

# 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: Martin Quinn

- 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, and MARTIN QUINN (Católica Lisbon School of Business & Economics)
- 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, BERKAY ÖZCAN (London School of Economics and Political Science), 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 Mittal, and MICHAELA PAGEL (Columbia Business School)

## **Parallel Session 4b**

**COVID-19 and Innovation**

**Chair: Benjamin T. Leyden**

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

13:30 – 14:00 **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

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**