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

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Thursday, January 8, 2009

8:45 – 9:00  Introduction and welcome by Patrick REY, Director of IDEI

PLENARY SESSION 1 – Auctions and mechanisms  
Amphi. Verdi  
Chair: Patrick REY (TSE, GREMAQ and IDEI)

9:00 – 9:40  Glenn ELLISON and Susan ATHEY (Harvard University and MIT)  
Position Auctions and Consumer Search  
Discussant: Michael WHINSTON (Northwestern University)

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  
Discussant: Bruno JULLIEN (TSE, GREMAQ and IDEI)

10:20– 11:00  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  
Discussant: Yossi SPIEGEL (Tel Aviv University)

11:00 – 11:20  Coffee break  

PARALLEL SESSION 1 – Standards, licensing  
Amphi. Verdi  
Chair: Wilfried SAND-ZANTMAN (TSE, GREMAQ and IDEI)

11:20 – 12:00  Jean TIROLE (TSE and IDEI) and Josh LERNER (Harvard Business School)  
More on Patent Pools  
Discussant: Patrick REY (TSE, GREMAQ and IDEI)

12:00 – 12:40  Reiko AOKI (IER, Hitotsubashi University and University of Auckland) and Aaron SCHIFF (University of Auckland)  
Collective Rights Organizations and Investment in Upstream R&D  
Discussant: Wilfried SAND-ZANTMAN (TSE, GREMAQ and IDEI)

PARALLEL SESSION 2 – Web 2.0  
Room Seria 1  
Chair: Paul SEABRIGHT (TSE, GREMAQ and IDEI)

11:20 – 12:00  Andres HERVAS-DRANE (Harvard Business School and Universitat Autonoma de Barcelona)  
Word of Mouth and Recommender Systems: A Theory of the Long Tail  
Discussant: Guido FRIEBEL (TSE, IDEI and University of Frankfurt)
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*

Discussant: Paul SEABRIGHT (TSE, GREMAQ and IDEI)

12:40 – 14:00
LUNCH

PARALLEL SESSION 3 – Open source

Chair: Jacques CREMER (TSE, GREMAQ and IDEI)

14:00 – 14:40
Doh-Shin JEON (Universitat Pompeu Fabra and TSE) and Silvio PETRICONI (Universitat Pompeu Fabra)

*Dynamics of Knowledge-Based Service Industry and Open Source*

Discussant: Michael SCHWARZ (Yahoo! Research)

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*

Discussant: Georges CASAMATTA (TSE)

15:20 – 16:00
Michael SCHWARZ (Yahoo! Research) and Yuri TAKHTEYEV (UC Berkeley School of Information)

*Half a Century of Public Software Institutions: Open Source as a Solution to Hold-Up Problems*

Discussant: Jacques CREMER (TSE, GREMAQ and IDEI)

PARALLEL SESSION 4 – Search and advertising

Chair: Markus REISINGER (University of Munich)

14:00 – 14:40
Greg TAYLOR (University of Southampton)

*Competing Search Engines with Utility Maximising Consumers and Ordinary Search Results*

Discussant: Markus REISINGER (University of Munich)

14:40 – 15:20
Alexander WHITE (TSE)

*Search Engines: Left Side Quality versus Right Side Profits*

15:20 – 16:00
Anindya GHOSE and Sha YANG (Stern School of Business, New York University)

*Organic and Paid Search Advertising: Complements, Substitutes or Neither?*

Discussant: Mark SCHANKERMAN (LSE, University of Arizona and CEPR)

16:00 – 16:30
Coffee break
16:30 – 18:00 ROUNDTABLE 1 – Online Advertising  ❧Amphi. Verdi

Chair: Jacques CREMER (TSE, GREMAQ and IDEI)

Chrysanthos DELLAROCAS (Robert H. Smith School of Business, University of Maryland)
Miklos SARVARY (INSEAD)
Michael SCHWARZ (Yahoo)

20:00 DINNER – Restaurant La Corde, 4 rue Jules Chalande, 31000 Toulouse

Friday, January 9, 2009

PLENARY SESSION 2 – Empirical studies of IT  ❧Amphi. Verdi

Chair: Pierre DUBOIS (TSE)

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

Discussant: Pierre DUBOIS (TSE)

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

Discussant: Marc IVALDI (TSE and IDEI)

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

Discussant: Juergen MUELLER (Berlin School of Economics)

11:00 – 11:20 Coffee break 🌞

PARALLEL SESSION 5 – Empirical studies  ❧Amphi. Verdi

Chair: Stéphane STRAUB (TSE and ARQADE)

11:20 – 12:00
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

Discussant: Stéphane STRAUB (TSE and ARQADE)

12:00 – 12:40
Neil GANDAL and Chaim FERSHTMAN (Tel Aviv University)
R&D Spillovers: The “Social Network” of Open Source Software

Discussant: Doh-Shin JEON (Universitat Pompeu Fabra and TSE)
PARALLEL SESSION 6 – Innovation  
Chair: David SALANT (TSE)

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

Discussant: David SALANT (TSE)

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*

Discussant: Fiona SCOTT MORTON (Yale School of Management and NBER)

12:40 – 14:00  
LUNCH

PARALLEL SESSION 7 – Incentives and information  
Chair: Philippe DE DONDER (TSE)

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

Discussant: Alexander WHITE (TSE)

14:40 – 15:20  
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*

Discussant: Philippe DE DONDER (TSE)

15:20 – 16:00  
Cyril HARITON (European Commission, DG Competition/CET) and Jacques CREMER (TSE, GREMAQ and IDEI)  
*Rental of Durable Good*

Discussant: Paul SEABRIGHT (TSE, GREMAQ and IDEI)

PARALLEL SESSION 8 – Two-sided markets  
Chair: Thierry MAGNAC (TSE, GREMAQ and IDEI)

14:00 – 14:40  
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*

Discussant: Thierry MAGNAC (TSE, GREMAQ and IDEI)
14:40 – 15:20  **Thomas TREGOUET** (Ecole Polytechnique)
*Vertical Integration in Two-Sided Markets*

Discussant: **Jean-Charles ROCHE** (TSE, GREMAQ and IDEI)

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

Discussant: **Sharon BELENZON** (Fuqua School of Business, Duke University)

16:00 – 16:30  **Coffee break** ☕️

16:30 – 18:00  **ROUNDTABLE 2 – Competition in Content** Amphi. Verdi

**Chair:** **Paul SEABRIGHT** (TSE, GREMAQ and IDEI)

**Helen WEEDS** (University of Essex)
**Pierre BUIGUES** (LECG, TBS, previously EU Commission)
**Bruno JULLIEN** (TSE, GREMAQ and IDEI)