

CRC TR 224 EPoS | MaCCI Summer School on Platform Economics

Annweiler, Germany, July 18-22, 2022

Jugendstilhotel Trifels, Kurhausstraße 25, 76855 Annweiler-Bindersbach

Program

Sunday, July 17

3-9pm Check-in at hotel
7.30-8.30pm Dinner

Monday, July 18

8-9am Breakfast
9-10.30am **Lecture 1** **Julian Wright**
Frameworks for Modelling Monopoly and Competing Platforms

10.30-11am Coffee break
11am-12.30pm **Paper Session 1** **Laureen de Barsy**
Acquisitions in the Digital Economy: Are GAFAM Killing the Next Big Thing?
Chair: Sven Rady
Discussant: Songyuan Ding

Marit Holler
On Platforms' Benefits of Multihoming Buyers
Discussant: Pierre-François Darlas

1pm Lunch
2-3pm **Get to know each other**
4pm Coffee break
7.30pm Dinner

Tuesday, July 19

8-9am Breakfast
9-10.30am **Lecture 2** **Martin Peitz**
Media platforms

10.30-11am Coffee break
11am-12.30pm **Paper Session 2** **Willy Lefez**
Price Recommendations and the Value of Data
Chair: Giovanni Rizzi
Discussant: Yulia Evsyukova

Changhwa Lee
Optimal Recommender System Design
Discussant: Miguel Risco

1pm Lunch

4pm Coffee break
7.30pm Dinner

Wednesday, July 20

8-9am Breakfast
9-10.30am **Lecture 3** **Julian Wright**
Price parity and showrooming

10.30-11am Coffee break
11am-12.30pm **Paper Session 3** **Muxin Li**
Competition and Defaults in Online Search
Chair: Volker Nocke
Discussant: Jacopo Gambato

Robin Ng
Ratings & Reciprocity
Discussant: Maren Hahnen

1pm Lunch
4pm Coffee break
7.30pm Dinner

Thursday, July 21

8-9am Breakfast
9-10.30am **Lecture 4** **Julian Wright**
Do marketplaces set their fees too high?

10.30-11am Coffee break
11am-12.40pm **Jam Session** **Solveig Ahorner**
The Influence of Physician Rating Websites on the Quality of Primary Care
Chair: Fanying Chen
Richard Faltings
Squeezing more Juice out of Lime: Optimal Pricing in Shared Vehicle Platforms
Sueyoul Kim
Promotion Tournament Design in Digital Platforms: Evidence from the Live Streaming Industry
Ruben van Oosten
Predatory Pricing in the Presence of Network Effects: Evidence from the Lab

1pm Lunch
4pm Coffee break
7.30pm Dinner

Friday, July 22

8-9am	Breakfast	
9-10.30am	Lecture 5	Martin Peitz <i>Competition on platforms</i>
10.30-11am	Coffee break	
11am-12.30pm	Paper Session 4 and policy discussion	Marita Freimane <i>Substituting Away? The Effect of Platform Bargaining Regulation on Content Display</i> Discussant: Alessio Trabucco
	Chair: Martin Peitz	Martin Peitz and Julian Wright <i>Research and Policy</i>
1pm	Lunch	
after 4pm	Departure	

Paper session

Each presenter has 30 minutes to present their paper. The discussant should aim at 5 to 8 minutes with 8 minutes being the maximum. Note that minor comments by the discussant are useful input for the presenter. It would be great if they are communicated directly to the presenter, but they should not be included in the discussion.

Background reading

Paul Belleflamme and Martin Peitz (2021). *The Economics of Platforms: Concepts and Strategy*. Cambridge University Press.

Bruno Jullien, Alessandro Pavan, and Marc Rysman (2021). Two-Sided Markets, Pricing, and Network Effects. In: Kate Ho, Ali Hortaçsu, Alessandro Lizzeri (eds.). *Handbook of Industrial Organization* vol. 4. Elsevier.

A reading list with research papers will be provided at a later stage (before the beginning of the summer school).