

Program

10th bi-annual Postal Economics Conference on “E-commerce, Digital Economy and Delivery Services”

Toulouse, March 29th – 30th, 2018

Conference sponsored by IDEI and Le Groupe La Poste

CONFERENCE VENUE

Toulouse School of Economics (TSE)
Manufacture des Tabacs – Auditorium MS 001 – S Building
21 Allée de Brienne - 31000 Toulouse, France

ORGANIZING COMMITTEE

Claire BORSENBARGER (Groupe La Poste)
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CONFERENCE SECRETARIAT

Christelle FAUCHIE / Marie-Hélène DUFOUR

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THURSDAY MARCH 29, 2018

8:30-9:00 **Registration**

9:00-9:15 Opening of the conference: **Jean-Paul Forceville** (Le Groupe La Poste) and
Sébastien Pouget (IDEI-TSE)

9:15-11:15 **Session 1: Parcel Delivery and Urban Logistics** **Room: MS001**

Chair: **Frédéric Delaval** (Le Groupe La Poste)

Michael Bradley (George Washington University), **Jeffrey Colvin** (USPS) and Mary Perkins (Howard University)

“Crowdsourcing the Last Mile”

Discussant: **Frank Rodriguez** (Oxera)

Helmuth Cremer (IDEI-TSE)

“Vertical Integration in the E-commerce Sector”

Discussant: **John Panzar** (University of Auckland)

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“Last Mile” Parcel Competition with Real Time Routing by Shippers

Discussant: **Marine Lefort** (Le Groupe La Poste)

Laetitia Dablanc (French Institute of Science and Technology for Transport, Development and Networks - IFSTTAR, University of Paris-Est) with Neila Saidi (School of Architecture of Marne la Vallee, University of Paris-East) and Nicolas Louvet (Head of the consultancy 6t)

“On-Demand Instant Deliveries”

Discussant: **Estelle Malavolti** (Toulouse School of Economics and ENAC)

11:15-11:45 **Coffee Break**

11:45-12:45 **Keynote Lecture** **Room: MS001**

Chair: **Marc Ivaldi** (Toulouse School of Economics)

Alex Anas (State University of New York at Buffalo)

“Urban Logistics”

12:45-14:00 **Lunch**

THURSDAY MARCH 29, 2018

14:00-15:30 **Session 2: Parallel Sessions**

Session 2A: The Power of Data

Room: MS001

Chair: Jean-Marie Lozachmeur (IDEI-TSE)

Szabolcs Lorincz (European Commission), Geza Sapi (European Commission and Dusseldorf Institute for Competition Economics) and Maximilian Schaefer (DIW)
“The Effect of Big Data on Recommendation Quality: The Example of Internet Search”
Discussant: Daniel Ershov (Toulouse School of Economics)

Grazia Cecere (Institut Mines Telecom), C. Jean, F. Le Guel and M. Manant (University of Paris-Sud, Université Saclay)
“STEM and Teens: An Algorithm Bias on a Social Media”
Discussant: Doh-Shin Jeon (Toulouse School of Economics)

Jin-Hyuk Kim (University of Colorado), Liad Wagman (Illinois Institute of Technology) and Abraham Wickelgren (University of Texas)
“The Impact of Access to Consumer Data on the Competitive Effects of Horizontal Mergers”
Discussant: Renato Gomes (Toulouse School of Economics)

15:30-16:00 **Coffee Break**

THURSDAY MARCH 29, 2018

14:00-15:30 **Session 2: Parallel Sessions**

Session 2B: Accessibility and Demand for Postal Services **Room: MS003**

Chair: Denis Joram (Le Groupe La Poste)

Claire Borsenberger (Le Groupe La Poste), **Aurélie Mercier** (Université Lyon 2), Nicolas Ovtracht (Université Lyon 2), Stéphanie Souche-Le Corvec (Université Lyon 2) and Olivier Vialaneix (Le Groupe La Poste)

“Accessibility to Postal Services: A Potential Spatial Accessibility Analysis”

Discussant: **Christine Thomas-Agnan** (Toulouse School of Economics)

Frank Rodriguez (Oxera) and **Soterios Soteri** (Royal Mail Group)

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

Discussant: **Olga Bohorquez Soares** (Le Groupe La Poste)

Frédérique Fève (IDEI-TSE), Jean-Pierre Florens (IDEI-TSE), Soterios Soteri (Royal Mail Group) and **Letitia Veruete-McKay** (Royal Mail Group)

“Estimation of Demand for Unaddressed Mail in the UK: Entry and Exit Customer Analysis using Firm Level Data”

Discussant: **Eric Gautier** (IDEI-TSE)

15:30-16:00 **Coffee Break**

THURSDAY MARCH 29, 2018

16:00-17:00 **Session 2: Parallel Sessions**

Session 2A: E-commerce

Room: MS001

Chair: Jean-Marie Lozachmeur (IDEI-TSE)

J. Scott Marcus (Bruegel) and **Georgios Petropoulos** (Bruegel)

“Geo-Blocking of Goods that Require Cross-border Delivery: A Preliminary View on EU Policy Considerations”

Discussant: **Antonin Arlandis** (Le Groupe La Poste)

Peter Newberry (Pennsylvania State University), Jean-François Houde (Department of Economics Cornell University) and Katja Seim (The Wharton School University of Pennsylvania)

“Economies of Density in E-Commerce: A Study of Amazon's Fulfillment Center Network”

Discussant: **Mathias Reynaert** (Toulouse School of Economics)

Session 2B: Postal Price Regulation

Room: MS003

Chair: Denis Joram (Le Groupe La Poste)

Christian Bender (WIK), Alex Dieke (WIK) and **Antonia Niederprüm** (WIK)

“How to Respond to Declining Volumes in Postal Price Caps?”

Discussant : **Bernard Roy** (LE CAP Economics)

Margaret Cigno (Postal Regulatory Commission)

“Postal Regulation in a Time of Change”

Discussant: **Johnny Carrasco-Moufle** (Le Groupe La Poste)

20:00

Dinner



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FRIDAY MARCH 30, 2018

9:00 – 11:00 **Session 3: Digital Platforms Strategies and Regulation** **Room: MS001**
Chair: Joëlle Toledano (Université Paris-Dauphine)

Gary Biglaiser (University of North Carolina), **Jacques Crémer** (Toulouse School of Economics) and André Veiga (Imperial College)

“Migration Between Platforms”

Discussant: **Emilio Calvano** (University of Bologna)

Xitong Li (HEC Paris), Joern Grahl (University of Cologne) and Oliver Hinz (Goethe University Frankfurt)

“How Do Recommender Systems Lead to Consumer Purchases? A Mediation Analysis of a Field Experiment”

Discussant: **Grazia Cecere** (Institut Mines Telecom)

Alexandre de Cornière (Toulouse School of Economics) and Greg Taylor (University of Oxford)

“Upstream Bundling and Leverage of Market Power”

Discussant: **Travis Ng** (Chinese University of Hong Kong)

Ming Gao (Tsinghua University) and **Travis Ng** (Chinese University of Hong Kong)

“Non-Price Discrimination by a Prejudiced Platform”

Discussant: **Emil Palikot** (Toulouse School of Economics)

11:00-11:30 Coffee Break



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LE GROUPE LA POSTE

FRIDAY MARCH 30, 2018

11:30-12:30 **Keynote Lecture**

Room: MS001

Chair: Helmuth Cremer (IDEI-TSE)

Marshall Van Alstyne (Boston University)
“Digital Platforms’ Strategies”

12:30-14:30 Lunch

14:30-16:00 **Round Table**

Room: MS001

Chair: Jean Tirole (IDEI-TSE)

Philippe WAHL (Le Groupe La Poste),
Werner STENGG (European Commission),
Emilio CALVANO (University of Bologna),
Paul BELLEFLAMME (Aix-Marseille School of Economics)

“Should Digital Platforms Be Regulated? If Yes, How?”