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SP-SP Research Center



III Conference on the Economics of Advertising and Marketing

Barcelona, 11-12 June, 2010

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Introduction

Traditionally, economists and marketing researchers have analysed relevant issues on markets rather separately and using different methodologies. The proliferation of databases and the quantitative nature that marketing has developed over the recent years open new avenues of research where insights from marketing, economics and econometrics can be combined naturally. This workshop, which is organized for the third consecutive year, arises as a platform for communication and exchange of ideas between economists and marketing researchers. The idea is to help two separate styles and methods to address market problems converge.

The workshop aims at gathering top quality economics and marketing researchers interested in advertising. During the workshop economists will present their research outcomes, which will be discussed by marketing researchers, and vice versa. The presentations will be followed by a general discussion on promising avenues for research and collaboration. The workshop will also provide a space for interaction and exchange of data and methodological advances.

Program

FRIDAY 11

9.00-9.15

Welcome

[Advertising as Noisy Information about Product Quality](#)
(PDF, 190 Kb)

Martin PEITZ (University of Mannheim)

9.15-10.00

Discussant: **Pablo CASAS-ARCE** (Universitat Pompeu Fabra and SP-SP Center, IESE Business School)
[See presentation](#) (PDF, 94 Kb)

[Advertising Competition in Retail Markets](#) (PDF, 343 Kb)

Gea LEE (Singapore Management University)

[See presentation](#) (PDF, 120 Kb)

10.00-10.45

Discussant: **Alexandre de CORNIÈRE** (Paris School of Economics)

[See presentation](#) (PDF, 99 Kb)

Coffee-break

10.45-11.30

11.30-12.15

Competitive Targeted Advertising and Price Discrimination
Rosa Branca ESTEVES (Universidade do Minho. Portugal)
[See presentation](#) (PDF, 442 Kb)

Discussant: **Emmanuel PETRAKIS** (University of Crete)

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Date and location

Tuesday, June 8, 2010
IESE Business School
Room Q-102
C/ Arnús i Garí, 3-7
08034 Barcelona

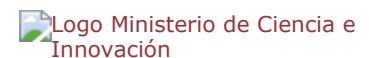
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With the collaboration of



Targeting with Consumer Search: an Economic Analysis of
Keyword Advertising (PDF, 286 Kb)
Alexandre de CORNIÈRE (Paris School of Economics)
See presentation (PDF, 101 Kb)

12.15-13.00

Discussant: **Joana RESENDE** (Universidade do Porto, Portugal)

Lunch

13.00-14.30

Comparative versus Informative Advertising in
Oligopolistic Markets (PDF, 250 Kb)
Emmanuel PETRAKIS (University of Crete)
See presentation (PDF, 297 Kb)

15.00-15.45

Discussant: **Joana RESENDE** (Universidade do Porto, Portugal)

Advertising for Attention in a Consumer Search Model
(PDF, 990 Kb)

José Luis MORAGA (SP-SP Center, IESE, ICREA and University
of Groningen)

15.45-16.30

Discussant: **Simon ANDERSON** (University of Virginia)

Coffee-break

16.30-17.15

Advertising Assurance

Simon ANDERSON (University of Virginia)
See presentation (PDF, 71 Kb)

17.15-18.00

The relationship between DTCA, Drug Requests and
Prescriptions

Stefan STREMERSCHE (Erasmus University and IESE Business
School)

18.00-18.45

Discussant: **Jura LIAUKONYTE** (Cornell University)

20.00

Dinner**SATURDAY 12**

Misinformative Advertising (PDF, 273 Kb)
Francisco RUIZ ALISEDA (Universitat Pompeu Fabra and SP-SP
Center, IESE Business School)
See presentation (PDF, 123 Kb)

10.00-10.45

Discussant: **Nick VIKANDER** (Tinbergen Institute)

10.45-11.30

Targeted Advertising and Social Status
Nick VIKANDER (Tinbergen Institute)

Discussant: **Francisco RUIZ ALISEDA** (Universitat Pompeu
Fabra and SP-SP Center, IESE Business School)

11.30-12.15 **Coffee-break**

Uninformative Advertising as an Invitation to Search
(PDF, 301 Kb)

12.15-13.00 **Dina MAYZLIN** (Yale School of Management)

Discussant: **Martin PEITZ** (University of Mannheim)

The Attention Economy of Search and Web Advertisement
(PDF, 620 Kb)

13.00-13.45 **Alexander WHITE** (University of Toulouse)
See presentation (PDF, 3897 Kb)

Discussant: **Mariëlle NON** (University of Groningen)

Lunch

13.45-15.00

Information content of advertising (PDF, 333 Kb)
Jura LIAUKONYTE (Cornell University)

15.00-15.45 Discussant: **Michaela DRAGANSKA** (Stanford Graduate School of Business)

See presentation (PDF, 108 Kb)

Push-me Pull-you: Comparative Advertising in the US OTC analgesics industry (PDF, 489 Kb)

15.45-16.30 **Régis RENAULT** (University Cergy-Pontoise)

Coffee-break

16.30-17.15

Choice Set Heterogeneity and the Role of Advertising: An Analysis with Micro and Macro Data (PDF, 280 Kb)

17.15-18.00 **Michaela DRAGANSKA** (Stanford Graduate School of Business)
See presentation (PDF, 558 Kb)

Discussant: **Matthijs WILDENBEEST** (Kelley School of Business, Indiana University)

What can Television Networks Learn from Search Engines? How to Select, Price, and Order Ads to Maximize Advertiser Welfare (PDF, 296 Kb)

18.00-18.45 **Kenneth WILBUR** (Fuqua School of Business, Duke University)

Discussant: **Dina MAYZLIN** (Yale School of Management)

21.00 **Dinner in Barcelona**

Coordinators

Prof. Simon Anderson

Commonwealth Professor of Economics, University of Virginia

Prof. José Luis Moraga

ICREA Professor at IESE Business School, and University of Groningen

Research Fellow, SP-SP Research Center, IESE Business School

Prof. Xavier Vives

Professor of Economics and Financial Management, IESE Business School
Academic Director, SP-SP Research Center, IESE Business School

SP-SP Research Center

The Public-Private Sector Research Center was created in October of 2001. Its mission is to foster cooperation between the private sector and public administrations, as well as the exchange of ideas and initiatives, through dialogue, research and education.

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