



INSTITUT
D'ÉCONOMIE
INDUSTRIELLE

PROGRAMME

Eighth bi-annual Postal economics conference on

“E-commerce, Digital Economy and Delivery services”

Toulouse, April 3-4, 2014

Conference sponsored by IDEI and Le Groupe La Poste

Conference venue

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

<http://idei.fr/display.php?a=27289>

Conference Secretariat

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PROGRAMME

THURSDAY APRIL 3, 2014

Conference : MS001
Coffee Break : MS002
Lunch : MH 001



8:30-9:00

Registration & Welcome Coffee

9:00-9:15

Opening of the conference :

Helmuth Cremer (IDEI-TSE) and Denis Joram (La Poste)

9:15-11:15

SESSION 1 - URBAN LOGISTICS AND PARCELS DELIVERY
CHAIR: Jean-Pierre Florens (IDEI-TSE)

“Quality and price competition between delivery services in the e-commerce sector ”

Helmuth Cremer (IDEI-TSE), **Philippe De Donder** (IDEI-TSE)
Denis Joram and **Claire Borsenberger** (La Poste)

Discussant : Vincenzo Visco Comandini (University of Rome Tor Vergata)

“Google and multisided platform economics: what lessons for delivery services?”

Vincenzo Visco Comandini (University of Rome Tor Vergata)

Discussant : Philippe De Donder (IDEI-TSE)

“Developing a territorial diagnosis and decision-making tool for urban goods distribution ”

Raphaëlle Ducret (CIFRE Mines ParisTech - La Poste),
Bernard Lemarie and **Alain Roset** (La Poste)

Discussant : Matthias Winkenbach (WHU)

“Strategic product positioning and regulatory intervention in a market for urban logistics services”

Matthias Winkenbach (WHU – Otto Beisheim School of Management),
Stefan Spinler (WHU – Otto Beisheim School of Management) and **Alain Roset** (La Poste)

Discussant : Clément Magre (La Poste)

11:15-11:45

Coffee Break



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THURSDAY APRIL 3, 2014

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



11:45-12:45

KEYNOTE LECTURE

CHAIR: Denis Joram (La Poste)

« Urban Logistic »

Michel Savy (Paris XII, ENPC)

12:45-14:00

Lunch

SESSION 2 - PARALLEL SESSIONS

14:00-17:30

**SESSION 2A - POSTAL ISSUES I AND DIGITAL ECONOMICS -
NEWSPAPERS AND BOOKS**

CHAIR: Claire Borsenberger (La Poste)

“Quantile analysis of the cost frontier of French Delivery Offices”

Jean-Pierre Florens (IDEI-TSE), Alain Roset (La Poste) and **Frédérique Fève** (IDEI-TSE)

Discussant : Leticia Veruete-McKay (Royal Mail)

“Buyer group without exclusive purchase: with applications to library consortium”

Doh-Shin Jeon (IDEI-TSE) and Domenico Menicucci (Università degli Studi di Firenze)

Discussant : Christiaan Hogendorn (Wesleyan University)

“The value of addresses”

Merry Law (President of WorldVu LLC)

Discussant : James I. Campbell Jr (Attorney and Consultant in Washington)

15:30-16:00

Coffee Break

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“On the antitrust economics of the electronic books industry”

Alexander White (Tsinghua University) and **Germain Gaudin** (Düsseldorf Institute for Competition Economics)

Discussant : Thibaud Vergé (CREST)

“Estimating the effects of UPU terminal dues, 2014 – 2017”

James I. Campbell Jr (Attorney and consultant in Washington)

Discussant : Catherine Cazals (IDEI-TSE)

“Local news online: aggregators, geo-targeting and the market for local news”

Christiaan Hogendorn (Wesleyan University) and Lisa M. George (CUNY)

Discussant : Doh-Shin Jeon (IDEI-TSE)

14:00-17:00 **SESSION 2B - E-COMMERCE AND DIGITAL ECONOMICS - TELECOMS**

CHAIR: Philippe De Donder (IDEI-TSE)

“Technology spillovers and strategic interactions in the adoption of E-commerce among U.S. businesses”

Seung-Hyun Hong (University of Illinois)

Discussant : Christian Jaag (Swiss Economics)

“The effect of Payment Reversibility on E-commerce and Postal Quality”

Christian Jaag (Swiss Economics) and Christian Bach (Swiss Economics)

Discussant : Seung-Hyun Hong (University of Illinois)



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LE GROUPE LA POSTE

“Bundling incentives in markets with product complementarities: the case of Triple-Play”

Pedro Pereira (Universidade de Évora), João Macieiray (Virginia Tech) and João Vareda (CEFAGE-UE)

Discussant : Konrad O. Stahl (University of Mannheim)

15:30-16:00 Coffee Break

“Market transparency, adverse selection, and moral hazard”

Tobias J. Klein (Tilburg University), Christian Lambertz (University of Mannheim) and **Konrad O. Stahl** (University of Mannheim)

Discussant : Pedro Pereira (Universidade de Evora)

20:00 Dinner

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Lunch : MH 001



9:30-11:00

SESSION 4 - POSTAL ISSUE II
CHAIR: Herbert Goetz (IPC)

“Sender-receiver-segment-based demand analysis for letters”

Heikki Nikali (Itella Corporation)

Discussant : Frank Rodriguez (Oxera)

“Crisis, regulatory reform, and the United States Postal Service”

William E. Kovacic (George Washington University)

Discussant : Jeff Colvin (USPS)

« The Demand for attention and mail »

Jeff Colvin (USPS-OIG), **Mary Perkins** (Howard University)
and **Mike Bradley** (George Washington University)

Discussant : Heikki Nikali (Itella Corporation)

11:00-11:30

Coffee Break

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LE GROUPE LA POSTE

11:30-12:30

KEYNOTE LECTURE

CHAIR: Helmuth Cremer (IDEI-TSE)

“Two-sides platforms and strategic search diversion”
Bruno Jullien (IDEI-TSE)

12:30-14:00

Lunch

14:00-15:00

KEYNOTE LECTURE

CHAIR: Claude Crampes

“Quality externalities and the limits of reputation in two-sided markets”
Steve Tadelis (UC Berkeley)

15:00-16:30

ROUND TABLE

CHAIR: Jean Tirole (IDEI-TSE)

“The organization of the e-commerce sector: competition, concentration and vertical integration”
Didier Brune (La Poste), William E. Kovacic (George Washington University), Thibaud Vergé (CREST), Alexander White (Tsinghua University).

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