



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

**EIEF**  
EINAUDI INSTITUTE FOR ECONOMICS AND FINANCE



# 3<sup>rd</sup> Economics of Platforms Workshop

*Rome, 12-13 April 2018*

*Venue: Einaudi Institute for Economics and Finance (EIEF)  
Via Sallustiana, 62 - Rome*

## PROGRAM

(40 minutes author/s, 10 minutes discussant)

### Thursday, April 12

*13:30-14:00 Registration and Welcoming Coffee*

**SESSION 1** Chairman: **Bruno Jullien** (Toulouse School of Economics)

14:00-14:50 **Steven Tadelis** (University of California, Berkeley)  
*“Buying Reputation as a Signal of Quality: Evidence from an Online Marketplace”* (joint with Lingfang (Ivy) Li and Xiaolan Zhouz)  
Discussant: **Marco Pagnozzi** (University of Naples Federico II)

14:50-15:40 **Martin Peitz** (University of Mannheim)  
*“Platform Competition: Who Benefits from Multihoming?”* (joint with Paul Belleflamme)  
Discussant: **Michele Polo** (Bocconi University)

*15:40-16:10 Coffee Break*

**SESSION 2** Chairman: **Alexandre De Corniere** (Toulouse School of Economics)

16:10-17:00 **Juan Camilo Castillo** (Stanford University)  
*“Surge Pricing Solves the Wild Goose Chase”* (joint with Dan Knoepfle and E. Glen Weyl)  
Discussant: **Andrea Mantovani** (University of Bologna)

17:00-17:50 **Matthew Ellman** (IAE-CSIC and Barcelona GSE)  
*“Online Social Networks: Approval by Design”*  
Discussant: **Marc Bourreau** (Telecom Paris Tech)

20:00 *Dinner (by invitation only)*

## Friday, April 13<sup>th</sup>

- SESSION 3** Chairman: **Xavier Lambin** (Toulouse School of Economics)
- 09:00-9:50 **Alessandro Pavan** (Northwestern University)  
“*Price Customization and Targeting in Many-to-Many Matching Markets*” (joint with Renato Gomes)  
Discussant: **Markus Reisinger** (Frankfurt School of Finance & Management)
- 09:50-10:40 **Andrea Galeotti** (University of Essex)  
“*The Market for Online Content*” (joint with Itay Fainmesser)  
Discussant: **Renato Gomes** (Toulouse School of Economics)
- 10:40-11:00 *Coffee Break*
- SESSION 4** Chairman: **Pauline Affeldt** (DIW - Berlin)
- 11:00-11:50 **Ali Yurukoglu** (Stanford Graduate School of Business)  
“*Market Structure and Growth in Television*” (joint with Evgeni Drynkin)  
Discussant: **Andrea Pozzi** (EIEF)
- 11:50-12:40 **Giancarlo Spagnolo** (Università di Roma “Tor Vergata” & EIEF)  
“*Certification, Reputation and Entry: An Empirical Analysis*” (joint with Xiang Hui, Maryam Saeedi and Steven Tadelis)  
Discussant: **David Ronayne** (University of Oxford)
- 12:40-13:40 *Lunch*
- SESSION 5** Chairman: **Elias Carroni** (University of Bologna)
- 13:40-14:30 **Sara Fisher Ellison** (MIT)  
“*Regulatory Distortion: Evidence from Uber's Entry Decisions in the US*” (joint with Haldun Anil)  
Discussant: **Lapo Filistrucchi** (University of Florence)
- 14:30-15:20 **Gary Biglaiser** (University of North Carolina at Chapel Hill)  
“*Middlemen as Information Intermediaries: Evidence from Used Car Markets*” (joint with Fei Li, Charles Murry and Yiyi Zhou)  
Discussant: **Senay Sokullu** (Bristol University)
- 15:20-15:50 *Coffee Break*
- SESSION 6** Chairman: **Elena Argentesi** (University of Bologna)
- 15:50-16:40 **Francesco Sobbrío** (LUISS, Rome)  
“*Opinion Dynamics via Search Engines*” (joint with Fabrizio Germano)  
Discussant: **Anna D’Annunzio** (University of Naples Federico II)
- 16:40-17:30 **Andras Niedermayer** (Paris Dauphine University)  
“*Entry-Deterring Agency*” (joint with Simon Loertscher)  
Discussant: **Cecilia Vergari** (University of Bologna)

### **Program Committee**

Özlem Bedre-Defolie (ESMT Berlin), Emilio Calvano (University of Bologna, Toulouse School of Economics) and Bruno Jullien (Toulouse School of Economics)