



The Fifth Annual Federal Trade Commission Microeconomics Conference

November 15-16, 2012

Washington, D.C.

A G E N D A

Thursday, November 15

- 8:30 a.m. **Registration**
- 9:00 a.m. **Welcome and Opening Remarks**
Howard Shelanski (Federal Trade Commission)
- 9:15 a.m. **Panel Session One: *Economics of Privacy***
Chaired by Michael Baye (Indiana University)
William Kovacic (George Washington University Law School)
Catherine Tucker (MIT, Sloan)
- 10:15 a.m. **Morning Break**
- 10:35 a.m. **Keynote Address**
Francine Lafontaine (University of Michigan)
- 11:05 a.m. **Paper Session One: *Firm Behavior and Policy***
Chaired by Francine Lafontaine (University of Michigan)
Justin Johnson (Cornell University, Johnson), *MFN Clauses and the Agency and Wholesale Models in Electronic Content Markets*
Discussant: Justin Ho (Charles River Associates)
- Mitsukuni Nishida (Johns Hopkins University), *Does Regulation Drive Competition? Evidence from the Spanish Local TV Industry*
Discussant: Mo Xiao (University of Arizona)
- Emek Basker (University of Missouri), *Taken by Storm: Business Survival in the Aftermath of Hurricane Katrina*
Discussant: Nathan Wilson (Federal Trade Commission)
- 12:35 p.m. **Lunch**
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FTC Conference Center
601 New Jersey Ave., NW
Washington, D.C. 20001

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

- 1:10 p.m. **Keynote Address**
Ginger Jin (University of Maryland)
- 1:40 p.m. **Paper Session Two: Search, Advertising and Product Quality**
Chaired by Ginger Jin (University of Maryland)
- Randall Lewis (Google), *Wasn't that Ad for an iPad? Display Advertising's Impact on Advertiser- and Competitor-Branded Search*
 Discussant: Patrick Bajari (Amazon)
- Andrew Ching (University of Toronto, Rotman), *A Structural Analysis of Detailing, Publicity and Correlated Learning: The Case of Statins*
 Discussant: Minjae Song (University of Rochester, Simon)
- Itai Ater (Tel Aviv University), *The Effect of the Internet on Product Quality in the Airline Industry*
 Discussant: Silke Forbes (Case Western Reserve University)
- 3:10 p.m. **Afternoon Break**
- 3:30 p.m. **Paper Session Three: Structural Models in Applied IO**
Chaired by Michael Mazzeo (Northwestern University, Kellogg)
- Ulrich Doraszelski (University of Pennsylvania, Wharton), *The Economics of Predation: What Drives Pricing When There is Learning-by-doing?*
 Discussant: Andrew Sweeting (Duke University)
- Paul Grieco (Penn State University), *Productivity and Quality in Health Care: Evidence from the Dialysis Industry*
 Discussant: Matthew Grennan (University of Toronto, Rotman)
- Nathan Yang (Yale School of Management), *March of the Chains: Herding in Restaurant Locations*
 Discussant: Daniel Xu (Duke University)
- 5:00 p.m. **Close**

Friday, November 16

- 9:00 a.m. **Keynote Address**
Michael Baye (Indiana University)
- 9:30 a.m. **Paper Session Four: *Economics of Advertising Markets***
Chaired by Michael Baye (Indiana University)
Itzhak Ben-David (Ohio State University, Fisher), *Collateral Valuation and Borrower Financial Constraints: Evidence from the Residential Real-Estate Market*
Discussant: Lawrence J. White (New York University, Stern)
- Michael Sinkinson (University of Pennsylvania, Wharton), *Competition and Ideological Diversity: Historical Evidence from US Newspapers*
Discussant: Lisa George (Hunter College, City University of New York)
- Brett Danaher (Wellesley College), *The Effect of Graduated Response Anti-Piracy Laws on Music Sales: Evidence from an Event Study in France*
Discussant: JooHee Oh (MIT, Sloan)
- 11:00 a.m. **Morning Break**
- 11:20 a.m. **Keynote Address**
Michael Mazzeo (Northwestern University, Kellogg)
- 11:50 a.m. **Panel Session Two: *Economics of Hospital Competition***
Chaired by Christopher Garmon (Federal Trade Commission)
David Argue (Economists Incorporated)
Cory Capps (Bates White)
Leemore Dafny (Federal Trade Commission)
Robert Town (University of Pennsylvania, Wharton)
- 12:50 p.m. **Close**