



IIND 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-Lectons: 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

» *How Effective Are Advertising Bans? On the Demand for Quality in Two-Sided Media Markets* «

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