

LIEGE COMPETITION AND INNOVATION INSTITUTE (LCII)

THIRD WORKSHOP ON
“INDUSTRIAL ORGANIZATION IN THE DIGITAL ECONOMY”
LIÈGE, MARCH 10-11

Day 1- Friday March 10

- 8h45** Registration and welcome
- 9h** **Session 1: Advertising** (Chair: Markus Reisinger)
Martin Quinn : *Do You See What I See? Ad Viewability and the Economics of Online Advertising*
Leonardo Madio : *Effects of Ad-Blockers Adoption on Digital Piracy: A Blessing or a Curse?*
Philipp Dimakopoulos : *User Data and Platform Competition*
- 10h30** Coffee break
- 11h** **Session 2: Crowdfunding and data protection** (Chair: Wynne Lam)
Ying Lei Toh: *Data security in the digital age: reputation and strategic interactions in security investments*
Grazia Cecere : *Giving up your Privacy for free after Snowden's Revelation*
Zhaoxin Pu: *Taking the Crowd by the Hand - the Intermediary Role of Crowdfunding Platforms*
- 12h30** Lunch
- 14h** **Keynote lecture: Markus Reisinger**
- 15h15** Coffee break
- 15h30** **Session 3: Platform competition** (Chair: Paul Belleflamme)
Frank Schlütter : *Evaluation of best price clauses in hotel booking*
Georgios Petropoulos : *Quality Provision in a search engine environment*
Vincent Malardé: *Platform versus traditional firm: competition and entry regulation*
Timothy Yeung : *Understanding AirBnB in Fourteen European Cities*
- 19h** Conference dinner (for speakers)

