

**12<sup>th</sup> WORKSHOP ON THE ECONOMICS OF ADVERTISING AND  
MARKETING  
2019, July 1-2 Porto, Portugal**

PROGRAM



Monday, 1<sup>st</sup> July

9:00 – Registration Opens

**9:15 - Welcoming Address**

**9:30-11:00 Session I**

**Anita Rao** (University of Chicago - Booth School of Business), “*Deceptive Claims using Fake News Marketing: The Impact on Consumers*”  
Discussant: Jura Liukonyte (Cornell University)

**W. Jason Choi** (Columbia University), “*Consumer Funnel Tracking, Privacy, and Advertising Strategies*” with Kinshuk Jerath (Columbia University) and Miklos Sarvary (Columbia University)  
Discussant: Martin Peitz (Mannheim University)

**11:00-11:30 Coffee break.**

## 11:30-13:00 Session II

**Volker Nocke** (University of Mannheim, CEPR, and NBER)  
“*Collective Reputation*”, joint work with Roland Strausz (Humboldt University of Berlin and CEPR)  
Discussant: Régis Renault (Thema Université de Cergy-Pontoise)

**Joana Resende** (CEFUP, Universidade do Porto)  
“*Competitive effects of product personalization*”, joint work with Didier Laussel (Univ. Aix-Marseille)  
Discussant: Amparo Urbano (U. Valencia)

## 13:00-14:30 Lunch

## 14:30-16:00 Session III

**David Reiley** (Pandora and UC Berkeley School of Information)  
“*Measuring the Effects of Audio Advertising: Results from a Field Experiment on Pandora*”  
Discussant: Julie Holland Mortimer (Boston College)

**Matthew Shum** (California Institute of Technology)  
“*Split-second Decision-Making in the Field: Response Times in Mobile Advertising*”, joint work with Khai Chiong (University of Texas at Dallas - Naveen Jindal School of Management); Ryan Webb (University of Toronto); Richard Chen (Happy Elements, Inc)  
Discussant: David Reiley (Pandora and UC Berkeley School of Information)

## 16:00-16:30 Coffee break

## 16:30-18:00 Session IV

**Itai Ater (Tel Aviv University)**  
“*Price Transparency, Media and Informative Advertising*”, joint with Oren Rigbi (Ben-Gurion University of the Negev)  
Discussant: David Ronayne (University of Oxford)

**Charles Murry** (Boston College)  
“*Dynamic Pricing and Strategic Delay in the Market for Used Cars.*”  
Discussant: Brad Shapiro (University of Chicago - Booth School of Business)

**19:30 Dinner**  
Tuesday, 2<sup>nd</sup> July

**9:30-11:00 Session V**

**David Ronayne** (University of Oxford)  
“A Theory of Stable Price Dispersion” joint with David Myatt (London Business School)  
Discussant: Ricardo Gonçalves (Universidade Católica Porto)

**Nathan Larson** (American University, Washington)  
“Demand for Privacy, selling consumer information, and consumer hiding vs. opt-out”, joint work with Amparo Urbano (U. Valencia) and Simon Anderson (U. Virginia)  
Discussant: Paul Belleflamme (Université Catholique de Louvain)

**11:00-11:30 Coffee break.**

**11:30-13:00 Session VI.**

**Anna Tuchman** (Northwestern – Kellogg)  
“Generalizable and Robust TV Ad Effects” joint work with Bradley Shapiro (University of Chicago - Marketing Management) and Günter J. Hitsch (University of Chicago - Booth School of Business)  
Discussant: Matthew Shum (California Institute of Technology)

**Julie Holland Mortimer** (Boston College)  
*Demand for Advertising and its Impact on Media Content.*  
Discussant: Anna Tuchman (Northwestern – Kellogg)

**13:00-14:30 Lunch**

**14:30-16:45 Session VII.**

**Brad Shapiro** (University of Chicago - Booth School of Business)  
“How and When the Political Cycle Identifies Ad Effect”, joint work with Sarah Moshary (University of Chicago Booth School of Business) and Song  
Discussant: Sylvia Hristakeva (UCLA Anderson)

**Garett Johnson (Boston University)**  
“Regulating Privacy Online: An Early Look at Europe’s GDPR”

Discussant: Anita Rao (University of Chicago - Booth School of Business),

**Alexandre de Cornière** (Toulouse School of Economics)

"*Data and Competition*", joint work with Greg Taylor (Oxford University)

Discussant: André Trindade (FGV)

### **19:30 Casual Dinner**

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