

10TH WORKSHOP ON THE ECONOMICS OF ADVERTISING AND MARKETING

Friday, July 7

Conference Hall (1st Floor)

- 8:50 Welcome
- 9:00 Brad Shapiro (University of Chicago-Booth), **Advertising in Health Insurance Markets**
Discussant: Jura Liaukonyte (Cornell University)
- 09:45 Tim Derdenger (Carnegie Mellon University), **Firms' Strategic Leverage of Unplanned Exposure and Planned Advertising: An Analysis in the Context of Celebrity Endorsements**
Discussant: Anna Tuchman (Northwestern University - Kellogg)
- 10:30 Coffee break (*outside the Conference Hall*)
- 11:00 Greg Taylor (University of Oxford), **The Balance of Power in Markets with Competitive and Direct Sales Channels**
Discussant: Martin Peitz (University of Mannheim)
- 11:45 Levent Celik (Higher School of Economics), **Manipulative Advertising by a Monopolist**
Discussant: Sandro Shelegia (Universitat Pompeu Fabra & Barcelona GSE)
- 12:30 Lunch (Keto & Kote Restaurant)
- 14:00 Roman Chuhay (Higher School of Economics), **Word of Mass: The Relationship between Mass Media and Word-of-Mouth**
Discussant: Nathan Larson (American University)
- 14:45 Nathan Larson (American University), **Word-of-Mouth Recommendations and Discounts in Consumer Search**
Discussant: Roman Chuhay (Higher School of Economics)
- 15:30 Coffee break + Blitz sessions
- Garrett Johnson (Northwestern University - Kellogg)
 - Anna Tuchman (Northwestern University - Kellogg)
 - Prabirendra Chatterjee (Sabanci University)
 - Arthur Fishman (American University)
- 17:00 Adjourn
- 18:45 Workshop Dinner – Tsiskvili Ethno. Meet at ISET at 18:45 for transportation to the restaurant.

Saturday, July 8

Conference Hall (1st Floor)

- 9:00 Anna Tuchman (Northwestern University - Kellogg), **Complementarities in Consumption and the Consumer Demand for Advertising**
Discussant: Tim Derdenger (Carnegie Mellon University)
- 09:45 David Reiley (Pandora, UC Berkeley), **Measuring Consumer Sensitivity to Audio Advertising**
Discussant: Garrett Johnson (Northwestern University - Kellogg)
- 10:30 Coffee break (*outside the Conference Hall*)
- 11:00 Garrett Johnson (Northwestern University - Kellogg), **The Online Display Ad Effectiveness Funnel & Carry-Over: A Meta-study of Predicted Ghost Ad Experiments**
Discussant: David Reiley (Pandora, UC Berkeley)
- 11.45 Simon Anderson (University of Virginia), **The “Sheening” Model of Product Attribute Advertising**
Discussant: Brad Shapiro (University of Chicago)
- 12:30 Lunch (Keto & Kote Restaurant)
- 14.00 Prabirendra Chatterjee (Sabanci University), **Sponsored Content Advertising In a Two Sided Market**
Discussant: Regis Renault (Thema Université de Cergy-Pontoise)
- 14.45 Sergei Izmalkov (New Economic School), **Spatial Competition with Intermediaries**
Discussant: Greg Taylor (University of Oxford)
- 15:30 Coffee break + Blitz sessions
- Brad Shapiro (University of Chicago – Booth)
 - David Reiley (Pandora Media & UC Berkeley)
 - Arthur Fishman (Bar Ilan University)
 - Roman Chuhay (Higher School of Economics)
- 17:00 Adjourn
- 19:30 Workshop Dinner. Restaurant Sirajkhana