



Fifth bi-annual conference on *« The Economics of the Software and Internet Industries »*

Toulouse, January 8-9, 2009

SCIENTIFIC COMMITTEE

Daron Acemoglu, Philippe Aghion, Susan Athey, Glenn Ellison, Luis Garicano, Michael Katz, Josh Lerner, Preston McAfee, John Van Reenen and Hal Varian.

ORGANIZING COMMITTEE

Jacques Crémer, Bruno Jullien and Paul Seabright.

CONFERENCE VENUE

Hôtel Mercure ATRIA
Amphithéâtre Verdi
Boulevard Lascrosses
8, Esplanade Compans Caffarelli
31000 Toulouse - France

CONFERENCE SECRETARIAT

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Discussants to be announced

Thursday, January 8, 2009

8:45 – 9:00 Introduction and Welcome

PLENARY SESSION 1 – Auctions and mechanisms

9:00 – 9:40 **Glenn ELLISON** and Susan ATHEY (Harvard University and MIT)
Position Auctions and Consumer Search

9:40 – 10:20 **Chrysanthos DELLAROCAS** (Robert H. Smith School of Business, University of Maryland)
Simultaneous Auctions of Imperfect Substitute Goods by Sellers of Different Reputations

10:20– 11:00 **Michael SCHWARZ** (Yahoo) and Alex FRANKEL
Equilibrium Theory of Internet Brand Advertisement

11:00 – 11:20 **Coffee break** ☕

PARALLEL SESSION 1 – Standards, licensing

11:20 – 12:00 **Jean TIROLE** (TSE and IDEI)
TBA

12:00 – 12:40 **Reiko AOKI** (IER, Hitotsubashi University and University of Maryland) and Aaron SCHIFF (University of Auckland)
Collective Rights Organizations and Investment in Upstream R&D

PARALLEL SESSION 2 – Web 2.0

11:20 – 12:00 **Andres HERVAS-DRANE** (Harvard Business School and Universitat Autònoma de Barcelona)
Word of Mouth and Recommender Systems: A Theory of the Long Tail

12:00 – 12:40 **Alexia GAUDEUL** (University of East Anglia and ESR Centre for Competition Policy), Chiara PERONI (School of Economics, University of East Anglia), and Laurence MATHIEU (ESRC Centre for Competition Policy)
Blogs and the Economics of Reciprocal Attention

12:40 – 14:00 **LUNCH**

PARALLEL SESSION 3 – Open Source

14:00 – 14:40 **Doh-Shin JEON** (Universitat Pompeu Fabra and TSE) and Silvio PETRICONI (Universitat Pompeu Fabra)
Open Source and Dynamics of Knowledge-Based Service Industry

14:40 – 15:20 **BEHRINGER Stefan** (Universität Frankfurt)
The Provision of a Public Good with a Direct Provision Technology and a Large Number of Agents

Discussants to be announced

15:20 – 16:00 **Feng ZHU** (USC – Marshall School of Business) and Xiaoquan ZHANG (HKUST Business School and MIT Center for Digital Business)
Group Size and Incentive to Contribute: A Natural Experiment at Chinese Wikipedia

PARALLEL SESSION 4 – Empirical Studies

14:00 – 14:40 **Neil GANDAL** and Chaim FERSHTMAN (Tel Aviv University)
Microstructure of Collaboration: The ‘Social Network’ of Open Source Software

14:40 – 15:20 **Seung-Hyun HONG** (University of Illinois) and Leonardo REZENDE (PUC-Rio)
Lock-In and Unobserved Preferences in Server Operating System Adoption: A Case of Linux vs. Windows

15:20 – 16:00 **Brian V. VIARD** (Cheung Kong Graduate School of Business) and Nicholas ECONOMIDES (Stern School of Business, New York University)
The Effect of Content on Global Internet Adoption

16:00 – 16:30 **Coffee break** ☕

16:00 – 18:00 **ROUNDTABLE 1 - TBA**

20:00 **DINNER**

Friday, January 9, 2009

PLENARY SESSION 2 – Empirical studies of IT

9:00 – 9:40 **Fiona SCOTT MORTON** (Yale School of Management and NBER), Jorge SILVA RISSO (UC Riverside) and Florian ZETTELMEYER (Northwestern University and NBER)
The Links between Internal Organization, Technology, and Product Market Strategies

9:40 – 10:20 **Mark SCHANKERMAN** (LSE, University of Arizona and CEPR) and Sharon BELENZON (Fuqua School of Business, Duke University)
Motivation and Sorting in Open Source Software Innovation

10:20– 11:00 **Marshall VAN ALSTYNE** (Boston University and MIT), Sinan ARAL (NYU Stern School of Business) and Erik BRYNJOLFSSON (MIT Sloan School of Management)
Productivity Effects of Information Diffusion in Email Networks

11:00 – 11:20 **Coffee break** ☕

PARALLEL SESSION 5 – Search and advertising

11:20 – 12:00 **Greg TAYLOR** (University of Southampton)
Competing Search Engines with Utility Maximising Consumers and Ordinary Search Results

Discussants to be announced

12:00 – 12:40 **Alex WHITE** (TSE)
Search Engines: Left Side Quality versus Right Side Profits

PARALLEL SESSION 6 – Innovation

11:20 – 12:00 **Jay Pil CHOI** (Michigan State University) and Byung-Cheol KIM (Georgia Institute of Technology)

Net Neutrality and Investment Incentives

12:00 – 12:40 **Ferdinand MAHR** (Institute for Communication Economics, LMU Munich) and Tobias KRETSCHMER (LMU Munich and Centre for Economic Performance, LSE)

Organizational and Strategic IT Alignment and Firm Performance: A Study of German Manufacturing Firms

12:40 – 14:00 **LUNCH**

PARALLEL SESSION 7 – Incentives and Information

14:00 – 14:40 **Marc LELARGE** (INRIA – ENS)
Economics of Malware: Epidemic Risks Model, Network Externalities and Incentives

14:40 – 15:20 **Jason HARTLINE** (Northwestern University, Electrical Engineering and Computer Science), Liad BLUMROSEN (Microsoft Research) and Shuzhen NONG (Microsoft AdCenter)
Position Auctions and Non-uniform Conversion Rates

15:20 – 16:00 **Ilya SEGAL** (Stanford University) and Luis RAYO (Graduate School of Business University of Chicago)
Optimal Information Disclosure

PARALLEL SESSION 8 – Two-sided markets

14:00 – 14:40 **Anindya GHOSE** and Sha YANG (Stern School of Business, New York University)
Organic and Paid Search Advertising: Complements, Substitutes or Neither?

14:40 – 15:20 **Thomas TREGOUET** (Ecole Polytechnique)
Vertical Integration in Two-Sided Markets

15:20 – 16:00 **Timothy DERDINGER** (University of Southern California)
Vertical Integration and Two-Sided Market Pricing: Evidence from the Video Game Industry

16:00 – 16:30 **Coffee break** ☕

16:00 – 18:00 **ROUNDTABLE 2 - TBA**