

## Economics of Digitization

Munich, 30 November – 1 December 2018

### Programme

Friday, 30 November 2018

09:00 – 09:15      **Welcome and Introduction**  
Stephen Ryan, Area Director of the CESifo Area on the Economics of Digitization

#### Parallel Session 1a, Ludwig Erhard Room Internet Access

09:15 – 09:50      **Telecommunication Submarine-Cable Deployment and the Digital Divide in Sub-Saharan Africa**  
JOËL CARIOLLE (Foundation for International Development Study and Research (Ferd))

09:50 – 10:25      **Broadband Upgrade and Firm Performance in Rural Areas: Quasi-Experimental Evidence**  
Guilia Canzian, Samuele Poy, and SIMONE SCHÜLLER (ifo Institute)

#### Parallel Session 1b, Richard Musgrave Room Pricing

09:15 – 09:50      **Myopia and Dynamic Pricing: Evidence from the Hotel Industry**  
Daniel Garcia, JUHA TOLVANEN (University of Vienna), and Alexander K. Wagner

09:50 – 10:25      **Platform Price Parity Clauses and Segmentation**  
Joan Calzada, Ester Manna, and ANDREA MANTOVANI (University of Bologna)

10:25 – 10:55      Coffee Break

#### Parallel Session 2a, Ludwig Erhard Room Cloud Computing and Crowdfunding

10:55 – 11:30      **Cloud Computing and Firm Growth**  
Timothy DeStefano, RICHARD KNELLER (University of Nottingham), and Jonathan Timmis

11:30 – 12:05      **Unemployment and Online Labor**  
Kathrin Borchert, Matthias Hirth, MICHAEL E. KUMMER (UEA and Georgia Tech), Ulrich Laitenberger, Olga Slivko, and Steffen Viete

# CESifo AREA CONFERENCES

## Parallel Session 2b, Richard Musgrave Room

### Information about Consumers

- 10:55 – 11:30      **Advertising and Consumer Tracking: Theory and Evidence**  
Anna D’Annunzio, Christian Peukert, and ANTONIO RUSSO (ETH Zurich)
- 11:30 – 12:05      **Selling Strategic Information in Digital Competitive Markets**  
David Bounie, Antoine Dubus, and PATRICK WELBROECK (Telecom ParisTech)
- 12:05 – 13:15      Lunch

## Parallel Session 3a, Ludwig Erhard Room

### Content Provision

- 13:15 – 13:50      **Streaming Platform and Strategic Recommendation Bias**  
MARC BOURREAU (Telecom ParisTech) and Germain Gaudin
- 13:50 – 14:25      **Prioritization vs Zero-Rating: Discrimination on the Internet**  
AXEL GAUTIER (University of Liège) and Robert Somogyi

## Parallel Session 3b, Richard Musgrave Room

### Gender Wage Gap and Social Segregation

- 13:15 – 13:50      **Quantifying Social Segregation in Large-Scale Networks**  
Johannes Bjelland, Andreas Kotsadam, JO THORI LIND (University of Oslo),  
Bjørn-Atle Reme, and Pål Roe Sundsøy
- 13:50 – 14:25      **An Econometric (Re-) Analysis of the Gender wage Gap in a High-Dimensional Setting**  
Philipp Bach, Victor Chernozhukov, and MARTIN SPINDLER (University of Hamburg)
- 14:25 – 14:45      Coffee Break

## Session 4 – Plenary Session, Ludwig Erhard Room

- 14:45 – 15:20      **Firm Organization and Information Technology: Micro and Macro Implications**  
ASIER MARISCAL (Universidad Carlos III Madrid)
- 15:20 – 15:55      **The Macro-Economics of Superstars: Digitization, Increasing Returns, and Monopoly Power**  
Anton Korinek and DING XUAN NG (Johns Hopkins University)

# CESifo **AREA CONFERENCES**

15:55 – 16:30 **Industrial Robotics and Export Quality**  
Timothy DeStefano and JONATHAN TIMMIS (OECD, University of Nottingham)

19:00 **Conference Dinner**

**End of Day 1**

**Saturday 1 December 2018**

**Session 5 – Plenary Session, Ludwig Erhard Room**  
**Distinguished CESifo Affiliate Award Candidates**

09:30 – 10:15 **Components of Uncertainty**  
VEGARD HØGHAUG LARSEN (Norges Bank)

10:15 – 11:00 **Superstars in Two-Sided Markets: Exclusives or Not?**  
Elias Carroni, LEONARDO MADIO (CORE UCLouvain and University of York), and Shiva Shekhar

11:00 – 11:20 Coffee Break

11:20 – 12:05 **Consumers on a Leash: Advertised Sales and Intertemporal Price Discrimination**  
ANIKO OERY (Yale University)

12:05 – 13:15 Lunch

**Session 6 – Plenary Session, Ludwig Erhard Room**

13:15 – 14:15 **Keynote Lecture**  
**Price Salience and Product Choice**  
Tom Blake, Sarah Moshary, Kane Sweeney, and STEVE TADELIS (University of California, Berkeley)

14:15 – 14:35 Coffee Break

**Session 7 – Plenary Session, Ludwig Erhard Room**

14:35 – 15:10 **Battling Antibiotic Resistance: Using Machine Prediction to Improve Prescribing**  
Michael Ribers and HANNES ULLRICH (DIW Berlin and University of Zurich)

15:10 – 15:45 **The Race for an Artificial General Intelligence: Implications for Public Policy**  
WIM NAUDÉ (Maastricht University and RWTH Aachen University) and Nicola Dimitri

15:45 – 16:00 **Farewell comments – Ludwig Erhard Room**