AGENDA

Thursday, November 7

8:30 a.m.  
Registration

9:00 a.m.  
**Welcome and Opening Remarks**  
Marty Gaynor (Federal Trade Commission)

9:15 a.m.  
**Keynote Address, “Patent Litigation and FRAND”**  
Dennis Carlton (University of Chicago, Booth)

9:45 a.m.  
**Paper Session One: Merger and Innovation Policy**  
Chaired by Dennis Carlton (University of Chicago, Booth)

Matthew Weinberg (Drexel University), *Efficiencies Brewed: Pricing and Consolidation in the U.S. Beer Industry*  
Discussant: Jonathan Baker (American University, Washington College of Law)

Christopher Conlon (Columbia University) and Julie Holland Mortimer (Boston College), *An Experimental Approach to Merger Evaluation*  
Discussant: Daniel O’Brien (Federal Trade Commission)

Álvaro Parra (University of British Columbia, Sauder), *Sequential Innovation and Patent Policy*  
Discussant: Joshua Gans (University of Toronto, Rotman)

11:15 a.m.  
**Morning Break**

11:35 a.m.  
**Panel Session One: Antitrust in the Age of the Internet: What Changes and Why?**  
Chaired by Dennis Carlton (University of Chicago, Booth)

Joshua Gans (University of Toronto, Rotman)  
Avi Goldfarb (University of Toronto, Rotman)  
Andres Lerner (Compass Lexecon)  
John Yun (Federal Trade Commission)
12:35 p.m. Lunch

1:10 p.m. **Keynote Address, “Implications of Recent Research for Hospital Prices”**  
Kate Ho (Columbia University)

1:40 p.m. **Paper Session Two: The Effects of Constrained and Costly Search on Choice**  
Chaired by Kate Ho (Columbia University)
   
   Stephan Seiler (Stanford University), *Free to Choose? Reform and Demand Response in the English National Health Service*  
   Discussant: Keith Brand (Federal Trade Commission)

   Andrew Ching (University of Toronto, Rotman), *Quantifying the Impacts of Limited Supply: The Case of Nursing Homes*  
   Discussant: Andrew Sweeting (University of Maryland)

   Elisabeth Honka (University of Texas at Dallas, Jindal), *Simultaneous or Sequential? Understanding the Drivers of Search Strategies and Search in the U.S. Auto Insurance Industry*  
   Discussant: Jean-François Houde (University of Pennsylvania, Wharton)

3:10 p.m. Afternoon Break

3:30 p.m. **Paper Session Three: Auctions and Franchising**  
Chaired by Rob Porter (Northwestern University)

   Sean Chu (Federal Reserve Board of Governors), *Empirical Analysis of Bond Ratings Inflation as a Game of Incomplete Information*  
   Discussant: Wei Tan (Renmin University of China)

   Francine Lafontaine (University of Michigan), *Financial Constraints and Franchising Decisions*  
   Discussant: Wally Mullin (George Washington University)

   Nicola Lacetera (University of Toronto), *Bid Takers or Market Makers? The Effect of Auctioneers on Auction Outcomes*  
   Discussant: Jorge Balat (Johns Hopkins University)

5:00 p.m. **Hors d’oeuvres Reception**  
Sponsored by the Searle Center on Law, Regulation and Economic Growth at Northwestern University
Friday, November 8

9:00 a.m. **Keynote Address, “Information and Car Buying”**
Meghan Busse (Northwestern University, Kellogg)

9:30 a.m. **Paper Session Four: Consumer Protection in Markets with Limited Attention**
Chaired by Meghan Busse (Northwestern University, Kellogg)

- Marco Ottaviani (Bocconi University), *Hypertargeting, Limited Attention, and Privacy: Implications for Marketing and Campaigning*
  Discussant: Doug Smith (Federal Trade Commission)

- Katja Seim (University of Pennsylvania, Wharton), *Drip Pricing When Consumers Have Limited Foresight: Evidence from Driving School Fees*
  Discussant: Michael Grubb (Boston College)

- Zhongmin Wang (Resources for the Future), *Selling a Dollar for More Than a Dollar? Evidence from Online Penny Auctions*
  Discussant: Greg Lewis (Harvard University)

11:00 a.m. **Morning Break**

11:20 a.m. **Keynote Address, “Auctioning Resource Rights”**
Rob Porter (Northwestern University)

11:50 a.m. **Panel Session Two: Economics of Prize-Linked Savings**
Chaired by Patrick McAlvanah (Federal Trade Commission)
  Stuart Butler (Heritage Foundation)
  Julian Jamison (Consumer Financial Protection Bureau)
  Erkut Ozbay (University of Maryland)
  Mervyn Tang (British Embassy)

12:50 p.m. **Close**