

Workshop  
**The Economics of Advertising and Marketing**  
June 12 – June 15, 2008

**Idea:** There is a range of interesting new work in the economics of advertising and marketing. This workshop brings together a group of researchers who are pushing the frontier on this area. Apart from presentations of current research papers there is plenty of room to interact more informally and to discuss future avenues of research.

**Dates:** starts 7:30 pm, June 12, 2008 (dinner) and ends on June 15 after breakfast

**Location:** Hardtwald-Hotel, Philosophenweg 31, Bad Homburg in the vicinity of Frankfurt (phone: +49 (0) 6172 9880; for more information see <http://www.hardtwald-hotel.de/>)

**Organizers:** Simon Anderson and Martin Peitz

**Local organization:** Martin Peitz [martin.peitz AT gmail.com; information will be posted at <http://peitz.vwl.uni-mannheim.de>]

**Participants:**

Simon Anderson (U. of Virginia)  
Heski Bar-Isaac (NYU Stern)  
Alicia Barroso (Cemfi, Madrid)  
Luis Cabral (NYU Stern)  
Guillermo Caruana (Cemfi, Madrid)  
Tom Chang (M.I.T.)  
Roman Inderst (U. of Frankfurt)  
Justin Johnson (Cornell)  
Heiko Karle (U. of Mannheim)  
Jeanine Miklos-Thal (U. of Mannheim)  
Jose-Luis Moraga (U. of Groningen)  
David Myatt (U. of Oxford)  
Martin Peitz (U. of Mannheim)  
Regis Renault (U. Cergy-Pontoise)  
Ken Wilbur (USC, Marshall School)

**Program**

**Thursday, June 12**

from 19:30 dinner

**Friday, June 13**

until 09.15 breakfast

*Chair morning session: Martin Peitz (University of Mannheim)*

09.20-09.30 Welcome and organizational information

09.30-10.30 Simon Anderson (University of Virginia):

“Information congestion: open access in two-sided markets” (with André de Palma)

11.00-12.00 Jose-Luis Moraga (University of Groningen):

“Advertising for attention in a consumer search model” (with Marco Haan)

12.00-13.00 Alicia Barroso (Cemfi, Madrid):

“Advertising and consumer awareness of a new product”

13:00-14:30 lunch

*Chair afternoon session: Guillermo Caruana (Cemfi)*

16.00-17.00 Jeanine Miklos-Thal (University of Mannheim):

“Umbrella branding” (partly with Martin Peitz)

17:00-17:30 coffee break

17.30-18.30 Heski Bar-Isaac (NYU Stern):

“Information gathering and marketing” (with Guillermo Caruana and Vicente Cuñat)

18.30-19.30 Roman Inderst (University of Frankfurt)

“Selling service plans to differentially informed customers” (with Martin Peitz)

from 20:00 dinner

## **Saturday, June 14**

until 09.30 breakfast

*Chair morning session: Justin Johnson (Cornell University)*

09.30-10.30 Tom Chang (M.I.T.):

“Experiments in choice – An experimental evaluation of discrete-choice models of product differentiation” (with Eldar Shafir and Sendhil Mullainathan)

10.30-11.00 coffee break

11.00-12.00 Regis Renault (University Cergy-Pontoise):

“Advertising: The persuasion game” (with Simon Anderson)

12.00-13.00 Ken Wilbur (USC, Marshall School):

“Effects of advertising and product placement on television audiences” (with Michelle Goeree and Geert Ridder)

13:00-14:30 lunch

*Chair afternoon session: Simon Anderson*

16.00-17.00 Heiko Karle (University of Mannheim)

“Competition, information, and loss-averse consumers” (with Martin Peitz)

17:00-17:30 coffee break

17.30-18.30 David Myatt (University of Oxford):

“Sales strategies: Posted prices vs. negotiated deals” (with Eric Rasmusen)

18.30-19.30 Luis Cabral (NYU Stern):

“Lock in and switch: Asymmetric information and new product diffusion”

from 20:00 conference dinner

**Sunday, June 15**

morning breakfast

Departure

[For those who stay until the late afternoon: Tour to the Rheingau; start 10.00]