



Agenda

Thursday, November 18

- 8:30 a.m. **Registration**
- 9:00 a.m. **Welcome and Opening Remarks**
Pauline Ippolito, Federal Trade Commission
- 9:15 a.m. **Keynote Address**
Roman Inderst, Goethe University
- 9:45 a.m. **Panel Session One: *Disclosures and Informed Consumer Choice***
Chaired by Tim Daniel, Federal Trade Commission
Phillip Leslie (Stanford University)
Jeffrey Blumberg (Tufts University)
- 10:45 a.m. **Morning Break**
- 11:05 a.m. **Paper Session One: *Topics in Empirical IO***
Chaired by Aviv Nevo, Northwestern University
Matthew Gentzkow (University of Chicago, Booth School of Business), *The Evolution of Brand Preferences: Evidence from Consumer Migration*
Discussant: Matthew Weinberg (Bryn Mawr College)

Kate Ho (Columbia University), *Physician Responses to Financial Incentives: Evidence from Hospital Discharge Data*
Discussant: Keith Brand (Federal Trade Commission)

Nathan Miller (Department of Justice), *Competition Among Spatially Differentiated Firms: An Empirical Model with an Application to Cement*
Discussant: Allan Collard-Wexler (New York University)
- 12:35 p.m. **Lunch**
- 1:10 p.m. **Keynote Address**
David Laibson, Harvard University

FTC Conference Center
601 New Jersey Ave., NW
Washington, D.C. 20001

Sponsored by:
Federal Trade Commission Bureau of Economics
Northwestern University Searle Center on Law, Regulation and Economic Growth
Northwestern University Center for the Study of Industrial Organization

1:40 p.m. **Paper Session Two: *Inattentive Consumers***

Chaired by David Laibson, Harvard University

Michael Grubb (Massachusetts Institute of Technology – Sloan School of Management), *Penalty Pricing: Optimal Price Posting Regulation with Inattentive Consumers*

Discussant: Ginger Jin (University of Maryland)

Jonathan Zinman (Dartmouth College), *Limited and Varying Consumer Attention: Evidence from Shocks to the Salience of Overdraft Fees*

Discussant: Karen Pence (Federal Reserve Board)

Nicola Lacetera (University of Toronto), *Heuristic Thinking and Limited Attention in the Car Market*

Discussant: Kory Kroft (Yale School of Management)

3:10 p.m. **Afternoon Break**

3:30 p.m. **Paper Session Three: *Consumer Choice in New Markets***

Chaired by Fiona Scott Morton, Yale University School of Management

Dirk Bergemann (Yale University), *Targeting: Implications for Offline vs. Online Media Competition*

Discussant: David Balan (Federal Trade Commission)

Steven Puller (Texas A&M University), *Power to Choose: An Analysis of Consumer Behavior in the Texas Retail Electricity Market*

Discussant: Tim Brennan (University of Maryland Baltimore County and Resources for the Future)

Eugenio Miravete (University of Texas at Austin), *Sinking, Swimming or Learning to Swim in Medicare Part D*

Discussant: Jack Hoadley (The Health Policy Institute, Georgetown University)

5:00 p.m. **Close**

Friday, November 19

- 9:00 a.m. **Keynote Address**
Fiona Scott Morton, Yale University School of Management
- 9:30 a.m. **Paper Session Four: *Theory of Industrial Organization***
Chaired by Roman Inderst, Goethe University
Heski Bar-Isaac (New York University), *Search, Design, and Market Structure*
Discussant: Justin Johnson (Cornell University)
- Patrick DeGraba (Federal Communications Commission), *Naked Exclusion by a Dominant Supplier: Exclusive Contracting and Loyalty Discounts*
Discussant: Lucy White (Harvard Business School)
- Volker Nocke (University of Mannheim), *Merger Policy with Merger Choice*
Discussant: Joe Farrell (Federal Trade Commission)
- 11:00 a.m. **Morning Break**
- 11:20 a.m. **Keynote Address**
Aviv Nevo, Northwestern University
- 11:50 p.m. **Panel Session Two: *Merger Retrospectives***
Chaired by Aviv Nevo, Northwestern University
Lanier Benkard, Yale University
John Kwoka, Northeastern University
Christopher Taylor, Federal Trade Commission
- 12:50 p.m. **Close**