LIEGE COMPETITION AND INNOVATION INSTITUTE (LCII)

FOURTH WORKSHOP ON
“INDUSTRIAL ORGANIZATION IN THE DIGITAL ECONOMY”
LIÈGE, MARCH 2-3

Day 1 - Friday March 2

8h45  Registration and welcome

9h   **Session 1:** Search matching and information  
     (Chair: Jose Moraga)

   Milena Petrova: *Search and Matching on an Online Marketplace for Services*
   Elias Carroni: *The Price of Discovering Your Needs Online*
   Antoine Dubus: *Selling Strategic Information in Competitive Markets*
   Matthias Hunold: *Hotel Rankings of Online Travel Agents, Channel Pricing and Consumer Protection*

11h00  Coffee break

11h30  **Plenary session 1:** Jose Moraga: Consumer Search and Prices in the Automobile Market

12h45  Lunch

13h45  **Session 2:** Advertising and targeting  
       (Chair: Johannes Johnen)

   Martin Quinn: *Targeting Advertising Preferences*
   Maximilian Schaefer: *The Effect of Big Data on Recommendation Quality. The Example of Internet Search*
   Tim Reiz: *Customer Recognition and Mobile Geo Targeting*
   Mats Köster: *Salience and Online Sales: The Role of Brand Image Concerns*

15h45  Coffee break

16h15  **Session 3:** Business models for the digital economy  
       (Chair: Wynne Lam)

   Esma Koca: *Double Utilisation of Consumer Appreciation: Is the Seamless Connection the New Monopoly Leverage?*
   David Ronayne: *Competing Sales Channels*
   Joe Lamesch: *Mergers in the Digital Economy*

19h30  Conference dinner (for speakers)
Day 2 - Saturday March 3

**9h00**  **Session 4:** Competition between content providers  
(Chair: Axel Gautier)

Leonardo Madio: *The economics of video-on-demand platforms in a multi-pirate environment*

Armando José Garcia Pires: *Social Media, Echo Chambers and Content Provision*

Jordana Viotto da Cruz: *Quality versus quantity in two-sided markets competition: Evidence from crowdfunding websites*

Justine Bulkaert: *License negotiations in SEP-intensive industries Do the rules play the game?*

**11h00**  Coffee break

**11h30**  **Plenary session 2:** Law and economics

Pieter Van Cleynenbreugel: *The sharing economy and European Union law: enabling innovation or regulating disruption?*

**12h45**  Farewell lunch

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**Conference venue**

HEC Liège, rue Louvrex 14, 4000 Liège, Room 1711 (Building XVII’)

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