

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:

Platform Economy (1)	Patenting In ICT sectors (2)	Attention Economy (3)	Cloud Computing (4)	Impact of E.com on Off-com (5)	Copyright Related Markets (6)
(ab)Use of Market Power (7)	Reputation Systems (8)	Online/Offline Advertising (9)	Network Neutrality (10)	Worker-managed Digital Platform (11)	

OTHERS (12)

TOPICS WITH (some) BIBLIOGRAPHY

1) Platform economy: Public-Private interests

References

Calvino, F. and C. Criscuolo (2019), "Business dynamics and digitalisation", OECD Science, Technology and Industry Policy Papers, No. 62, OECD Publishing, Paris, <https://doi.org/10.1787/6e0b011a-en>.

Srnicek, Nick (2017) Platform capitalism; Polity Press

Anderson, Simon P,. Martin Peitz (2019). "Media See-saws: Winners and Losers in Platform Markets," CRC TR 224 Discussion Paper

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

Carton, Benjamin, Joannes Mongardini, Yiqun Li (2018) A New Smartphone for Every Fifth Person on Earth: Quantifying the New Tech Cycle, IMF wp

Brynjolfsson, Erik and Collis, Avinash and Diewert, W. Erwin and Eggers, Felix and Fox, Kevin J (2018) "Gdp-B: Accounting for the Value of New and Free Goods in the Digital Economy", *NBER Working Paper No. w25695*

Varian, Hal R. (2018) "Artificial Intelligence, Economics, and Industrial Organization" *NBER Working Paper No. w24839*

Frey, Bruno S.(2018) "Digitization, Measurement and the Unmeasurable" *CESifo Working Paper Series No. 6783*

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

Gabaix, Xavier (2018) Behavioral Inattention, NBER Working Paper No. w24096

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

Halpern, Sue (2015) In the Depths of the Net, New York Review of Books, 8 October

4.2) and Data migration:

Reference

Rao PK, MJ Sunitha (2018) Review on Data Migration among Cloud Servers, International Journal of Research

4.3) and the impact on organizations:

Reference

Gangwar, H (2017) Cloud computing usage and its effect on organizational performance, Human Systems Management

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

Reference

Hsieh, Chang-Tai, E. Rossi Hansberg (2019) "The Industrial Revolution in Services" CEPR Discussion Paper No. DP13797

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

Anderson,SP, A Baik , N. Larson (2019) "Price Discrimination in the Information Age: Prices, Poaching, and Privacy with Personalized Targeted Discounts" CEPR Discussion Paper No. DP13793

Bergemann, D, B Brooks and S Morris (2015), "The limits of price discrimination," American Economic Review

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

Belleflamme, P, Wing Man Wynne Lam, Wouter Vergote (2019) "Competitive Imperfect Price Discrimination and Market Power" CESifo Working Paper No. 7964

6) Impact on copyright related markets

Reference

Peukert, C (2019) The next wave of digital technological change and the cultural industries, *Journal of Cultural Economics*

6.a) Music

References

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

TOBIAS KRETSCHMER, CHRISTIAN PEUKERT (2019) "Video Killed the Radio Star? Online Music Videos and Recorded Music Sales" *CEPR Discussion Paper No. DP14038*

Alexander P J (2000) Market Structure of the Domestic (US) Music Recording Industry, 1890-1988, *Historical Methods*

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

Peukert, Christian, Imke Reimers, (2018) "Digital Disintermediation and Efficiency in the Market for Ideas," CESifo Working Paper Series No. 6880

Hviid, M, S Izquierdo-Sanchez (2019) From publishers to self-publishing: disruptive effects in the book industry, *International Journal of the Economics of Business*

Prostka T, E Shehu, M Clement (2018) Cannibalisation effects in the early market stage of e-books—an analysis of the German book market - *Journal of Media Business Studies*

6c) Films (and TV serials)

References

Eliashberg J, A Elberse, M Leenders (2006) The motion picture industry: Critical issue in practise, current research and new research directions, *Marketing Science*

Aguiar, L, J Waldfogel (2018) Netflix: global hegemon or facilitator of frictionless digital trade? Journal of Cultural Economics

Kim DH (2019) Brand Extension Strategies in the Film Industry: Factors behind Financial Performance of Adaptations and Sequels, International Journal on Media Management

Fritz, Ben (2018) The Big Picture: The Fight for the Future of Movies. New York

6d) News

References

Gentzkow Matthew, Jesse M. Shapiro (2008) Competition and Truth in the Market for News, J Econ Perspectives, 22, 133-154.

Gentzkow, Matthew, Jesse M, Shapiro (2010) What Drives Media Slant? Evidence from U.S. Daily Newspapers, Econometrica, 78, 35-71.

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

Mullainathan, Shleifer (2005) The Market for News, Amer Econ Rev, 95,1031- 1053.

Allcott, Hunt, Matthew Gentzkow (2017) Social Media and Fake News in the 2016 Election, Journal of Economic Perspectives

Alaoui, Germano (2015) Time Scarcity and the Market for News, Mimeo, UPF.

Schulhofer-Wohl S, M. Garrido (2009) Do Newspapers Matter? Evidence from the Closure of The Cincinnati Post, WP

George L, J Waldfogel (2006) The New York Times and the Market for Local Newspapers, American Economic Review

Suhck Bae, Hyuhn (1999) Product Differentiation in Cable Programming: The Case in the Cable National All-News Networks, Journal of Media Economics

Tim Gardam and David A. L. Levy (eds) (2008) The Price of Plurality Choice, Diversity and Broadcasting Institutions in the Digital Age, Reuters

6f) TV and Radio

References

Dongre, Rashmi and Nehulkar, Ramdas (2019). Paradigm Shift in TV and Radio Broadcasting in Digital Age, International Conference on Media Ethics . Available at

SSRN: <https://ssrn.com/abstract=3393903> or <http://dx.doi.org/10.2139/ssrn.3393903>

Van der Wurff R (2005) Competition, Concentration and Diversity in European Television Markets, *Journal of Cultural Economics*

Besley, Prat (2006) Handcuffs for the Grabbing Hand? Media Capture and Government Accountability, *Amer Econ Rev*, 96: 720-736.

Dimmick J and D. G. McDonald (2001) Network Radio Oligopoly (US), 1926–1956: Rivalrous Imitation and Program Diversity, *Journal of Media Economics*

7) (ab)Use of market power

7a) Sources of Market power

References

de Cornière, Alexandre, Greg Taylor, (2018), Upstream Bundling and Leverage of Market Power, CEPR Discussion Paper No. DP13083

Carroni ,E, L. Madio, S. Shekar (2019) "Superstars in Two-Sided Markets: Exclusives or Not?" CESifo Working Paper No. 7535

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

Anderson, Simon P. and Foros, Øystein and Kind, Hans Jarle (2019) "The Importance of Consumer Multi-Homing (Joint Purchases) for Market Performance: Mergers and Entry in Media Markets", *Journal of Economics & Management Strategy*

Belleflamme,P, M Peitz (2019) Platform competition: Who benefits from multihoming? *International Journal of Industrial Organization*

7c) Antitrust

References

Haucap, Justus, Torben Stühmeier (2016) Competition and Antitrust in Internet Markets, in: Bauer, J. and M. Latzer (Eds.), Handbook on the Economics of the Internet, Cheltenham

Tucker, Catherine (2019) Digital Data, Platforms and the Usual [Antitrust] Suspects: Network Effects, Switching Costs, Essential Facility, Review of Industrial Organization

Caffarra, Cristina, Oliver Latham, Matthew Bennett, Federico Etro, Pierre Régibeau, Robert Stillman (2018) Google Android: European 'techlash' or milestone in antitrust enforcement? Vox 27 July

de Cornière, Alexandre, Greg Taylor, (2018) On the economics of the Google Android case, Vox, 15 August

Glick, M; C. Ruetschlin (2019) "Big Tech Acquisitions and the Potential Competition Doctrine: The Case of Facebook", Institute for New Economic Thinking Working Paper Series No. 104, October 2019; DOI: 10.36687/inetwp104

8) Reputation systems' weakness

References

Filippas, A., JJ Horton, J, Golden (2019) "Reputation Inflation" NBER Working Paper No. w25857

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

Acquisti, A, C Taylor, L Wagman (2016) The economics of privacy, Journal of Economic Literature

Anderson S, and J Gabszewicz (2006) The media and advertising: a tale of two-sided markets, Handbook of the Economics of Art and Culture

10) *The Economics of Network Neutrality*

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

References

Economides N., B. E. Hermalin (2012) The Economics of Network Neutrality, RAND Journal of Economics

Nault, BR , S Zimmermann (2019) Balancing Openness and Prioritization in a Two-Tier Internet, Information Systems Research

11) Worker-managed digital platforms

Reference

Belloc, F, (2019) "Why Isn't Uber Worker-Managed? A Model of Digital Platform Cooperatives", CESifo Working Paper No. 7708

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