INDUSTRIAL ORGANIZATION

(2019-20)

Guidelines for the assignment

(9 credits only)

Topics and selected bibliography for writing the assignment

Select one topic and find the appropriate bibliography, write the paper (around 10 pages)

Please send the assignment the day before writing the exam to: Luini@unisi.it

You can use these bibliographical search engines: Econlit, Google Scholar

Suggested Topics:

<table>
<thead>
<tr>
<th>Platform Economy  (1)</th>
<th>Patenting In ICT sectors (2)</th>
<th>Attention Economy (3)</th>
<th>Cloud Computing (4)</th>
<th>Impact of E.com on Off-com (5)</th>
<th>Copyright Related Markets (6)</th>
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<td>OTHERS (12)</td>
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TOPICS WITH (some) BIBLIOGRAPHY

1) Platform economy: Public-Private interests

References


Ross, Alec (2016) Industries of the future, Simon & Schuster, Ch. 5: Data: The raw material of the information age, pp. 152-185

Goldfarb, Avi, and Catherine Tucker (2019) "Digital Economics" Journal of Economic Literature

Koen, Frenken, Arnoud van Waes, Magda Smink, Rinie van Est (2018) Safeguarding public interests in the platform economy, Vox, 3 April

Pasquale, Frank (2018) Tech Platforms and the Knowledge Problem, American Affairs, 20 May


See also:

The Economist:
The techlash against Amazon, Facebook and Google—and what they can do 
March 20, 2018, Available at: 
https://www.economist.com/briefing/2018/01/20/the-techlash-against-amazon- 
facebook-and-google-and-what-they-can-do

2) Patenting in ICT sectors

References

Webb Michael,, Nick Short, Nicholas Bloom, and Josh Lerner (2018) Some facts 
of High-Tech Patenting, NBER Working Paper No. w24793

Nagaoka, Sadao (2019) Licensing of standard essential patents: Hold-up, reverse 
hold-up, and ex-ante negotiation, Vox, 15 May

3) Attention economy

References


Prat, Andrea, Tommaso Valletti (2019) Attention Oligopoly, WP

4) Cloud computing

In general:

Reference

Fershtman, C., N. Gandal (2012) Migration to the cloud ecosystem: Ushering in a 
new generation of platform competition, Communications & Strategies

4.1) and Cybersecurity:

1. References

Asghari, H, M van Eeten, JM Bauer (2016) Economics of cybersecurity, Handbook on 
the Economics of the Internet

October

4.2) and Data migration:
4.3) *and the impact on organizations:*

Reference

5) *The general impact of e-com on off-line commerce*

Reference

Jo Yonn, M. Matsumura, D, Weinstein (2019) "The Impact of E-Commerce on Relative Prices and Consumer Welfare", NBER wp w26506

5a) and *Price discrimination online*

References


Cavallo A (2017) Are online and offline prices similar? Evidence from large multi-channel retailers, American Economic Review


6) *Impact on copyright related markets*

Reference

6.a) Music

References
Aguiar, Luis, Joe Waldfogel (2018) Platforms, Promotion, and Product Discovery: Evidence from Spotify Playlists, NBER WP No. w24713


McKeon J (2016) -Copyright Extensions and the Availability of Music: Evidence from British Hits of the 1960's - The Fourteenth Annual Carroll Round

Kivimäki IM (2019) How streaming is changing music marketing, wp

6b) Books

References


6c) Films (and TV serials)

References


6d) **News**

References


**Shao C, GL Ciampaglia, O Varol, KC Yang** (2018) The spread of low-credibility content by social bots, Nature


6f) **TV and Radio**

References


7) (ab) Use of market power

7a) Sources of Market power

References


Bergemann, Dirk, Alessandro Bonatti (2018) The Wild West of information markets: What we need to know before law and order can rule, Vox 11 October

7b) Multihoming-Singlehoming

References


7c) Antitrust

References


8) Reputation systems' weakness

References


Bourreau, M, G Gaudin (2018) Streaming Platform and Strategic Recommendation Bias, wp

9) Online (vs Offline) Advertising: targeting, obtrusiveness and privacy

References

Chiou, Lesley and Tucker, Catherine E. (2017) Search Engines and Data Retention: Implications for Privacy and Antitrust" NBER Working Paper No. w23815
DeCarolis F, G. Rovigatti (2019) "From Mad Men to Maths Men: Concentration and Buyer Power in Online Advertising", CEPR Discussion Paper No. DP13897


10) The Economics of Network Neutrality

Centrality of the access question; Private and social incentives to (not) prioritize contents

References


11) Worker-managed digital platforms

Reference


12) Other topics (without bibliography)

Spectrum Allocation
Pricing in search engine advertising
Competition and complementarity between online and offline commerce
Electronic payments: Credit cards, and Cryptocurrencies
Operating systems
Advertising and R&D substitutability
Industrial revolution in services, retail, and wholesale
Free download and piracy: Music market, Movie market
Social networks

Wikipedia
Open Source