

# E-commerce, Digital Economy and Delivery services

*Toulouse, Manufacture des Tabacs*  
*April 3-4, 2014*

## SCOPE AND OBJECTIVES

The objective of the conference, co-sponsored by the **Institut D'Economie Industrielle**, the **Toulouse School of Economics** and **Le Groupe LA POSTE** is to discuss recent research contributions to the conference topics whether theoretical, econometric, or policy oriented. It is intended to foster exchanges between professionals and academic researchers.

## MAIN TOPICS

In the past, the conference has focused on 'traditional' issues of postal economics. These subjects will continue to be treated during the conference, but today the digital revolution shakes up the sector. The development of electronic means of communication affects the core business of transport and delivery operators through multiple phenomena (electronic substitution of mail and other postal products, growth of e-commerce and its impact on parcel delivery activity). In this context, we also encourage the submission of papers related to these themes. The scope of topics covered by the 8<sup>th</sup> conference is widened with focuses on e-commerce and digital economics. The range of topics for submissions includes (but is not limited to):

- **The economics of e-commerce**
  - The business models of actors (e-retailers, delivery operators, ...) and pricing strategies
  - The drivers and barriers to e-commerce adoption
  - The lessons from behavioral economics for consumption, trust issues, reputation, social media, ...
  - Logistics issues related to e-commerce
- **The digital economy**
  - Competition in digital markets, the concentration phenomenon on Internet and digital activities, the network effects, the development of marketplaces, ...
  - Innovation: new services design
  - The impacts on logistics and infrastructure (owned vs. opened/pooled models)
  - Media markets, advertising, press and communications.
- **Economic policy issues**
  - The regulatory environment of delivery, e-commerce and digital economy
  - Competition policy issues



## KEYNOTE SPEAKERS (to be confirmed)

- **Bruno Jullien** (TSE)
- **Steve Tadelis** (eBay)
- **Michel Savy** (Paris XII, ENPC)

## SUBMISSION OF PAPERS

Papers or extended abstracts should be submitted by **November 30<sup>th</sup>, 2013** by email at [postconf@tse-fr.eu](mailto:postconf@tse-fr.eu). Notification of acceptance will be given by **December 15<sup>th</sup>, 2013**. Completed papers are expected to be available one month before the conference.

## SCIENTIFIC COMMITTEE

Claire Borsenberger (Groupe La Poste), Didier Brune (Groupe La Poste), Helmuth Cremer (IDEI), Jacques Crémer (IDEI), Philippe De Donder (IDEI), Jean-Pierre Florens (IDEI), Denis Joram (Groupe La Poste), Bruno Jullien (IDEI), Sébastien Lécou (Groupe La Poste) John Panzar (Northwestern University), Patrick Rey (IDEI), Jean Tirole (IDEI), Frank Wolak (Stanford University)

## CONFERENCE COMMITTEE

For details on scientific matters, please contact Helmuth Cremer, Philippe De Donder or Jean-Pierre Florens. Further information will be available through our web site: [Eighth bi-annual Postal Economics Conference](http://Eighth bi-annual Postal Economics Conference)

## CONTACT

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On-line registration for conference attendance will be available from Nov.15, 2013 to Feb.10, 2014.