II\textsuperscript{ND} ICT CONFERENCE MUNICH
on MANAGEMENT AND ECONOMICS OF ICT
29 February - 2 March, 2012

KEYNOTES

KEYNOTE I
Neil Gandal | Tel Aviv University
» "Ain't It Suite?" Bundling in the PC Office Software Market «

KEYNOTE II
Ritu Agarwal | University of Maryland
» Bits, Bytes, and Potions: The Digital Transformation of Health and Medicine «

PAPER SESSIONS

SESSION I ● TELECOMMUNICATION
Jörg Claussen, Moritz Trüg, Leon Zucchini
» Termination-Based Price Discrimination: Tariff-Mediated Network Effects and the Fat-Cat Effect «

Yan Li, Catherine Waddams Price
» Effect of Regulatory Reform on the Efficiency of Mobile Telecommunications «

Pedro Pereira, Tiago Ribeiro, João Vareda
» Delineating Markets for Bundles with Consumer Level Data: The Case of Triple-Play «

Vahagn Jerbashian
» The Telecommunications Industry and Economic Growth: How the Market Structure Matters «

SESSION II ● PLATFORMS
Alexandre de Cornière, Romain de Nijs
» Online Advertising and Privacy «

Lisa M. George, Christiaan Hogendorn
» Aggregators, Search and the Economics of New Media Institutions «

David Zvilichovsky
» Innovation Uncertainty and Indirect Network Externalities «

Wolf Gick
» Platform Contracting with Developers and Complementors under Asymmetric Information «

SESSION III ● NET NEUTRALITY
Dominik Grafenhofer
» Price Discrimination and the Hold-Up Problem: A Contribution to the Net-Neutrality Debate «

David Henriques
» Can Access Price Indexation Promote Efficient Investment in Next Generation Networks? «

Duarte Brito, Pedro Pereira, João Vareda
» Network Neutrality Debate: Investment and Integration «
Marc Bourreau, Frago Kourandi, Tommaso Valletti
» Net Neutrality with Competing Internet Service Providers «

SESSION IV • PRODUCTIVITY, ICT AND LABOR
Adel Ben Youssef, Ludivine Martin, Nessrine Omrani
» Does ICT Use Improve Contextual Performance? Recent Evidence from the European Union «

Thomas Niebel, Marianne Saam
» Productivity of ICT and Non-ICT Capital: The Role of Rates of Return and Capital Prices «

Sabrina Wulff Pabilonia, Cindy Zoghi
» Which Job Skills are Complementary to IT Adoption and Use? «

Ram C. Acharya, Susanto Basu
» ICT and Total Factor Productivity Growth: Intangible Capital or Productive Externalities? «

SESSION V (INVITED SESSION) • THE ECONOMIC AND SOCIAL IMPACT OF ICT
Robert W. Fairlie, Jonathan Robinson
» The Effects of Home Computers on Educational Outcomes: Evidence from a Field Experiment with Schoolchildren «
Discussant: Tarjei Havnes | University of Oslo

Manudeep Bhuller, Tarjei Havnes, Edwin Leuven, Magne Mogstad
» Broadband Internet: An Information Superhighway to Sex Crime? «
Discussant: Rob Fairlie | University of California, Santa Cruz

Jed Kolko
» Broadband and Local Growth «
Discussant: Oliver Falck | University of Munich

Oliver Falck, Robert Gold, Stephan Heblich
» E-Lections: Voting Behavior and the Internet «
Discussant: Jed Kolko | Trulia, San Francisco

SESSION VI • INNOVATION AND ENTRY
Alicia Barroso, Marco Giarratana
» Product Proliferation Strategies and Firm Performance in a Complex Product Space «

Dietmar Harhoff, Grid Thoma
» Inventor Location and the Globalization of R&D «

Gary Biglaiser, Jacques Crémer, Gergely Dobos
» The Value of Switching Costs «

Sebastian von Engelhardt
» Quality Competition or Quality Cooperation? License-Type and the Strategic Nature of Open Source vs. Closed Source Business Models «

SESSION VII • MEDIA
Alejandro Zentner, Michael D. Smith, Cuneyd Kaya
» Bricks, Clicks, Blockbusters, and Long Tails: How Video Rental Patterns Change as Consumers Move Online? «

Gabriel Natividad, Olav Sorenson
» Spread Too Thin: Uncertainty Shocks and Diseconomies of Scope «

Lapo Filistrucchi, Luigi Luini, Andrea Mangani
» Banning Ads from Public TV: Lessons from France «
Tanja Greiner, Marco Sahm

SESSION VIII ● ADOPTION AND USAGE
Michael R. Ward
» Learning to Surf: Spillovers in the Adoption of the Internet «

Grazia Cecere, Fabrice Le Guel, Nicolas Soulié
» Perceived Internet Privacy Concerns on Social Networks in Europe «

Benjamin Engelstätter, Miruna Sarbu
» The Adoption of Social Enterprise Software «

Brant Callaway, Vivek Ghosal
» Determinants of Adoption of Health Information Technology by Clinics «

SESSION IX ● ONLINE MARKETS
Andrea Pozzi
» Who Is Hurt by E-Commerce? Crowding Out and Business Stealing in Online Grocery «

András Kiss
» Competition in Online Price Comparison Services «

David Bounie, Bora Eang, Marvin Sirbu, Patrick Waelbroeck
» Online Price Dispersion: An International Comparison «

Yossi Spiegel
» Commercial Software, Adware, and Consumer Privacy «

POLICY PANEL
TOPIC
» Managerial and Regulatory Challenges in the Digital Society «
Áki Hardarson | The Boston Consulting Group
Andreas Fier | Deutsche Telekom AG
Theo Lieven | Founder of Vobis, now University of St. Gallen
Georg Serentschy | RTR Austria and BEREC Chair