

Economics of Digitization

Munich, 22-23 November 2019

Program

Friday, 22 November 2019

09:00 – 09:15 **Welcome and Introduction**
STEPHEN P. RYAN, Area Director of the CESifo Area on the Economics of Digitization
(Washington University in St. Louis)

Session 1a – Parallel Session, Ludwig Erhard Room **Labor**

09:15 – 09:50 **Technology and Jobs in the Fourth Industrial Revolution - Firm-Level Evidence**
Melanie Arntz, Sabrina Genz, TERRY GREGORY (IZA - Institute of Labor Economics),
Markus Janser, Florian Lehmer, Britta Matthes, and Ulrich Zierahn

09:50 – 10:25 **Automation, Growth, and Factor Shares in the Era of Population Aging**
ANDREAS IRMEN (University of Luxembourg)

10:25 – 11:00 **Digital Labour Platforms in Europe: Numbers, Profiles, and Employment Status of Platform Workers**
MARIA CESIRA URZÌ BRANCATI (European Commission - DG JRC Seville), Annarosa Pesole,
and Enrique Fernández-Macías

Session 1b – Parallel Session, Peggy and Richard Musgrave Room **Personalization**

09:15 – 09:50 **The Editor vs. the Algorithm: Economic Returns to Data and Externalities in Online News**
JÖRG CLAUSSEN (LMU Munich), Christian Peukert, and Ananya Sen

09:50 – 10:25 **The Effects of Information on Competition: Consumer Privacy and Partial Price Discrimination**
FRANCESCO CLAVORÀ BRAULIN (University of Bologna)

10:25 – 11:00 **Data Intermediaries and Selling Mechanisms for Customized Consumer Information**
David Bounie, Antoine Dubusz, and PATRICK WELBROECK (Télécom Paris)

11:00 – 11:30 **Coffee Break**



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Session 2 – Plenary Session – Ludwig Erhard Room

Keynote Lecture

11:30 – 12:30 **Bridging Data and Science with Causal Machine Learning**
DENIS NEKIPELOV (University of Virginia)

12:30 – 13:40 **Lunch**

Session 3 – Plenary Session – Ludwig Erhard Room

Distinguished CESifo Affiliate Award Candidates

13:40 – 14:25 **Consumer Product Discovery Costs, Entry, Quality and Congestion in Online Markets**
DANIEL ERSHOV (Université Toulouse 1 Capitole)

14:25 – 15:10 **There’s an App (Update) for That; Understanding Product Updating under Digitization**
BENJAMIN T. LEYDEN (Cornell University)

15:10 – 15:30 **Coffee Break**

Session 4 – Plenary Session – Ludwig Erhard Room

Facebook

15:30 – 16:05 **Does Online Fundraising Increase Charitable Giving? a Nation-Wide Field Experiment on Facebook Video Fundraising**
MAJA ADENA (WZB Berlin Social Science Center) and Anselm Hager

16:05 – 16:40 **Partisan Selective Engagement: Evidence from Facebook**
MARCEL GARZ (Jönköping International Business School), Jil Sörensen, and Daniel F. Stone

19:00 **Conference Dinner**

Saturday, 23 November 2019

Session 5 – Plenary Session – Ludwig Erhard Room

Data

09:15 – 09:50 **The Consequences of GDPR – How the EU-GDPR affected Entry, Exit, and Privacy in the Market for Mobile Smartphone Apps**
Rebecca Janßen, MICHAEL KUMMER (University of East Anglia), Reinhold Kesler, and Joel Waldfogel

09:50 – 10:25 **Exclusive Data, Price Manipulation and Market Leadership**
Yiquan Gu, LEONARDO MADIO (Université catholique de Louvain), and Carlo Reggiani

10:25 – 10:45 **Coffee Break**



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Session 6 – Plenary Session – Ludwig Erhard Room

Digital Markets

- 10:45 – 11:20 **Overfunding and Signaling Effects of Herding Behavior in Crowdfunding**
SVATOPLUK KAPOUNEK (Mendel University in Brno) and Zuzana Kučerová
- 11:20 – 11:55 **How Does Competition Affect Reputation Concerns? Theory and Evidence from Airbnb**
MICHELANGELO ROSSI (Universidad Carlos III de Madrid)
- 11:55 – 13:00 **Lunch**

Session 7 - Plenary Session – Ludwig Erhard Room

Internet Diffusion

- 13:00 – 13:35 **Do Capital Incentive Policies Distort the Adoption of Cloud Technologies and Big Data?**
Timothy DeStefano, Nick Johnstone, Richard Kneller, and JONATHAN TIMMIS
(International Finance Corporation - World Bank)
- 13:35 – 14:10 **Broadband Adoption among Rural Micro-Firms. Evidence from a Local Infrastructure Upgrade Policy**
Davide Aloini, GIULIA CANZIAN (European Commission - DG JRC), and Simone Schüller
- 14:10 – 14:30 **Coffee Break**

Session 8 - Plenary Session – Ludwig Erhard Room

Regulation and Standardization

- 14:30 – 15:05 **Investment in Quality Upgrade and Regulation of the Internet**
Edmond Baranes and CUONG HUNG VUONG (University of Montpellier)
- 15:05 – 15:40 **Estimating the Costs of Standardization: Evidence from the Movie Industry**
EL HADI CAOUI (University of Toronto)
- 15:40 – 15:55 **Farewell Comments**