

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: *Saliency and Online Sales: The Role of Brand Image Concerns*
- 15h45** Coffee break
- 16h15** **Session 3:** Business models for the digital economy (Chair: Wynne Lam)
- Robert Somogyi: *Prioritization vs zero-rating: Discrimination on the internet.*  
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

**Conference venue**

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

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