRODUCT RECOMMENDATIONS

Chair: Tobias Wenzel (ZEW Mannheim, DE)

**HOW BENEFICIAL ARE RECOMMENDATIONS TO
CONSUMERS? ESTIMATES OF RELATIVE
BENEFITS OF PRODUCT RECOMMENDATIONS
TO CONSUMERS AND RETAILERS**

Anuj KUMAR (University of Florida, US), Shawn
Xiang Wan and Xitong Li

Discussant: Tobias Klein (University of Tilburg,
NL)

**VERTICAL INTEGRATION OF PLATFORMS AND
PRODUCT PROMINENCE**

Matthias HUNOLD (University of Siegen, DE),
Morgane Cure, Reinhold Kesler, Ulrich
Laitenberger and Thomas Larrieu

Discussant: Anuj Kumar (University of Florida,
US)

SESSION II C

DIGITALIZATION OF FIRMS

Chair: Mingfeng Lin (Georgia Institute of
Technology, US)

**HOW DOES A FIRM ADAPT IN A CHANGING
WORLD? THE CASE OF PROSPER MARKETPLACE**

Andrew T. CHING (Johns Hopkins University, US)
and Xinlong Li

Discussant: Mingfeng Lin (Georgia Institute of
Technology, US)

**AI ADOPTION AND FIRM PERFORMANCE:
MANAGEMENT VERSUS IT**

Sampsa SAMILA (IESE Business School, ES),
Liudmila Alekseeva, Mireia Giné and Bledi Taska

Discussant: Andrew T. Ching (Johns Hopkins
University, US)

19:30 – 19:45

BREAK

19:45 – 20:45

SESSION III A / INVITED SESSION

ALGORITHMIC DECISION-MAKING

Chair: Johannes Walter (ZEW Mannheim, DE)

AN ECONOMIC APPROACH TO REGULATING ALGORITHMS

Ashesh RAMBACHAN (Harvard University, US),
Jon Kleinberg, Sendhil Mullainathan and Jens Ludwig

MANIPULATION-PROOF MACHINE LEARNING

Daniel BJÖRKEGREN (Brown University, US),
Joshua E. Blumenstock and Samsun Knight

SESSION III B

PRODUCT REVIEWS

Chair: Laura Grigolon (University of Mannheim, DE)

THE MARKET FOR FAKE REVIEWS

Sherry HE (University of California in Los Angeles, US), Brett Hollenbeck and Davide Proserpio

Discussant: Laura Grigolon (University of Mannheim, DE)

WHEN AND WHY DO BUYERS RATE IN ONLINE MARKETS?

Tobias KLEIN (Tilburg University, NL and CEPR),
Xiang Hui and Konrad Stahl

Discussant: Sherry He (University of California in Los Angeles, US)

SESSION III C

GDPR I

Chair: Reinhold Kesler (University of Zurich, CH and ZEW Mannheim, DE)

REGULATING PRIVACY ONLINE: AN ECONOMIC EVALUATION OF THE GDPR

Garrett JOHNSON (Boston University, US),
Samuel Goldberg and Scott Shriver

Discussant: Michail Batikas (Rennes School of Business, FR)

EUROPEAN PRIVACY LAW AND GLOBAL MARKETS FOR DATA

Michail BATIKAS (Rennes School of Business, FR),
Christian Peukert, Stefan Bechtold and Tobias Kretschmer

Discussant: Reinhold Kesler (University of Zurich, CH and ZEW, DE)

20:45

BEST PAPER AWARD AND SOCIALISING

PROGRAMME

FRIDAY, 11 JUNE 2021

16:00 – 17:00

SESSION IV A

PLATFORM COMPETITION

Chair: Anton Sobolev (University of Mannheim, DE)

CHOOSING YOUR BATTLES: ENDOGENOUS MULTIHOMING AND PLATFORM COMPETITION

Gijsbert ZWART (University of Groningen, NL), Marco Haan and Nannette Stoffers

Discussant: Tat-How Teh (National University of Singapore, SGP)

TWO-SIDED PLATFORMS AND BIASES IN TECHNOLOGY ADOPTION

Doh-Shin JEON (University of Toulouse Capitole, FR) and Jay Pil Choi

Discussant: Anton Sobolev (University of Mannheim, DE)

SESSION IV B

DEMAND STEERING II

Chair: André Stenzel (University of Mannheim, DE)

OPTIMALLY DESIGNING AN ONLINE RETAIL MARKETPLACE LEVERAGING INFORMATION FROM SPONSORED ADVERTISING

Long Fei LONG (University of North Carolina Kenan-Flagler Business School, US), Kinshuk Jerath and Miklos Sarvary

Discussant: Daniel Savelle (University of Mannheim, DE)

MITIGATING THE COLD-START PROBLEM IN REPUTATION SYSTEMS: EVIDENCE FROM A FIELD EXPERIMENT

Xiang HUI (Washington University, US), Zekun Liu and Weiqing Zhang

Discussant: André Stenzel (University of Mannheim, DE)

SESSION IV C

GDPR II

Chair: Michael Kummer (University of East Anglia, UK and ZEW)

GDPR AND THE LOST GENERATION OF INNOVATIVE APPS

Rebecca JANSSEN (ZEW Mannheim, DE), Reinhold Kesler, Michael Kummer and Joel Waldfogel

Discussant: Garrett Johnson (Boston University, US)

THE IMPACT OF THE GENERAL DATA PROTECTION REGULATION (GDPR) ON ONLINE TRACKING

Karlo LUKIC (Goethe University Frankfurt, DE), Klaus Miller and Bernd Skiera

Discussant: Michael Kummer (University of East Anglia, UK and ZEW)

17:00 – 17:15

BREAK

17:15 – 18:15

KEYNOTE: INEFFICIENCIES IN DIGITAL ADVERTISING: THE CASE OF AD BLOCKING

Zsolt Katona (University of California, Berkeley)

Chair: Irene Bertschek (ZEW Mannheim and University of Gießen, DE)

18:15 – 18:30

BREAK

18:30 – 19:30

SESSION V A

SOCIAL MEDIA

Chair: Tommaso Valletti (Imperial College, London, UK)

THE PRODUCTION AND CONSUMPTION OF SOCIAL MEDIA

Apostolos FILIPPAS (Fordham University, US) and John J. Horton

Discussant: Marit Hinnosaar (University of Nottingham, UK)

SOCIAL MEDIA, CONTENT MODERATION, AND TECHNOLOGY

Pinar YILDIRIM (University of Pennsylvania, US), Yi Liu and Z. John Zhang

Discussant: Tommaso Valletti (Imperial College, London, UK)

SESSION V B

MARKETING

Chair: Imke Reimers (Northeastern University, US)

CONVERSATIONAL DYNAMICS: WHEN DOES EMPLOYEE LANGUAGE MATTER?

Yang LI (Cheung Kong Graduate School of Business, CN), Grant Packard and Jonah Berger

Discussant: Andreas Bayerl (University of Mannheim, DE)

THE ECONOMIC VALUE OF USER-TRACKING FOR PUBLISHERS

Klaus MILLER (Goethe University Frankfurt, DE), Rene Laub and Bernd Skiera

Discussant: Imke Reimers (Northeastern University, US)

SESSION V C

DIGITAL PLATFORMS

Chair: Mike Ward (University of Texas at Arlington, US)

PLATFORM COMPETITION AND ONLINE COMMUNITIES: EVIDENCE FROM GAME WIKIS

Johannes LOH (LMU, DE) and Tobias Kretschmer

Discussant: Mike Ward (University of Texas at Arlington, US)

PRICE PARITY CLAUSES AND PRODUCT PRICES: EVIDENCE FROM AMAZON AND EBAY

Yu SONG (University of Michigan, US)

Discussant: Johannes Loh (LMU, DE)

19:30 – 19:45

BREAK

19:45 – 20:45

SESSION VI A

ALGORITHMIC PRICING

Chair: Sebastian Valet (ZEW Mannheim, DE)

PLATFORM DESIGN WHEN SELLERS USE PRICING ALGORITHMS

Justin P. JOHNSON (Cornell University, US),
Andrew Rhodes and Matthijs Wildenbeest
Discussant: Johannes Walter (ZEW Mannheim, DE)

ALGORITHMIC PRICING

Madhav KUMAR (MIT, US), Diego Aparicio and
Dean Eckles
Discussant: Alex MacKay (Harvard Business
School, US)

SESSION VI B

TECHNOLOGY DIFFUSION

Chair: Markus Trunschke (ZEW Mannheim, DE
and KU Leuven, BE)

PATENTS ON GENERAL PURPOSE TECHNOLOGIES: EVIDENCE FROM THE DIFFUSION OF THE TRANSISTOR

Markus NAGLER (Friedrich-Alexander-University
Erlangen-Nuremberg, DE), Monika Schnitzer and
Martin Watzinger
Discussant: Markus Trunschke (ZEW Mannheim,
DE and KU Leuven, BE)

ICT'S WIDE WEB: A SYSTEM-LEVEL ANALYSIS OF ICT'S INDUSTRIAL DIFFUSION WITH ALGORITHMIC LINKS

Ekaterina PRYTKOVA (Friedrich-Schiller-
University Jena, DE)
Discussant: Kathrin Wernsdorf (Max- Planck-
Institute, MLU, DE)

SESSION VI C

LABOUR AND SKILLS

Chair: Mareike Seifried (ZEW Mannheim, DE)

HOW DOES LABOR MOBILITY AFFECT BUSINESS ADOPTION OF A GPT? THE CASE OF MACHINE LEARNING

Chris FORMAN (Cornell University, US), Ruyu
Chen and Natarajan Balasubramanian
Discussant: Jonathan Timmis (World Bank and
University of Nottingham, UK)

TECHNOLOGY, SKILLS, AND GLOBALIZATION: EXPLAINING INTERNATIONAL DIFFERENCES IN ROUTINE AND NONROUTINE WORK USING SURVEY DATA

Piotr LEWANDOWSKI (Institute for Structural
Research (IBS), Warsaw, PL, and IZA, Bonn),
Albert Park, Wojciech Hardy, Yang Du and Saier
Wu
Discussant: Chris Forman (Cornell University,
US)

20:45

BEST PAPER AWARD, CLOSING REMARKS AND SOCIALISING
