



The Sixth Annual Federal Trade Commission Microeconomics Conference

November 7-8, 2013

Washington, D.C.

A G E N D A

Thursday, November 7

- 8:30 a.m. **Registration**
- 9:00 a.m. **Welcome and Opening Remarks**
Marty Gaynor (Federal Trade Commission)
- 9:15 a.m. **Keynote Address, "Patent Litigation and FRAND"**
Dennis Carlton (University of Chicago, Booth)
- 9:45 a.m. **Paper Session One: Merger and Innovation Policy**
Chaired by Dennis Carlton (University of Chicago, Booth)
 Matthew Weinberg (Drexel University), *Efficiencies Brewed: Pricing and Consolidation in the U.S. Beer Industry*
 Discussant: Jonathan Baker (American University, Washington College of Law)
- Christopher Conlon (Columbia University) and Julie Holland Mortimer (Boston College), *An Experimental Approach to Merger Evaluation*
 Discussant: Daniel O'Brien (Federal Trade Commission)
- Álvaro Parra (University of British Columbia, Sauder), *Sequential Innovation and Patent Policy*
 Discussant: Joshua Gans (University of Toronto, Rotman)
- 11:15 a.m. **Morning Break**
- 11:35 a.m. **Panel Session One: Antitrust in the Age of the Internet: What Changes and Why?**
Chaired by Dennis Carlton (University of Chicago, Booth)
 Joshua Gans (University of Toronto, Rotman)
 Avi Goldfarb (University of Toronto, Rotman)
 Andres Lerner (Compass Lexecon)
 John Yun (Federal Trade Commission)

FTC Conference Center | 601 New Jersey Avenue, N.W. | Washington, D.C. 20001

Sponsored by:
Federal Trade Commission Bureau of Economics
Northwestern University's Searle Center on Law, Regulation and Economic Growth

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- 12:35 p.m. **Lunch**
- 1:10 p.m. **Keynote Address, “Implications of Recent Research for Hospital Prices”**
Kate Ho (Columbia University)
- 1:40 p.m. **Paper Session Two: *The Effects of Constrained and Costly Search on Choice***
Chaired by Kate Ho (Columbia University)
Stephan Seiler (Stanford University), *Free to Choose? Reform and Demand Response in the English National Health Service*
Discussant: Keith Brand (Federal Trade Commission)
- Andrew Ching (University of Toronto, Rotman), *Quantifying the Impacts of Limited Supply: The Case of Nursing Homes*
Discussant: Andrew Sweeting (University of Maryland)
- Elisabeth Honka (University of Texas at Dallas, Jindal), *Simultaneous or Sequential? Understanding the Drivers of Search Strategies and Search in the U.S. Auto Insurance Industry*
Discussant: Jean-François Houde (University of Pennsylvania, Wharton)
- 3:10 p.m. **Afternoon Break**
- 3:30 p.m. **Paper Session Three: *Auctions and Franchising***
Chaired by Rob Porter (Northwestern University)
Sean Chu (Federal Reserve Board of Governors), *Empirical Analysis of Bond Ratings Inflation as a Game of Incomplete Information*
Discussant: Wei Tan (Renmin University of China)
- Francine Lafontaine (University of Michigan), *Financial Constraints and Franchising Decisions*
Discussant: Wally Mullin (George Washington University)
- Nicola Lacetera (University of Toronto), *Bid Takers or Market Makers? The Effect of Auctioneers on Auction Outcomes*
Discussant: Jorge Balat (Johns Hopkins University)
- 5:00 p.m. **Hors d’oeuvres Reception**
Sponsored by the Searle Center on Law, Regulation and Economic Growth at Northwestern University

Friday, November 8

- 9:00 a.m. **Keynote Address, “Information and Car Buying”**
Meghan Busse (Northwestern University, Kellogg)
- 9:30 a.m. **Paper Session Four: Consumer Protection in Markets with Limited Attention**
Chaired by Meghan Busse (Northwestern University, Kellogg)
 Marco Ottaviani (Bocconi University), *Hypertargeting, Limited Attention, and Privacy: Implications for Marketing and Campaigning*
 Discussant: Doug Smith (Federal Trade Commission)
- Katja Seim (University of Pennsylvania, Wharton), *Drip Pricing When Consumers Have Limited Foresight: Evidence from Driving School Fees*
 Discussant: Michael Grubb (Boston College)
- Zhongmin Wang (Resources for the Future), *Selling a Dollar for More Than a Dollar? Evidence from Online Penny Auctions*
 Discussant: Greg Lewis (Harvard University)
- 11:00 a.m. **Morning Break**
- 11:20 a.m. **Keynote Address, “Auctioning Resource Rights”**
Rob Porter (Northwestern University)
- 11:50 a.m. **Panel Session Two: Economics of Prize-Linked Savings**
Chaired by Patrick McAlvanah (Federal Trade Commission)
 Stuart Butler (Heritage Foundation)
 Julian Jamison (Consumer Financial Protection Bureau)
 Erkut Ozbay (University of Maryland)
 Mervyn Tang (British Embassy)
- 12:50 p.m. **Close**