

2nd WORKSHOP on INDUSTRIAL ORGANIZATION in the DIGITAL ECONOMY

CORE, Louvain-la-Neuve, March 18-19, 2016

Program

DAY 1 – Friday March 18

- 08:45** Registration and Welcome (CORE lounge)
- 09:00** **Keynote lecture 1. Marc Bourreau** (Chair: Paul Belleflamme)
Digital Platforms, Advertising and Taxation
- 10:15** Coffee break
- 10:45** **Session 1. Net Neutrality** (Chair: Axel Gautier)
Armando J. Garcia Pires: *Net Neutrality and Content Provision* ([pdf](#))
Slobodan Sudaric: *Interconnection and Prioritization* ([pdf](#))
- 11:45** **Session 2. Digital Advertising** (Chair: Dimitri Paolini)
Hamid Aghadadashli: *Advertising and Price Competition in Online Markets* ([pdf](#))
Sébastien Broos: *Targeted Advertising and Consumer Information* ([pdf](#))
- 12:45** Lunch
- 14:00** **Keynote lecture 2. Alain Strowel** (Chair: Jorge Marcos Ramos)
Data Regulation in the Digital/Platform Economy
- 15:15** **Session 3. Online Privacy** (Chair: Wouter Vergote)
Sebastian Dengler: *Consumers' Privacy Choice in the Big Data Era* ([pdf](#))
Nessrine Omrani: *Privacy Policy of Online Website* ([pdf](#))
- 16:15** Coffee break
- 16:45** **Session 4. Consumer Myopia in ICT markets** (Chair: Eric Toulemonde)
Esma Koca: *Managing Digital Rollovers and Product Hype with Myopic and Strategic Consumers* ([pdf](#))
- (17:45) Ambre Nicolle: *Are Consumers Myopic? Evidence from Handset and Mobile Services Choices* ([pdf](#))
- 19:00** Conference dinner

DAY 2 – Saturday March 19

- 08:45** **Session 5. Providing Content Online** (Chair: Xavier Wauthy)
Elias Carroni: *The Economics of Multi-Sided Content Providers* ([pdf](#))
Dainis Zegners: *Voluntary Disclosure of Product Information: The Case of E-book Samples* ([pdf](#))
- 09:45** **Session 6. Advanced Pricing in Online Markets** (Chair: Wing Man Wynne Lam)
Andreia Amorim: *Retention Strategies in a Switching Cost Model* ([pdf](#))
Carlotta Mariotto: *Add-on Services, Bundling and Exclusive Contracts in Platform Markets* ([pdf](#))
- 10:45** **Coffee break**
- 11:15** **Session 7. Empirical analyses of Digital Markets** (Chair: Marc Bourreau)
Yutec Sun: *Market Entry and Fighting Brands: The Case of the French Mobile Telecommunications Market* ([pdf](#))
Jordana Viotto: *Beyond Financing: Crowdfunding as a Marketing Device* ([pdf](#))
Annette Schminke: *Does One Price Fit All? An Analysis of Price Divergence in Dual-Channel Markets* ([pdf](#))
- 12:45** **Farewell lunch**



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Conference venue: CORE, Voie du Roman Pays, 34, 1348 Louvain-la-Neuve

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