

**SEEK Workshop on
“Entry, Pricing and Consumer Search in Online Markets”**

October 20th – 21st, 2011

Preliminary Programme as of October 06th, 2011

Thursday, 2011-10-20

12:30 – 13:15	Registration and Lunch Imbiss
13:15 – 13:30	Welcome
13:30 – 14:30	Invited Session I Chair: Gautam GOWRISANKARAN (University of Arizona, USA) <i>A Framework for Estimating Demand in Consumer Durable Goods Markets</i>
14:30 – 16:00	Session I Chair: Pascuale SCHIRALDI (London School of Economics, UK) <i>Internet, Search Frictions and the Efficiency of Decentralized Markets: Evidence from Automobiles</i> Discussant: Juan Esteban Carranza Gal OESTREICHER-SINGER and Lior ZALMANSON* (Tel Aviv University, ISRAEL) <u><i>Paying for Content or Paying for Community?</i></u> <u><i>The Effect of Social Computing Platforms on Willingness to Pay in Content.</i></u> Discussant: Tobias Kretschmer
16:00 – 16:30	Coffee Break

16:30 – 18:45	<p>Session II</p> <p>Chair:</p> <p>Juan Esteban CARRANZA* and Salvador NAVARRO (Universidad ICESI, Cali, COLOMBIA)</p> <p><i>Identification and estimation of technology adoption models</i></p> <p>Discussant: Itai Ater</p> <p>Jose L. MORAGA GONZALES (University of Groningen, THE NETHERLANDS)</p> <p><u>Semi-Nonparametric Estimation of Consumer Search Costs</u></p> <p>Discussant: Lior Zalmanson</p> <p>Jörg CLAUSSEN, Tobias KRETSCHMER* and Philip MAYRHOFER (Ludwig-Maximilians University of Munich, GERMANY)</p> <p><u>Private Regulation by Platform Operators – Implications for Usage Intensity</u></p> <p>Discussant: José L. Moraga Gonzalez</p>
19:30	Dinner

Friday, 2011-10-21

08:30 – 10:00	<p>Session III</p> <p>Chair:</p> <p>Arthur FISHMAN (Bar Ilan University, ISRAEL)</p> <p><u>Search Costs and Risky Investment in Quality</u></p> <p>Discussant: Andrés Hervas-Drane</p> <p>David SAUER (Toulouse School of Economics, FRANCE)</p> <p><u>Product Complexity and Search</u></p> <p>Discussant: Arthur Fishman</p>
10:00 – 10:30	Coffee Break

10:30 – 12:45	<p>Session IV</p> <p>Chair:</p> <p>Itai ATER* (Tel Aviv University, ISRAEL) and Eugene Orlov (Compass Lexecon, IL, USA)</p> <p><u><i>The Effect of the Internet on Product Quality in the Airline Industry</i></u></p> <p>Discussant: Christine Zulehner (Johnnes Kepler University Linz, AUSTRIA)</p> <p>Rudolf WINTER-EBMER (Johnnes Kepler University Linz, AUSTRIA)</p> <p><i>Market Structure and Market Performance in E-Commerce</i></p> <p>Discussant: Michelle Haynes</p> <p>Michelle HAYNES* and Steve THOMPSON (Nottingham University, U.K.)</p> <p><u><i>Hit-and-Run or Sit and Wait? Contestability Revisited in a Shopbot Mediated Market</i></u></p> <p>Discussant: Pascuale Schiraldi</p>
12:45 – 13:45	Lunch break
13:45 – 14:30	<p>Session V-a</p> <p>Chair:</p> <p>Andres HERVAS-DRANE* (University Pompeu-Fabra, SPAIN)</p> <p><u><i>Search, Information Provision and Sales Concentration</i></u></p> <p>Discussant: David Sauer</p>
14:30 – 15:30	<p>Session V-b; Invited Session II</p> <p>Chair:</p> <p>Sara FISHER ELLISON* (MIT and CESifo, USA and GERMANY) and Christopher M. SNYDER (Dartmouth College and NBER, USA)</p> <p><u><i>An Empirical Study of Pricing Strategies in an Online Market with High-Frequency Price Information</i></u></p>