

Ninth bi-annual Postal Economics Conference on

“E-commerce, Digital Economy and Delivery Services”

Toulouse, March 31st – April 1st, 2016

Conference sponsored by
IDEI, Le Groupe La Poste and Région
Languedoc-Roussillon-Midi-Pyrénées

PROGRAM

Conference venue

Toulouse School of Economics (TSE)
Manufacture des Tabacs - Auditorium - Building S
21 allée de Brienne - 31000 Toulouse, France

Organizing Committee

Claire Borsenberger (Le Groupe La Poste)
Catherine Cazals (IDEI-TSE)
Helmuth Cremer (IDEI-TSE)

Conference Secretariat

Christelle FAUCHIE/Marie-Hélène DUFOUR
Phone: +33 (0)5.61.12.85.97/85.90 - Fax: +33 (0)5.61.12.86.37
Email: postconf@tse-fr.eu

THURSDAY MARCH 31, 2016

Conference: MS001

Coffee Break: MS002

Lunch: MS002

8:30-9:00

Registration

9:00-9:15

Opening of the conference:
Sébastien POUGET (IDEI-TSE) and
Jean-Paul FORCEVILLE (Le Groupe La Poste)

9:15-11:15

SESSION 1 – PERSONAL DATA
CHAIR: Denis JORAM (Le Groupe La Poste)

Rossella ARGENZIANO (University of Essex), A. Bonatti (MIT Sloan) and G. Cisternas (MIT Sloan)
“Information Revelation and Consumer Privacy”
Discussant : Jacques Crémer (IDEI-TSE)

B. Jullien (IDEI-TSE), **Yassine LEFOUILI** (IDEI-TSE) and M. Riordan (Columbia University)
“Privacy Protection”
Discussant : Georgios Petropoulos (Bruegel)

G. Cecere (RITM, Paris-Sud University), F. Le Guel (RITM, Paris-Sud University) and **Mathieu MANANT** (RITM, Paris-Sud University)
“Giving up your privacy for free services: Are you comfortable with it?”
Discussant : Mathias Reynaert (TSE)

Ying Lei TOH (TSE)
“Data Security in the Digital Age: A Model of Consumer Learning”
Discussant : Rossella Argenziano (University of Essex)

11:15-11:45

Coffee Break

PROGRAM

THURSDAY MARCH 31, 2016

Session 2A: MS001
Session 2B: MS003
Coffee Break: MS002
Lunch : MS002

11:45-12:45

KEYNOTE LECTURE

CHAIR: Jacques CREMER (IDEI-TSE)

Alessandro ACQUISTI (Carnegie Mellon)
"Economics of Privacy"

12:45-14:15

Lunch

SESSION 2 – PARALLEL SESSIONS

14:15-15:45

SESSION 2A – PLATFORMS' STRATEGIES

CHAIR: Bruno JULLIEN (IDEI-TSE)

Ming GAO (Tsinghua University) and T. Ng (The Chinese University of Hong Kong)

"The Economics of App Review"

Discussant: **Andrew Rhodes** (TSE)

C. Helmers (Santa Clara University), P. Krishnan (University of Cambridge) and **Manasa PATNAM** (CREST, ENSAE)

"Attention and Saliency on the Internet: Evidence from an Online Recommendation System"

Discussant: **Yinghua He** (TSE)

Georgios PETROPOULOS (Bruegel) and M. Theano Tagaraki (TSE)

"Quality Provision in a Search Engine Environment"

Discussant : **Alexandre De Cornière** (TSE)

15:45-16:15

Coffee Break

16:15-17:15

B. O. Johansen (University of Bergen) and **Thibaud VERGE** (ENSAE ParisTech)

"Platform Price Parity Clauses with Direct Sales"

Discussant : **Renato Gomes** (TSE)

C. Bach (Swiss Economics and University of Liverpool) and **Christian JAAG** (Swiss Economics)

"The Mailstream as a Platform"

Discussant : **Lisa Chever** (Le Groupe La Poste)

THURSDAY MARCH 31, 2016

Session 2A : MS001

Session 2B : MS003

Coffee Break : MS002

SESSION 2 – PARALLEL SESSIONS

14:15-15:45

**SESSION 2B – ELECTRONIC SUBSTITUTION AND OTHER
ECONOMETRIC TOPICS**

CHAIR: Claire BORSENBARGER (Le Groupe La Poste)

Heikki NIKALI (Posti Group, Finland)

“Demand for Newspapers and Magazines in Finland in the Digital Era”

Discussant: Catherine Muller (Toulouse Business School)

Frank RODRIGUEZ (Oxera), S. Soteri (Royal Mail) and S. Tobias (Community of European Railway and Infrastructure Companies)

“Some Results from the UK on the Impact of E-substitution on the Demand for Mail”

Discussant: Heikki Nikali (Posti Group, Finland)

Frédérique FEVE (IDEI-TSE) and J.P. Florens (IDEI-TSE)

“Demand Models with Geolocalized Explanatory Variables”

Discussant: Xavier Comte (LAET, University of Lyon)

15:45-16:15

Coffee Break

16:15-17:15

José ANSON (Universal Postal Union, Switzerland), D. Hristova (University of Cambridge, UK), A. Rutherford (United Nations Global Pulse, USA), M. Luengo-Oroz (United Nations Global Pulse, USA) and C. Mascolo (University of Cambridge, UK)

“The International Postal Network and Other Global Flows as Proxies for National Wellbeing”

Discussant: Leticia Veruete-McKay (Royal Mail Group)

M. M. Cigno (U.S. Postal Regulatory Commission) and **Ted PEARSALL** (Consultant to the PRC)

“Simulating Equilibrium in Multi-Product Postal Markets Following De-regulation and Liberalization”

Discussant: Thomas-Olivier Léautier (IDEI-TSE)

20:00

Conference dinner (by invitation)

PROGRAM

FRIDAY APRIL 1, 2016

Conference: MS001

Coffee Break: MS002

Lunch: MS002

9:00-11:00

SESSION 3 - PARCEL DELIVERY ISSUES**CHAIR: Jean-Marie LOZACHMEUR (IDEI-TSE)****Robert COHEN** (Independent Consultant) and J. Waller (Independent Consultant)*"The Postal Service's Cost to Deliver Parcels on Letter Routes and Stand-alone Parcel Routes"**Discussant: Jean-Pierre Florens (IDEI-TSE)***Jeff COLVIN** (USPS Office of Inspector General), M. Perkins (Howard University) and M. Bradley (George Washington University)*"The Role of a State-Owned Enterprise in an Imperfectly Competitive Delivery Services Market"**Discussant: Soterios Soteri (Royal Mail Group)***John PANZAR** (University of Auckland) and L. W. Menk (Northwestern University)*"Co-opetition in Parcel Delivery: An Explanatory Analysis"**Discussant: Jean-Marie Lozachmeur (IDEI-TSE)*C. Borsenberger (Le Groupe La Poste), **Helmuth CREMER** (IDEI-TSE), D. Joram (Le Groupe La Poste) and J.M. Lozachmeur (IDEI-TSE)*"Pricing of delivery services and the emergence of marketplace platforms"**Discussant: John Panzar (University of Auckland)*

11:00-11:30

Coffee Break

PROGRAM

FRIDAY APRIL 1, 2016

Conference : MS001

Coffee Break : MS002

Lunch : MS002

PROGRAM

11:30-12:30 **KEYNOTE LECTURE**
CHAIR: Jean-Paul FORCEVILLE (Le Groupe La Poste)

Henrik OKHOLM (Copenhagen Economics)
"E-Commerce and Parcel Delivery"

12:30-13:30 **Lunch**

13:30-14:30 **KEYNOTE LECTURE**
CHAIR: Helmut CREMER (IDEI-TSE)

Francis BLOCH (PSE)
"Internet Taxation"

14:30-16:00 **ROUND TABLE**
CHAIR: Jean TIROLE (IDEI-TSE)

Paul SEABRIGHT (IDEI-TSE),
Chris DELLAROCAS (Boston University),
Robert MADELIN (European Commission),
Sébastien SORIANO (ARCEP)
"Trust, Reputation in the Digital Economy and e-Commerce"

20 min for presentation – 5 min for the discussant – 5 min for questions