

INDUSTRIAL ORGANIZATION

(2020-21)

Guidelines for the assignment

(9 credits only)

Topics and selected bibliography for writing the assignment

Select one topic and search the appropriate bibliography, write the paper (around 8 pages)

Please send the assignment 2 days before the exam to: Luini@unisi.it

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

Suggested Topics:

Patenting In ICT sectors (2)	Attention Economy (3)	Cloud Computing (4)	On-line and Off- line commerce: Competition/ Complementarity (5)
Reputation Systems (8)	Online Advertising: Targeting Obtrusiveness Privacy (9)	Network Neutrality Prioritization (10)	Worker-managed Digital Platform (11)

TOPICS WITH (some) BIBLIOGRAPHY

1) Platform economy

Public/Private interests

References

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- Frey Bruno S. (2018) "Digitization, Measurement and the Unmeasurable", CESifo Working Paper Series No. 6783
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- Mueller Milton (2017) "Will the Internet Fragment? Sovereignty, Globalization and Cyberspace", Wiley
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-Pasquale Frank (2018) “Tech Platforms and the Knowledge Problem”, American Affairs, 20 May

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

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

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

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

3) Attention economy

References

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-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

References

-Asghari H., M. van Eeten, J.M. 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 P.K., M.J. Sunitha (2018) "Review on Data Migration among Cloud Servers", *International Journal of Research*

4.3) and the impact on Organizations

References

-DeStefano Timothy, Richard Kneller, Jonathan Timmis, "Cloud Computing and Firm Growth" (2020). CESifo Working Paper No. 8306

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5) On-line and Off-line commerce: Competition/ Complementarity

References

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

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-Jie Bai, Maggie Chen, Daniel Xu (2018) "Search and Information Frictions on Global E-Commerce Platforms: Evidence from Aliexpress," NBER Working Papers

-Néstor Duch-Brown, Lukasz Grzybowski, André Romahn, Frank Verboven (2020) "Are Online Markets More Integrated than Traditional Markets? Evidence from Consumer Electronics", CEPR Discussion Paper No. DP15031

5.1) Price formation in two-sided markets

References

-Amelio Andrea, Liliane Karlinger, Tommaso Valletti (2020) "Exclusionary Pricing in Two-Sided Markets", CEPR Discussion Paper No. DP14406

-Bergemann Dirk, Benjamin A. Brooks, Stephen Morris (2020) "Search, Information and Prices", CEPR Discussion Paper No. DP14521

-Donna Javier, Pablo Schenone, Gregory Veramendi (2016) "Frictions in internet auctions with many traders: A counterexample", Economics Letters

-Ostrovsky, Michael (2020) Choice Screen Auctions", NBER Working Paper No. w28091

5.2) Price discrimination online

References

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-Hansen Karsten, Kanishka Misra, Mallesh Pai (2020) "Algorithmic Collusion: Supra-Competitive Prices via Independent Algorithms", CEPR Discussion Paper No. DP14372

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

6.1) Music

References

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

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

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wp

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-Peukert Christian, Tobias Kretschmer (2019) "Video Killed the Radio Star? Online Music Videos and Recorded Music Sales" CEPR Discussion Paper No. DP14038

6.2) Books

References

- Hviid, M, S Izquierdo-Sanchez (2019) "From publishers to self-publishing: disruptive effects in the book industry", International Journal of the Economics of Business
- Peukert Christian, Imke Reimers (2018) "Digital Disintermediation and Efficiency in the Market for Ideas," CESifo Working Paper Series No. 6880
- 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
- Xie Claire, Joel Waldfogel (2020) "Digitization and Pre-Purchase Information: The Causal and Welfare Impacts of Reviews and Crowd Ratings" NBER Working Paper No. w26776

6.3) Films and TV serials

References

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- Budzinski Oliver, Sophia Gaenssle, Nadine Lindstädt-Dreusicke (2020) "The Battle of YouTube, TV and Netflix – An Empirical Analysis of Competition in Audiovisual Media Markets", wp
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-Lindstädt-Dreusicke Nadine, Oliver Budzinski (2020) "The Video-on-Demand Market in Germany: Dynamics, Market Structure and the (Special) Role of YouTube", Journal of media economics management

6.4) News

References

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6.5) TV and Radio

References

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7)(ab)Use of market power

7.1 Acquisitions and mergers in the digital industries

- Cabral Luís (2020) "Merger policy in digital industries", *Information economics and policy*
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- 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
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7.2) Sources of Market power

a) Network effects and Installed bases

References

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-Calvano Emilio, Michele Polo (2020) "Market Power, Competition and Innovation in Digital Markets: A Survey", Information Economics and Policy

b) Standardization and compatibility level

References

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c) Multihoming-Singleshoming

References

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-Biglaiser Gary, Jacques Crémer, Andre Veiga (2020) "Migration between Platforms", CEPR Discussion Paper No. DP14496.

d) Data Retention and Portability

References

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7.3) Competition policy

References

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8) Reputation systems' weakness

References

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

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10)The Economics of Network Neutrality

Centrality of the access question;

Private and social incentives to (not) prioritize contents

References

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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 advertising online

Electronic payments: Credit cards, and Cryptocurrencies

Operating systems and compatibility

Advertising and R&D substitutability

Wikipedia