

Economics of Digitization

Online, 19 – 20 November 2020

N.B. Times are given in local German time (CET)

Program*

Thursday, 19 November 2020

13:00 – 13:10 **Welcome and Introduction**
STEPHEN P. RYAN (Washington University in St. Louis)
Area Director of the CESifo Area on the Economics of Digitization

Parallel Session 1a

Experiments

Chair: Tommaso M. Valletti

13:10 – 13:40 **To Buy or Not to Buy? Price Salience in an Online Shopping Field Experiment**
MARKUS DERTWINKEL-KALT (Frankfurt School of Finance & Management), Mats Köster, and Matthias Sutter

13:40 – 14:10 **Strategic Interactions between Humans and Artificial Intelligence: Lessons from Experiments with Computer Players**
CHRISTOPH MARCH (Technische Universität München)

14:10 – 14:40 **Attention, Recall and Purchases: Experimental Evidence on Online News and Advertising**
TOMMASO M. VALLETTI (Imperial College London) and Andre Veiga

Parallel Session 1b

Privacy and Online Platforms

Chair: Leonardo Madio

13:10 – 13:40 **Privacy Protection and Competition in a Market for Information**
David Bounie, Antoine Dubus, and PATRICK WAELBROECK (Telecom Paris, Institut Polytechnique de Paris)

13:40 – 14:10 **Mismatch and Congestion in Two-Sided Online Markets: A Mutual Popularity Ranking Approach**
Rafael Lalive, Tobias Lehmann, and CAMILLE TERRIER (Université de Lausanne)

14:10 – 14:40 **User-Generated Content, Strategic Moderation, and Advertising**
LEONARDO MADIO (University of Padova) and Martin Quinn

14:40 – 14:55 Break

CESifo **AREA CONFERENCES**

Session 2 – Plenary Session

Distinguished CESifo Affiliate Award Candidates

Chair: Stephen P. Ryan

- 14:55 – 15:35 **Sponsored Search Auction and the Revenue-Maximizing Number of Ads per Page**
PALLAVI PAL (Stevens Institute of Technology)
- 15:35 – 16:15 **Market Transparency and Consumer Search - Evidence from the German Retail Gasoline Market**
SIMON MARTIN (Düsseldorf Institute for Competition Economics (DICE))
- 16:15 – 16:30 Break

Session 3 – Plenary Session

Commodities and Welfare

Chair: Christian Peukert

- 16:30 – 17:00 **Algorithmic Pricing and Competition: Empirical Evidence from the German Retail Gasoline Market**
Stephanie Assad, Robert Clark, DANIEL ERSHOV (Toulouse School of Economics), and Lei Xu
- 17:00 – 17:30 **How to Measure Oil Market Uncertainty? an Application of Google Trends**
Esti Tri Widyastuti and MARC GRONWALD (University of Aberdeen)
- 17:30 – 18:00 **The Welfare Effects of Access to Mobile**
Miguel Godinho de Matos, CHRISTIAN PEUKERT (University of Lausanne), and Martin Quinn
- 18:00 - 18:30 **Digital Networking on Wonder.me**

Friday, 20 November 2020

Parallel Session 4a

Inequality and Stock Markets

Chair: Michaela Pagel

- 13:00 – 13:30 **Robots and the Gender Pay Gap in Europe**
CEVAT GIRAY AKSOY (EBRD and King's College London), Berkay Özcan, and Julia Philipp
- 13:30 – 14:00 **Moderate Economic Inequality Boosts AI**
TUNÇ DURMAZ (Yildiz Technical University) and Burak Ünveren

CESifo **AREA CONFERENCES**

14:00 – 14:30 **Bumped: The Effects of Stock Ownership on Individual Spending**
Paolina Medina, Vrinda Mittaly, and MICHAELA PAGEL (Columbia Business School)

Parallel Session 4b

COVID-19 and Innovation

Chair: Benjamin T. Leyden

13:00 – 13:30 **Firm-level Risk Exposures and Stock Returns in the Wake of COVID-19**
Steven J. Davis, STEPHEN E. K. HANSEN (Imperial College Business School), and Cristhian Seminario-Amez

13:30 – 14:00 **IT Shields: Technology Adoption and Economic Resilience During the COVID-19 Pandemic**
Nicola Pierri and YANNICK TIMMER (International Monetary Fund IMF)

14:00 – 14:30 **Platform Design and Innovation Incentives: Evidence from the Product Ratings System on Apple's App Store**
BENJAMIN T. LEYDEN (Cornell University)

14:30 – 14:45 Break

Session 5 – Keynote Lecture

Chair: Chair: Stephen P. Ryan

14:45 – 15:45 **The Push for Digitization in Low and Middle Income Countries: Consequences for Economic Policy and Research**
ANJA SAUTMANN (The World Bank)

15:45 – 16:00 **Announcement of the Distinguished CESifo Affiliate Award Winner by Stephen P. Ryan**

Session 6 – Plenary Session

Digital Markets and Innovation

Chair: Lars Hornuf

16:00 – 16:30 **Online Reviews and Competitive Selection in Healthcare**
Zach Y. Brown, Christopher Hansman, and ANDRE VEIGA (Imperial College London)

16:30 – 17:00 **Copyright Protection in the Digital Single Market**
FRANK STÄHLER (Eberhard Karls University Tübingen) and Leander Stähler

17:00 – 17:30 **Network Effect and Optimal Pricing in Digital Platforms**
RAUL BAJO-BUENESTADO (University of Navarra) and Markus Kinaterder

CESifo **AREA CONFERENCES**

17:30 – 18:00 **How Community Managers Affect Online Idea Crowdsourcing Activities**
LARS HORNUF (University of Bremen) and Sabrina Jeworrek

18.00 – 18:30 **End of Conference and Digital Networking on Wonder.me**

***Presenting Authors are denoted in capital letters**