



INSTITUT
D'ÉCONOMIE
INDUSTRIELLE



Institut National de la Recherche Agronomique

EMPIRICAL INDUSTRIAL ORGANIZATION OF THE FOOD RETAILING INDUSTRY

Toulouse, February 9-10, 2006

Organizers: **Céline Bonnet** and **Pierre Dubois**

PROGRAM

Seminar Venue:

MANUFACTURE DES TABACS

Aile Jean-Jacques Laffont – 3rd Floor – Room 323
21, Allée de Brienne
31000 Toulouse

Thursday February 9, 2006

Morning Session: Chair: **Jean-Pierre Florens** (University of Toulouse, GREMAQ-IDEI)

9h30-10h30 **Sofia Berto Villas Boas** (UC Berkeley)
“*Wholesale Price Discrimination: Inference and Simulation*”
Discussant: **Farid Gasmi** (University of Toulouse, GREMAQ-IDEI)

10h30-11h00 Coffee break

11h00-12h00 **Fabian Bergès-Sennou** (University of Toulouse, INRA)
“*Consumers' decision between private labels and national brands in a retailer's store: a mixed multinomial logit application*”, with Daniel Hassan, Sylvette Monier-Dilhan and Hélène Raynal
Discussant: **Catherine Cazals** (University of Toulouse, GREMAQ-IDEI)

12h00-14h00 Lunch

Afternoon Session: Chair: **Marc Ivaldi** (Toulouse School of Economics and CEPR)

14h00-15h00 **Vincent Réquillart** (University of Toulouse, INRA, IDEI)
“*Do all Private Labels affect all National Brands Prices*”, with Christophe Bontemps and Valérie Orozco
Discussant: **Sofia Berto Villas-Boas** (University of California, Berkeley)

15h00-16h00 **Frode Steen** (Norwegian School of economics and Business Administration)
“*Private Label Entry as a Competitive Force? An analysis of price responses in the Norwegian food sector*”
Discussant: **Michel Simioni** (University of Toulouse, INRA, IDEI)

16h-16h30 Coffee Break

16h30-18h00 **Roundtable:** “*The Role of Private Labels in Marketing and Competition between Retailers*”

Fabian Bergès-Sennou (University of Toulouse, INRA), chair
Yves Boisard (Directeur du Service Qualité du groupement d'achat GALEC)
Vincent Réquillart (University of Toulouse, INRA, IDEI)
Frode Steen (Norwegian School of economics and Business Administration)

20h00 Dinner

Friday February 10, 2006

Morning Session: Chair: **Jacques Crémer** (University of Toulouse, GREMAQ-IDEI)

9h00-10h00 **Bruno Hernan** (London Business School)
“Structural Demand Estimation with Varying Product Availability”
with Naufel Vilcassim

Discussant : **Céline Bonnet** (University of Toulouse, INRA)

10h00-10h30 Coffee Break

10h30-11h30 **Pierre Dubois** (University of Toulouse, INRA, IDEI)
“Non Linear Contracting and Endogenous Market Power between Manufacturers and Retailers: Identification and Estimation on Differentiated Products”, with Céline Bonnet

Discussant: **P.B. Seetharaman** (Rice University)

11h30-12h30 **Howard Smith** (Oxford University)
“Supermarket Choice with an Endogenous Number of Stores”

Discussant: **Bruno Jullien** (University of Toulouse, GREMAQ-IDEI)

12h30-14h00 Lunch

Afternoon Session: Chair: **Vincent Réquillart** (University of Toulouse, IDEI, INRA)

14h00-15h00 **P.B. Seetharaman** (Rice University)
“Estimating Dynamic Pricing Decisions in Oligopolistic Markets: An Empirical Approach using Micro- and Macro-Level Data” with Tat Y. Chan

Discussant: **Pierre Dubois** (University of Toulouse, IDEI, INRA)

15h00-16h30 **Roundtable: “Manufacturers Retailers Relationships and Market Power”**

Bruno Jullien (University of Toulouse, GREMAQ-IDEI), chair
Claire Chambolle (INRA Paris)
Vincent de Lagarde (Délégué Général de l’ARIA Midi-Pyrénées)
Thierry Renard (Délégué Général de l’ARDIA Aquitaine)
Patrick Rey (University of Toulouse, GREMAQ-IDEI)
Howard Smith (Oxford University)

Organizers

Cécile BONNET cbonnet@toulouse.inra.fr
Tel : 33 (0)5 61 12 85 91

Pierre DUBOIS dubois@toulouse.inra.fr
Tel : 33 (0)5 61 12 85 55

Contact

Christelle Fauchié
IDEI
Université des Sciences Sociales
Manufacture des Tabacs
21, Allée de Brienne – 31000 Toulouse
Email : fauchie@cict.fr
Tel/Fax : 33 (0)5 61 12 85 97/
33 (0)5 61 12 86 37



Links:

<http://idei.fr/>
<http://www.toulouse.inra.fr>