

# Annual Conference of the Mannheim Centre for Competition and Innovation (MaCCI)

24 – 25 March 2022, Mannheim · Conference venue: hybrid · Time zone: CET (Germany)

## PROGRAMME

THURSDAY, 24 MARCH 2022

11:30 – 11:40 INTRODUCTORY REMARKS

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11:45 – 13:00 **PARALLEL SESSION I**

- (A) PLATFORM ECONOMICS - THEORY 1
- (B) MARKET STRUCTURE
- (C) COMPETITION ECONOMICS AND PHARMA
- (D) INNOVATION ECONOMICS - THEORY
- (E) CONSUMER INFORMATION

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13:00 – 14:00 BREAK

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14:00 – 15:15 **PARALLEL SESSION II**

- (A) PLATFORM ECONOMICS - THEORY 2
- (B) MARKUPS
- (C) PATENT LITIGATION
- (D) EVALUATING THE PLATFORM-TO-BUSINESS REGULATION (INVITED SESSION)

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15:15 – 15:30 BREAK

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15:30 – 16:45 **PARALLEL SESSION III**

- (A) DIGITAL MARKETS
- (B) INNOVATION ECONOMICS AND PHARMA
- (C) PLATFORM ECONOMICS - EMPIRICS
- (D) FRONTIERS OF COMPETITION LAW
- (E) MEDIA ECONOMICS

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16:45 – 17:15 BREAK

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17:15 – 18:15 **KEYNOTE :**  
Frédéric Jenny (OECD and ESSEC Business School)  
Chair: Martin Peitz (University of Mannheim & MaCCI)

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18:15 – 19:30 **PANEL DISCUSSION:**  
Silke Hossenfelder (Federal Cartel Office)  
Inge Graef (Tilburg University)  
Simonetta Vezzoso (University of Trento)  
Chair: Jens-Uwe Franck (University of Mannheim & MaCCI)

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PROGRAMME

FRIDAY, 25 MARCH 2022

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09:00 – 10:15 **PARALLEL SESSION IV**  
  
(A) HYBRID PLATFORMS  
(B) VERTICAL RELATIONS  
(C) ALGORITHMS AND COLLUSION  
(D) INNOVATION ECONOMICS - EMPIRICS

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10:15 – 10:30 BREAK

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10:30 – 11:45 **PARALLEL SESSION V**  
  
(A) DATA AND COMPETITION  
(B) ADVERTISING  
(C) ENVIRONMENTAL ECONOMICS  
(D) COMMON OWNERSHIP - SUBMITTED SESSION  
(E) ADVANCED PRICING STRATEGIES IN ONLINE MARKETS - SUBMITTED  
SESSION

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11:45 – 12:00 BREAK

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12:00 – 13:00 **KEYNOTE :**  
John Asker (University of California (UCLA))  
Chair: Volker Nocke (University of Mannheim & MaCCI)

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13:00 – 14:15 BREAK

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14:15 – 15:05

PARALLEL SESSION VI

- (A) COMPETITION ECONOMICS
- (B) COMMON OWNERSHIP
- (C) CONSUMER PREFERENCES
- (D) COMPETITION LAW DEVELOPMENTS

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15:10 – 15:20

CLOSING REMARKS

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PARALLEL SESSION I

11:45 – 13:00

**SESSION I A**

PLATFORM ECONOMICS - THEORY 1

Chair: Eleftheria Triviza

(University of Mannheim & MaCCI)

EFFICIENT COPYRIGHT FILTERS FOR  
ONLINE HOSTING PLATFORMS

Alessandro DE CHIARA

(University of Barcelona)

Discussant: Bertin MARTENS

PLATFORM LIABILITY AND  
INNOVATION

Leonardo MADIO

(University of Padova)

Discussant: Mark TREMBLAY

FOR THE PUBLIC BENEFIT: WHO  
SHOULD CONTROL OUR DATA?

Sarit MARKOVICH

(Kellogg School of Management at  
Northwestern University)

Discussant: Michele POLO

**SESSION I B**

MARKET STRUCTURE

Chair: Lei Li

(University of Mannheim & MaCCI)

MONOPSONY, CARTELS, AND  
MARKET MANIPULATION:  
EVIDENCE FROM THE U.S.  
MEATPACKING INDUSTRY

Jingyi HUANG

(Harvard University)

Discussant: Marc IVALDI

MARKET STRUCTURE, INVESTMENT  
AND TECHNICAL EFFICIENCIES IN  
MOBILE TELECOMMUNICATIONS

Marc IVALDI

(Toulouse School of Economics)

Discussant: Felix MONTAG

MERGERS, FOREIGN ENTRY, AND  
JOBS: EVIDENCE FROM THE U.S.  
APPLIANCE INDUSTRY

Felix MONTAG

(LMU Munich)

Discussant: Jingyi HUANG

**SESSION I C**

COMPETITION ECONOMICS AND  
PHARMA

Chair: Michelle Sovinski

(University of Mannheim & MaCCI)

MERGER AND ADVERTISING IN THE  
PHARMACEUTICAL INDUSTRY

Gosia MAJEWSKA

(Toulouse School of Economics)

Discussant: Leonardo ORTEGA

SHARPEN YOUR SWORD: THE  
REACTION OF BRANDED  
PHARMACEUTICAL FIRMS TO THE  
THREAT OF GENERIC ENTRY

Leonardo ORTEGA

(Georgia Institute of Technology)

Discussant: Andrey TKACHENKO

COMPETITIVE EFFECTS OF  
VERTICAL INTEGRATION IN  
AUCTIONS

Andrey TKACHENKO

(Bocconi University)

Discussant: Gosia MAJEWSKA

**SESSION I D**

INNOVATION ECONOMICS -  
THEORY

Chair: Francisco Poggi

(University of Mannheim & MaCCI)

ON THE INTERACTION BETWEEN  
PATENT SCREENING AND ITS  
ENFORCEMENT

Gerald LLOBET

(CEMFI and CEPR)

Discussant: Stefan LOBIN

THE CO-EXISTENCE OF PATENT  
POOLS

Stefan LOBIN

(Goethe University Frankfurt)

Discussant: Johannes SCHNEIDER

A QUEST FOR KNOWLEDGE

Johannes SCHNEIDER

(University of Mannheim &  
Carlos III de Madrid)

Discussant: Gerald LLOBET

**SESSION I E**

CONSUMER INFORMATION

Chair: Nicolas Schutz

(University of Mannheim & MaCCI)

SEARCH COSTS AND DIMINISHING  
SENSITIVITY

Heiko KARLE

(Frankfurt School of Finance &  
Management, CEPR, CESifo)

Discussant: Niccoló LOMYS

IDENTIFICATION AND ESTIMATION  
IN SEARCH MODELS WITH SOCIAL  
INFORMATION

Niccoló LOMYS

(Toulouse School of Economics,  
University of Toulouse Capitole)

Discussant: Philipp PEITLER

"SORRY, YOU HAVE TO MAKE AN  
APPOINTMENT!": PRICE  
COMMITMENT IN CREDENCE GOOD  
MARKETS

Philipp PEITLER

(University of Vienna)

Discussant: Heiko KARLE

**SESSION II A**

PLATFORM ECONOMICS - THEORY 2

Chair: Martin Peitz

(University of Mannheim & MaCCI)

FREEMIUM AND CONTENT ALLOCATION

Luis ABREU

(Culverhouse College of Business,  
University of Alabama)

Discussant: Markus REISINGER

PLATFORMS UNDER JOINT OWNERSHIP

Markus REISINGER

(Frankfurt School of Finance & Management)

Discussant: Paolo BERTOLETTI

A PREFERENCE-BASED MODEL OF PLATFORM  
COMPETITION

Paolo BERTOLETTI

(University of Milan Bicocca)

Discussant: Alessandro DE CHIARA

**SESSION II B**

MARKUPS

Chair: Herald Fadinger

(University of Mannheim & MaCCI)

RISING MARKUPS AND THE ROLE OF  
CONSUMER PREFERENCES

Hendrik DÖPPER

(DICE, University of Düsseldorf)

Discussant: GABRIELE ROVIGATTI

RISING MARKUPS, COMMON OWNERSHIP,  
AND TECHNOLOGICAL CAPACITIES

Alexandra GIBBON

(DICE, University of Düsseldorf)

Discussant: Hendrik DÖPPER

MEASURING MARKET POWER: MACRO AND  
MICRO EVIDENCE FROM ITALY

Gabriele ROVIGATTI

(Banca D'italia)

Discussant: Alexandra GIBBON

**SESSION II C**

PATENT LITIGATION

Chair: Bernhard Ganglmair

(University of Mannheim, ZEW & MaCCI)

PATENT ENFORCEMENT AND SUBSEQUENT  
INNOVATION: EVIDENCE FROM PATENT  
INFRINGEMENT LITIGATION

Marek GIEBEL

(Copenhagen Business School)

Discussant: Andrew VIVIAN

AN EMPIRICAL TEST OF PATENT HOLD-OUT  
THEORY: EVIDENCE FROM LITIGATION OF  
STANDARD ESSENTIAL PATENTS

Christian HELMERS

(Santa Clara University)

Discussant: Marek GIEBEL

SURPRISINGLY SMALL: THE EFFECT OF TRADE  
SECRET BREACHES ON FIRM PERFORMANCE

Andrew VIVIAN

(Loughborough University)

Discussant: Christian HELMERS

**SESSION II D**

EVALUATING THE PLATFORM-TO-BUSINESS  
REGULATION (INVITED SESSION –  
ROUNDTABLE DISCUSSION)

Chair: Jens-Uwe Franck

(University of Mannheim & MaCCI)

INVITED SPEAKER:

Christoph BUSCH

(University of Osnabrück)

INVITED SPEAKER:

Menno COX

(European Commission)

INVITED SPEAKER:

Anselm RODENHAUSEN

(Zalando SE)

**SESSION III A**

DIGITAL MARKETS

Chair: Martin Peitz

(University of Mannheim & MaCCI)

UNRAVELING THE SPREADING  
PATTERN OF COLLUSIVELY  
EFFECTIVE COMPETITION CLAUSES

Micheal TROST

(University of Hohenheim)

Discussant: Doh-Shin JEON

TYING IN MARKETS WITH  
NETWORK EFFECTS

Doh-Shin JEON

(Toulouse School of Economics,  
University of Toulouse Capitole)

Discussant: Sarit MARKOVICH

EFFICIENT INFORMATION SHARING  
IN NETWORK MARKETS

Bertin MARTENS

(Joint Research Centre, European  
Commission and Tilburg University)

Discussant: Michael TROST

**SESSION III B**

INNOVATION ECONOMICS AND  
PHARMA

Chair: Philipp Boeing (ZEW)

ACQUIRING INNOVATION: WHO,  
WHEN, AND WHAT? EVIDENCE  
FROM ANTIDIABETIC DRUG  
DEVELOPMENT

Jan MALEK

(KU Leuven)

Discussant: Laura GRIGOLON

STIGMA AS A BARRIER TO  
ADOPTION OF INNOVATION

Laura GRIGOLON

(University of Mannheim)

Discussant: Gaurab ARYAL

AN EVENT STUDY APPROACH TO  
VALUING PHARMACEUTICAL  
DRUGS

Gaurab ARYAL

(University of Virginia)

Discussant: Jan MALEK

**SESSION III C**

PLATFORM ECONOMICS - EMPIRICS

Chair: Thomas Niebel (ZEW)

BYE-BOX: AN ANALYSIS OF NON-  
PROMOTION ON THE AMAZON  
MARKETPLACE

Matthias HUNOLD

(University of Siegen)

Discussant: Louis-Daniel PAPE

PRICE DISCRIMINATION AND BIG  
DATA: EVIDENCE FROM A MOBILE  
PUZZLE GAME

Louis-Daniel PAPE

(CREST – Ecole Polytechnique)

Discussant: Ginger JIN

SAFETY REVIEWS ON AIRBNB: AN  
INFORMATION TALE

Ginger JIN

(University of Maryland)

Discussant: Matthias HUNOLD

**SESSION III D**

FRONTIERS OF COMPETITION LAW

Chair: Friedemann Kainer (University  
of Mannheim & MaCCI)

COMPETITION POLICY AND THE  
LABOUR SHARE

Amit ZAC

(University of Oxford)

Discussant: Filippo Maria LANCIERI

OUTPUT, WELFARE, AND  
SUSTAINABILITY IN EU  
COMPETITION LAW

Johannes PERSCH

(University of Mannheim)

Discussant: Oles ANDRIYCHUK

TOWARDS A NEW DIGITAL  
COMPETITION POLICY OF UKRAINE:  
THE EU MATRIX

Oles ANDRIYCHUK

(University of Strathclyde)

Discussant: Johannes PERSCH

**SESSION III E**

MEDIA ECONOMICS

Chair: Thomas Tröger

(University of Mannheim & MaCCI)

FAKE REVIEWS AND NAIVE  
CONSUMERS

Boris KNAPP

(University of Vienna)

Discussant: Federico INNOCENTI

SELECTIVE EXPOSURE REDUCES  
VOLUNTARY CONTRIBUTIONS:  
EXPERIMENTAL EVIDENCE FROM  
THE GERMAN INTERNET PANEL

Federico INNOCENTI

(University of Mannheim)

Discussant: Abhinaba NANDY

MEDIA BIAS IN THE BEST AND  
WORST OF TIMES

Abhinaba NANDY

(Virginia Tech)

Discussant: Boris KNAPP

**SESSION IV A**

HYBRID PLATFORMS

Chair: Massimo Motta

(ICREA UPF, Barcelona School of Economics)

INFLATED RECOMMENDATIONS

Anton SOBOLEV

(University of Mannheim)

Discussant: Radostina SHOPOVA

PRIVATE LABELS IN MARKETPLACES

Radostina SHOPOVA

(University of Vienna)

Discussant: Maximilian SCHADER

LEARNING BY HOSTING: WHAT PLATFORMS  
GAIN FROM THIRD-PARTY DEMAND DATA

Maximilian SCHADER

(LMU Munich)

Discussant: Anton SOBOLEV

**SESSION IV B**

VERTICAL RELATIONS

Chair: Markus Reisinger

(Frankfurt School of Finance & Management)

BARGAINING COMPETITION AND VERTICAL  
MERGERS

Willem H. BOSHOFF

(Stellenbosch University)

Discussant: Yaron YEHEZKEL

FORECLOSURE AND TUNNELING WITH  
PARTIAL VERTICAL OWNERSHIP

Vasilisa PETRISHCHEVA

(Heinrich-Heine-University Düsseldorf)

Discussant: Willem H. Boshoff

VERTICAL COLLUSION TO EXCLUDE  
PRODUCT IMPROVEMENT

Yaron YEHEZKEL

(Coller School Of Management,  
Tel Aviv University)

Discussant: Vasilisa PETRISHCHEVA

**SESSION IV C**

ALGORITHMS AND COLLUSION

Chair: Andre Stenzel

(University of Mannheim & MaCCI)

ALGORITHMS IN THE MARKETPLACE: AN  
EMPIRICAL ANALYSIS OF AUTOMATED  
PRICING IN E-COMMERCE

Geza SAPI

(Düsseldorf Institute for Competition  
Economics)

Discussant: Ksenia SHAKHGILDYAN

ARTIFICIAL INTELLIGENCE, ALGORITHMIC  
BIDDING AND COLLUSION IN ONLINE  
ADVERTISING

Ksenia SHAKHGILDYAN

(Bocconi University)

Discussant: Tobias WERNER

ALGORITHMIC AND HUMAN COLLUSION

Tobias WERNER

(Düsseldorf Institute for Competition  
Economics)

Discussant: Yossi SPIEGEL

**SESSION IV D**

INNOVATION ECONOMICS - EMPIRICS

Chair: Georg Licht (ZEW & MaCCI)

MERGERS AND INNOVATION STRATEGY:  
EMPIRICAL EVIDENCE

Alex HOLCOMB

(Appalachian State University)

Discussant: Kyung Min LEE

WHO INNOVATES DURING A CRISIS?  
EVIDENCE FROM SMALL BUSINESSES IN THE  
PANDEMIC

Kyung Min LEE

(World Bank and George Mason University)

Discussant: Koki OIKAWA

MISALLOCATION IN R&D

Koki OIKAWA

(Waseda University)

Discussant: Alex HOLCOMB

PARALLEL SESSION V

**SESSION V A**

DATA AND COMPETITION

Chair: Anton Sobolev

(University of Mannheim & MaCCI)

COOPERATIVE DATA-ANALYTICS: A  
MARKET FOR MACHINE-DATA

Giacomo CALZOLARI

(European University Institute,  
CEPR)

Discussant: Peerawat SAMRANCHIT

TECH'S ATTENTION PROBLEM

Aileen NIELSEN

(Center for Law & Economics,  
ETH Zurich)

Discussant: Phil-Adrian KLOTZ

INTEROPERABILITY, COMPETITION,  
AND INVESTMENTS

Peerawat SAMRANCHIT

(Tilburg University)

Discussant: Aileen NIELSEN

**SESSION V B**

ADVERTISING

Chair: Helena Perrone

(University of Mannheim & MaCCI)

MARKET EFFECTS OF SPONSORED  
SEARCH AUCTIONS

Massimo MOTTA

(ICREA UPF, Barcelona School of  
Economics)

Discussant: Luca SANDRINI

REDISTRIBUTION OF ADVERTISING  
REVENUE BETWEEN NEWS  
WEBSITES AND SOCIAL MEDIA  
PLATFORMS

Luca SANDRINI

(Budapest University of Technology  
and Economics)

Discussant: Erion SHTJEFANAKU

SELF-BIDDING IN GENERALISED  
SECOND PRICE AUCTIONS - THE  
CASE OF THE COMPLIANCE  
MECHANISM IN GOOGLE  
SHOPPING

Erion SHTJEFANAKU

(Lademann & Associates)

Discussant: Massimo MOTTA

**SESSION V C**

ENVIRONMENTAL ECONOMICS

Chair: Kevin Remmy

(University of Mannheim & MaCCI)

REVISITING CAP-AND-TRADE IN  
PRESENCE OF PUBLICLY OWNED  
POLLUTERS: THE CASE OF ITALY  
2006-2018

Federico BOFFA

(Free University of Bolzano)

Discussant: Beat HINTERMANN

THE EFFECT OF CLIMATE POLICY  
ON PRODUCTIVITY AND COST  
PASS-THROUGH IN THE GERMAN  
MANUFACTURING SECTOR

Beat HINTERMANN

(University of Basel)

Discussant: Mathias REYNAERT

COLLUDING AGAINST  
ENVIRONMENTAL REGULATION

Mathias REYNAERT

(Toulouse School of Economics,  
University of Toulouse Capitole,  
CEPR)

Discussant: Federico BOFFA

**SESSION V D**

COMMON OWNERSHIP -  
SUBMITTED SESSION

Chair: Anna Tzanaki

(Lund University)

ESTIMATING OLIGOPOLY WITH  
SHAREHOLDER VOTING MODELS

Ricardo RIBEIRO

(University of Navarra, IESE Business  
School, and CEPR)

Discussant: Ángel L. LÓPEZ

COMMON OWNERSHIP,  
CORPORATE CONTROL AND PRICE  
COMPETITION

Anton-Giulio MANGANELLI

(EADA Business School, CRES,  
Universitat Pompeu Fabra)

Discussant: Ricardo RIBEIRO

COMMON OWNERSHIP AND  
TECHNOLOGY ADOPTION

Ángel L. LÓPEZ

(Institute for Economic Analysis  
(CSIC), IESE Business School)

Discussant: Anton-Giulio  
MANGANELLI

**SESSION V E**

ADVANCED PRICING STRATEGIES IN  
ONLINE MARKETS - SUBMITTED  
SESSION

Chair: Mark Tremblay

(Miami University)

THE LIMITS OF MARKETPLACE FEE  
DISCRIMINATION

Mark TREMBLAY

(Miami University)

Discussant: Leonardo MADIO

PARTITIONED PRICING AND  
CONSUMER WELFARE

Kevin DUCBAO TRAN

(University of Bristol)

Discussant: Luis ABREU

OBFUSCATION AND RATIONAL  
INATTENTION IN DIGITALIZED  
MARKETS

Johannes KASINGER

(Goethe University Frankfurt and  
Leibniz Institute for Financial  
Research SAFE)

Discussant: Stefanie Y. SCHMITT



VARIETIES AND MECHANISMS OF  
COMMON OWNERSHIP: A  
CALIBRATION EXERCISE FOR  
COMPETITION POLICY

Anna TZANAKI

(Lund University)

Discussant: Giuseppe COLANGELO

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PARALLEL SESSION VI

14:15 – 15:05

**SESSION VI A**

COMPETITION ECONOMICS

Chair: Volker Nocke

(University of Mannheim & MaCCI)

FIGHTING FOR LEMONS: THE  
ENCOURAGEMENT EFFECT IN DYNAMIC  
COMPETITION WITH PRIVATE INFORMATION

Marc MÖLLER

(University of Bern)

Discussant: Giacomo CALZOLARI

ACQUISITIONS, INNOVATION AND THE  
ENTRENCHMENT OF MONOPOLY

Michele POLO

(Bocconi University)

Discussant: Marc MÖLLER

**SESSION VI B**

COMMON OWNERSHIP

Chair: Konrad Stahl

(University of Mannheim & MaCCI)

COMMON OWNERSHIP, COMPETITION, AND  
TOP MANAGEMENT INCENTIVES

Martin C. SCHMALZ

(University of Oxford, Saïd Business School)

Discussant: José AZAR

COMMON OWNERSHIP REDUCES WAGES  
AND EMPLOYMENT

José AZAR

(IESE Business School, University of Navarra)

Discussant: Martin C. SCHMALZ

**SESSION VI C**

CONSUMER PREFERENCES

Chair: Henrik Orzen

(University of Mannheim & MaCCI)

DIGITAL VS. PHYSICAL GOODS: EVIDENCE  
FROM THE BOOK MARKET

Phil-Adrian KLOTZ

(University of Giessen)

Discussant: Kevin TRAN

UNAWARE CONSUMERS AND DISCLOSURE  
OF DEFICIENCIES

Stefanie Y. SCHMITT

(University of Bamberg)

Discussant: Johannes KASINGER

**SESSION VI D**

COMPETITION LAW DEVELOPMENTS

Chair: Jens-Uwe Franck

(University of Mannheim & MaCCI)

PLATFORM AND DEVICE NEUTRALITY  
REGIME: THE NEW COMPETITION RULEBOOK  
FOR APP STORES?

Giuseppe COLANGELO

(U. of Basilicata; TTLF Fellow, Stanford U. and  
U. of Vienna)

Discussant: Anna TZANAKI

THE POLITICAL ECONOMY OF THE DECLINE IN  
ANTITRUST ENFORCEMENT IN THE UNITED  
STATES

Filippo Maria LANCIERI

(ETH Zurich Center for Law and Economics,  
U Chicago Booth)

Discussant: Amit ZAC