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
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**