

Block-Seminar on Experimental Economics for Master Students

„Two-Sided Markets“

Winter Term 2014/2015

The chair of Microeconomics offers in the winter term 2014/2015 a block-seminar on „Two-Sided Markets“.

Participants are required to hand in a seminar paper (approx. 15 pages), present it in class (20 minutes), and discuss another participant's paper.

Max. number of participants: 10 participants

Language: English

Dates:

First Meeting: Monday, November 3 2014
Time: 4:00 p.m.
Place: OEC 1.134

Topic assignment: Topics will be assigned in the first meeting.

Deadline to enroll and (withdraw): November 16 2014 in FlexNow

Deadline for seminar papers: Sunday, January 11 2015 (Online/Upload on Stud.IP)

Date for the blocked seminar: End of January 2015

Topics:

General Literature:

- Armstrong (2006) - Competition in Two-Sided Markets
- Rochet and Tirole (2003) - Platform Competition in Two-Sided Markets

1. Two-Sided Markets and Competition Policy

- Dewenter & Haucap (2013) - Ökonomische Auswirkungen der Einführung eines Leistungsschutzrechts für Presseinhalte im Internet (Leistungsschutzrecht für Presseverleger)
- Chandra & Collard-Wexler (2009) - Mergers in Two-Sided Markets - An Application to the Canadian Newspaper Industry

2. Multihoming in Two-Sided Markets

- Doganoglu and Wright (2006) - Multihoming and compatibility
- Choi (2010) - Tying in Two-Sided Markets with Multi-Homing
- Armstrong & Wright (2007) - Two-Sided Markets, Competitive Bottlenecks and Exclusive Contracts

3. Two-Sided Markets: Advertisement Platforms

- Wilbur (2008) - A Two-Sided, Empirical Model of Television Advertising and Viewing Markets
- Tucker & Zhang (2010) - Growing Two-Sided Networks by Advertising the User Base: A Field Experiment
- Stühmeier & Wenzel (2010) - Getting Beer During Commercials: Adverse Effects of Ad-Avoidance

4. Software Piracy and Two-Sided Markets

- Rasch & Wenzel (2013) - Piracy in a Two-Sided Software Market
- Dewenter, Haucap & Wenzel (2012) - On File Sharing With Indirect Network Effects between Concert Ticket Sales and Music Recordings

5. Crowdfunding in general

- Belleflamme, Lambert & Schwienbacher (2011) - Crowdfunding - Tapping the right Crowd
- Nocke, Peitz & Rosar (2011) - Advance-purchase discounts as a price discrimination device
- Kappel (2009) - Ex Ante Crowdfunding and the Recording Industry
- Mollick (2014) - The dynamics of crowdfunding - An exploratory study

6. Crowdfunding within a company

- Muller, Geyer, Soule & Cheng (2013) - Crowdfunding inside the Enterprise - Employee-Initiatives for Innovation and Collaboration

7. Consumers engaging in Donations and Funding

- Kleemann, Voß & Rieder (2008) - Un(der)paid Innovators The Commercial Utilization of Consumer Work through Crowdsourcing
- Kappel (2009) - Ex Ante Crowdfunding and the Recording Industry

8. Actions related to producers of funded projects: Incentive Systems

- Dijk, Sonnemans & van Winden (2001) - Incentive systems in a real effort experiment
- Greiner, Ockenfels & Werner (2011) - Wage transparency and performance - A real-effort experiment

9. Actions related to producers of funded projects: Monitoring

- Dickinson & Villeval (2008) - Does monitoring decrease work effort - The complementarity between agency and crowding-out theories