



# The Ninth Annual Federal Trade Commission Microeconomics Conference

November 3-4, 2016

Washington, D.C.

## A G E N D A

### Thursday, November 3

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8:30 a.m.     **Registration**

9:00 a.m.     **Welcome**

Ginger Jin (Federal Trade Commission)

9:05 a.m.     **Panel: *Competition and Innovation***

Chaired by Devesh Raval (Federal Trade Commission)  
Carl Shapiro (University of California at Berkeley, Haas)  
Chad Syverson (University of Chicago, Booth)  
Alan Marco (United States Patent and Trademark Office)  
Jay Shambaugh (Council of Economic Advisers)

10:05 a.m.    **Break**

10:20 a.m.    **Paper Session One**

Chaired by Chad Syverson (University of Chicago, Booth)  
Charles Murry (Penn State University) with Federico Ciliberto and Elie Tamer, *Market Structure and Competition in Airline Markets*  
Discussant: Steve Berry (Yale University)  
Fernando Luco (Texas A&M University) with Ali Hortaçsu, Steven Puller, and Dongni Zhu, *Strategic Ability and Productive Efficiency in Electricity Markets*  
Discussant: Mo Xiao (University of Arizona)  
Pietro Tebaldi (Stanford University), *Estimating Equilibrium in Health Insurance Exchanges: Price Competition and Subsidy Design under the ACA*  
Discussant: Martin Hackmann (UCLA)

12:35 p.m.    **Lunch**

Sponsored by the **Searle Center on Law, Regulation and Economic Growth**

1:00 p.m.     **Keynote Address, “How Wide Is the Firm Border?”**

Chad Syverson (University of Chicago, Booth)

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**FTC Constitution Center | 400 7<sup>th</sup> Street, SW | Washington, D.C.**

Sponsored by:  
Federal Trade Commission Bureau of Economics  
Northwestern University's Searle Center on Law, Regulation and Economic Growth

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1:35 p.m. **Break**

1:50 p.m. **Paper Session Two**

Chaired by Florian Zettelmeyer (Northwestern University, Kellogg)  
Anna Tuchman (Northwestern University, Kellogg), *Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising*

Discussant: Anita Rao (University of Chicago, Booth)

Sergei Koulayev (Consumer Financial Protection Bureau) with Alexei Alexandrov, *No Shopping in the U.S. Mortgage Market: Direct and Strategic Effects of Providing Information*

Discussant: J. F. Houde (Cornell University)

Mara Lederman (University of Toronto, Rotman) with Joshua Gans and Avi Goldfarb, *Exit, Tweets, and Loyalty*

Discussant: Amalia Miller (University of Virginia)

4:05 p.m. **Break**

4:20 p.m. **Keynote Address, “Digital Advertising Measurement”**

Florian Zettelmeyer (Northwestern University, Kellogg)

4:55 p.m. **Hors d’oeuvres Reception**

Sponsored by the **Searle Center on Law, Regulation and Economic Growth**

**Northwestern**

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## Friday, November 4

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9:00 a.m.      **Paper Session Three**

Chaired by Leslie Marx (Duke University, Fuqua)

John Asker (UCLA) with Heski Bar-Isaac, *Information Restraints: The Pro- and Anti-Competitive Impacts of Minimum Advertised Price Restrictions*

Discussant: Daniel Garcia (University of Vienna)

David Byrne (University of Melbourne) with Nicolas de Roos, *Learning to coordinate: A study in retail gasoline*

Discussant: David Rahman (University of Minnesota)

Álvaro Parra (University of British Columbia, Sauder) with Guillermo Marshall, *Mergers in Innovative Industries: The Role of Product Market Competition*

Discussant: Volker Nocke (University of Mannheim)

11:15 a.m.      **Break**

11:30 a.m.      **Keynote Address, “A Mechanism Design Approach to Merger Review”**

Leslie Marx (Duke University, Fuqua)

12:05 p.m.      **Panel: *Economics at the FTC***

Chaired by Ginger Jin (Federal Trade Commission)

Michael Salinger (Boston University, Questrom)

Michael Baye (Indiana University, Kelley)

Luke Froeb (Vanderbilt University, Owen)

Francine Lafontaine (University of Michigan, Ross)

1:05 p.m.      **Close**