

Economics of Digitization

Munich, 18 – 19 November 2022

Program

Friday, 18 November 2022

09:00 – 09:10 **Welcome and Introduction**
STEPHEN P. RYAN, Area Director of the CESifo Area on the Economics of Digitization

Parallel Session 1a, Ludwig Erhard Room

Data

Chair: Georgios Petropoulos

09:15 – 09:50 **Data Analytics and Firm Productivity: The Importance of Technological and Organizational Architecture**
SAM CAO (Stockholm School of Economics)

09:50 – 10:25 **Off-platform Tracking and Data Externalities**
Luis Aguiar, CHRISTIAN PEUKERT (HEC Lausanne), Maximilian Schäfer and Hannes Ullrich

10:25 – 11:00 **Towards Efficient Information Sharing in Network Markets**
Bertin Martens, Geoffrey Parker, GEORGIOS PETROPOULOS (MIT) and Marshall Van Alstyne

Parallel Session 1b, Peggy and Richard Musgrave Room

Remote Work and the Offline Marketplace

Chair: Thomas Fackler

09:15 – 09:50 **Amazon and the Evolution of Retail**
TOMMASO BONDI (Cornell University)

09:50 – 10:25 **The Future of Work and Consumption in Cities after the Pandemic: First Evidence from Germany**
Jean-Victor Alipour, Oliver Falck, Simon Krause, CARLA KROLAGE (ifo Institute) and Sebastian Wichert (ifo Institute)

10:25 – 11:00 **Gravity in Online Collaborations and Productivity of Remote Teams**
THOMAS FACKLER (ifo Institute), Michael Hofmann and Nadzeya Laurentsyeva

11:00 – 11:30 Coffee Break

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Session 2 – Plenary Session - Keynote Lecture

11:30 – 12:30 *tba*
DINA MAYZLIN (Marshall School of Business)

12:30 – 13:40 Lunch

Session 3 – Plenary Session, Ludwig Erhard Room Distinguished CESifo Affiliate Award Candidates Chair: Stephen Ryan

13:40 – 14:25 **Can Gender-Blind Algorithmic Pricing Eliminate the Gender Gap?**
OZGE DEMIRCI (University of Warwick)

14:25 – 15:10 **Digital Infrastructure and Local Economic Growth: Early Internet in Sub-Saharan Africa**
VALENTIN LINDLACHER (Technical University Dresden)

15:10 – 15:30 Coffee Break

Parallel Session 4a, Ludwig Erhard Room Digitization Chair: Franziska Kaiser

15:30 – 16:05 **Digitalization and Cross-Border Tax Fraud: Evidence from e-Invoicing in Italy**
WOJCIECH STILLER (Berlin School of Economics and Law) and Marwin Heinemann

16:05 – 16:40 **Digital Transformation, Risky Investments & Hosting Platform Rivals**
SHIVA SHEKHAR (Tilburg University and CESifo), Sarvesh Bandhu and Marshall Van Alstyne

16:40 – 17:15 **Batman Forever? Digitization, Reuse, and Intellectual Property Rights**
FRANZISKA KAISER (HEC Lausanne), Alexander Cuntz and Christian Peukert

Parallel Session 4b, Peggy and Richard Musgrave Room Technology Adoption and Ethical Dilemmas Chair: Gerd Muehlheusser

15:30 – 16:05 **Adoption and Utilization of Device-Assisted Telemedicine**
DAN ZELTZER (Tel-Aviv University), Liran Einav, Joseph Rashba, Yehezkel Waisman, Motti Haimi and Ran Balicer

16:05 – 16:40 **Explaining Smartphone Adoption in India**
VATSALA SHREETI (Bank for International Settlements)

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16:40 – 17:15 **Autonomous Vehicles: Moral Dilemmas and Adoption Incentives**
GERD MUEHLHEUSSER (University of Hamburg) and Eberhard Feess

19:00 Conference Dinner

Saturday, 19 November 2022

Session 5 – Plenary Session, Ludwig Erhard Room

Recommendation and Promotion

Chair: Ulrich Laitenberger

09:15 – 09:50 **The Economics of Recommender Systems: Evidence from a Field Experiment on MovieLens**

GUY ARIDOR (Kellogg School of Management, Northwestern University), Duarte Goncalves, Ruoyan Kong, Daniel Kluver and Joseph Konstan

09:50 – 10:25 **Bye-box: An Analysis of Non-promotion on the Amazon Marketplace**
Matthias Hunold, ULRICH LAITENBERGER (Telecom Paris, Institut Polytechnique de Paris) and Guillaume Thébaudin

10:25 – 10:45 Coffee Break

Parallel Session 6a, Ludwig Erhard Room

Search Engines, Advertising and Television

Chair: Joan Calzada

10:45 – 11:20 **Television and the Labor Market: Evidence from Natural Experiments in West and East Germany**

ADRIAN CHADI (University of Konstanz), Sven Hartmann and Manuel Hoffmann

11:20 – 11:55 **Ad Value in Sponsored Search Auctions and Impact of High Competition in the Ad Auction**

PAL PALLAVI (Stevens Institute of Technology) and Dongwoo Kim

11:55 – 12:30 **Do Search Engines Increase Concentration in Media Markets?**

JOAN CALZADA, Nestor Duch-Brown and Ricard Gil

Parallel Session 6b, Peggy and Richard Musgrave Room

The Online Marketplace and Consumer Demand

Chair: Stephan Seiler

10:45 – 11:20 **Competition for Prominence**
FABRIZIO CIOTTI (Université Catholique de Louvain) and Leonardo Madio

11:20 – 11:55 **Platforms under Joint Ownership**
MARKUS REISINGER (Frankfurt School of Finance & Management), Martin Peitz

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11:55 – 12:30 **Flexible Demand Estimation with Search Data**
Tomomichi Amano, Andrew Rhodes and STEPHAN SEILER (Imperial College London & CEPR)

12:30 – 13:40 Lunch

Session 7 – Plenary Session, Ludwig Erhard Room

Networks and Reputation

Chair: Chiara Belletti

13:40 – 14:15 **Selection, Consumption, and New Music Discovery in an Online Social Network: A Dyadic Approach**
JOHANNES LOH (BI Norwegian Business School)

14:15 – 14:50 **Career Concerns on a Digital Platform: When Reputation Works and When it Doesn't**
CHIARA BELLETTI (Telecom Paris, Institut Polytechnique de Paris), Elizaveta Pronkina and Michelangelo Rossi

Session 8 – Plenary Session, Ludwig Erhard Room

Fake Reviews and Fake News

Chair: Matilde Giaccherini

14:55 – 15:30 **Incentives to Fake Reviews in Online Platforms**
GUSTAVO QUINDERE SARAIVA (Pontificia Universidad Católica de Chile)

15:30 – 16:05 **Vax Populi: the Social Costs of Online Vaccine Skepticism**

MATILDE GIACCHERINI (University of Rome "Tor Vergata"), Joanna Aleksandra Kopinska, Gabriele Rovigatti

16:05 Farewell Comments