



*The goal of this interdisciplinary workshop is to bring together economists and legal scholars in order to advance our understanding of platform markets in the big data era, as well as their implications for competition policy and privacy. The rise of large internet players such as Amazon, Apple, Facebook, and Google, has raised concerns about whether platform markets may produce a “winner takes all” effect. Moreover, the collection and use of personal data has started a debate regarding the need for more privacy protection. This workshop aims to help us get a deeper understanding of how policy makers should respond to these economic peculiarities of platform markets.*

## Program

### Thursday 8 November

13:00-13:45	Arrival and registration
13:45-14:00	Opening words
14:00-15:20	Session 1
15:20-15:40	Coffee break
15:40-17:00	Session 2
17:00-17:20	Coffee break
17:20-18:00	Session 3
19:00	Dinner for speakers

### Friday 9 November

9:00-10:20	Session 4
10:20-11:00	Coffee break
11:00-12:20	Session 5
12:20-13:50	Lunch break
13:50-15:10	Session 6
15:10-15:20	Closing words
15:20-16:00	Coffee and finger food

## Thursday, 8 November 2018

13:00-13:45	<b>Arrival and Registration (Room O 026-028 Senatssaal)</b>
13:45-14:00	<b>Welcome Address</b> <b>Miriam Buiten &amp; Eleftheria Triviza</b>
<b>14:00-15:20</b>	<b>Session 1</b> <b>Chair: Andreas Engert</b>
14:00-14:40	<i>"Q-Learning to cooperate"</i> <b>Emilio Calvano</b> (University of Bologna)
14:40-15:20	<i>"Migration between platforms"</i> <b>Jacques Crémer</b> (Univ. of Toulouse, European Commission)
<b>15:20-15:40</b>	<b>Coffee Break</b>
<b>15:40-17:00</b>	<b>Session 2</b> <b>Chair: Martin Peitz</b>
15:40-16:20	<i>"Data-driven mergers"</i> <b>Alexander de Corniere</b> (Toulouse School of Economics)
16:20-17:00	<i>"The data-driven market and the impact of regulation"</i> <b>Liad Wagman</b> (Illinois Institute of Technology)
<b>17:00-17:20</b>	<b>Coffee Break</b>
<b>17:20-18:00</b>	<b>Session 3</b> <b>Chair: Fabian Uebele</b>
17:20-18:00	<i>"Data accumulation and the privacy-antitrust interface: insights from the Facebook case"</i> <b>Giuseppe Colangelo</b> (University of Basilicata, LUISS Guido Carli)
<b>19.00</b>	<b>Workshop Dinner (for speakers)</b>

## Friday, 9 November 2018

<b>9:00-10:20</b>	<b>Session 4</b> <b>Chair: Anton Sobolev</b>
09:00-09:40	<i>"Privacy and personal data collection with information externalities"</i> <b>Doh-Shin Jeon</b> (Toulouse School of Economics)
09:40-10:20	<i>"Consumers' Privacy Choices in the Era of Big Data"</i> <b>Jens Prüfer</b> (Tilburg University)
<b>10:20-11:00</b>	<i>Coffee Break</i>
<b>11:00-12:20</b>	<b>Session 5</b> <b>Chair: André Speit</b>
11:00-11:40	<i>"The scope of platform nudging as a competitive concern"</i> <b>Nicolo Zingales</b> (University of Sussex)
11:40-12:20	<i>"Liability of online platforms"</i> <b>Alexandre de Streel</b> (University of Namur)
<b>12:20-13:50</b>	<i>Lunch Break</i>
<b>13:50-15:10</b>	<b>Session 6</b> <b>Chair: Eleftheria Triviza</b>
13:50-14:30	<i>"Competing Sales Channels"</i> <b>Greg Taylor</b> (University of Oxford)
14:30-15:10	<i>"Personalized Pricing and Optimal Brand Distribution"</i> <b>Markus Reisinger</b> (Frankfurt School of Finance & Management)
15:10-15:20	<b>Closing Words</b>
<b>15.20-16:00</b>	<i>Farewell coffee</i>

## **Speakers**

### **Emilio Calvano**

***“Q-Learning to cooperate”, with Giacomo Calzolari, Sergio Pastorello, Vincenzo Denicoló***

Emilio Calvano is an Assistant Professor at the University of Bologna (Department of Economics). His primary research interests are competition policy, market design and economics of organizations.

### **Jacques Crémer**

***“Migration between platforms”, with Gary Biglaiser and André Veiga***

Jacques Cremer is a Special Adviser to European Commissioner for Competition Margrethe Vestager focusing on future challenges of digitisation for competition policy. His research interests are the theory of organisations and political economy.

### **Giuseppe Colangelo**

***“Data Accumulation and the Privacy-Antitrust Interface: Insights from the Facebook case”***

Giuseppe Colangelo is a Jean Monnet Professor of European Innovation Policy, an Associate Professor of Law and Economics at University of Basilicata, and an Adjunct Professor of Markets, Regulation and Law, and of Legal Issues in Marketing at LUISS Guido Carli in Rome. His primary research interests relate to innovation policy, intellectual property, competition policy and market regulation.

### **Alexandre de Corniere**

***“Data-driven mergers”***

Alexandre de Corniere is an Assistant Professor at the Toulouse School of Economics. His primary research interests are industrial organisation and internet & media economics.

### **Doh-Shin Jeon**

***“Privacy and personal data collection with information externalities”***

Doh-Shin Jeon is a Professor of economics at the Toulouse School of Economics and member of the expert group for the observatory on the online platform economy of the European commission. His research focuses on industrial organization, information technology, intellectual property and economics of science.

### **Jens Prüfer**

***“Consumers' Privacy Choices in the Era of Big Data”, with Sebastian Dengler***

Jens Prüfer is an Associate Professor at Tilburg University (Department of Economics). His research focuses on institutional and organizational questions, applying economic methodology to a broad set of disciplines, including law, management, political science, history, and computer science.

### **Markus Reisinger**

***“Personalized Pricing and Optimal Brand Distribution”***

Markus Reisinger is Professor for Industrial Organization and Microeconomics at the Frankfurt School of Finance & Management. His research focuses on industrial economics and competition policy, with a particular focus on vertical market structures and two-sided markets.

**Alexandre de Stree*****“Liability of online platforms”***

Alexandre de Stree is Professor of European law at the University of Namur. He is also an Assessor at the Belgian Competition Authority, visiting professor at the University of Louvain, and a member of MaCCI. His main areas of research are the regulation and the application of competition policy to the digital economy as well as the legal issues raised by the development of artificial intelligence.

**Greg Taylor*****“Competing Sales Channels”***

Greg Taylor is an Associate Professor of Economics at the University of Oxford, focusing on the economics of online markets and of markets for technology goods more generally. Special topics of interest include the search engine and online advertising industries, platform markets, consumer search behaviour and price comparison services, the attention economy, and online intermediary bias.

**Liad Wagman*****“The data-driven market and the impact of regulation”***

Liad Wagman is Associate Professor of Economics at the Illinois Institute of Technology in Chicago. His research focuses on issues of privacy, information economics, and new venture formation.

**Nicolo Zingales*****“The scope of platform nudging as a competitive concern”***

Nicolo Zingales is a Lecturer in competition and information law at Sussex Law School. His research spans across antitrust and Internet law, with particular focus on the roles and responsibilities of digital platforms and intermediaries in the online ecosystem.

## Directions

### Traveling by Train and Tram

To get to the university from Mannheim central station, you can take tramlines 1, 2, 4a, 5, 5a, 6, 6a, and 15, or bus route 60 to the stations, Schloss or Universität.

### Walking from Mannheim Main Station

The walk from the station to the palace where the university is located (the Schloss) takes around ten minutes.

