



Faculté de Droit, de Science Politique et de Gestion
 Faculté des Lettres, Langues, Arts et Sciences Humaines
 IUT de La Rochelle



6^{ème} École d'Été d'Économie Numérique (3EN)

La Rochelle - 4 et 5 juillet 2019
 FLLASH - Amphi Choderlos



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Communauté
 d'Agglomération de
La Rochelle



innovation
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 chair



PRELIMINARY PROGRAM

July 4th, 2019

Welcome coffee 8h30-9h Hall FLLASH 1

Session A: Concentration vs. Competition & Regulation in Digital Markets 9h-10h30

Chair: Thierry Penard

- **Marc Bourreau, Bruno Jullien and Maxime Lefouili:** *Mergers and Demand-Enhancing Innovation.*
- **Jean-Marc Zogheib and Marc Bourreau:** *The Impact of Competition in Digital Markets.*
- **Cuong Hung Vuong and Edmond Baranes:** *QoS investment, vertical integration and regulation of the internet.*

Coffee break 15'

Session B: Digitalization 10h45-12h15

Chair: Dominique Torre

- **Sauveur Giannoni, Malgorzata Ogonowska and Dominique Torre:** *Peer-to-peer property rentals, housing, and hospitality markets: general setting and perspectives from Paris.*
- **Jimmy Merlet and Thierry Penard :** *RSE et transformation numérique des entreprises artisanales : une étude sur données d'enquête.*
- **Ambre Nicolle, Marc Ivaldi, Frank Verboven and Jiekai Zhang:** *Music Consumption in Digital Era.*

Lunch 12h15-13h30 Hall FLLASH 2

Award ceremony for the best PhD thesis in digital economics 13h30-13h45

Keynote session by Luis Aguiar (European Commission - Joint Research Center - Digital Economy Unit) 13h45-15h - *Platform Power in the Digital Economy: Evidence from Spotify*

Session C: Platforms 15h-16h30

Chair: Marc Bourreau

- **Axel Gautier:** *Competition between integrated incumbents and platforms.*
- **Leonardo Madio and Martin Quinn:** *User-generated Content, Strategic Moderation, and Advertising.*
- **Théo Marquis:** *The Work/Leisure Trade-off in Online Labor Markets: The case of Amazon Mechanical Turk.*

Coffee break 15'

Session D1 parallel: Digital Innovation, E-Security and E-Payment 16h45-18h15

Chair: Maya Bacache

- **Arrah-Marie Jo:** Software vulnerability disclosure and security investment.
- **Dominique Torre and Qing Xu:** Digital payment in China: emergence, adoption and competition among applications.
- **Sotheareth Seang and Amel Attour:** *Business model innovation through blockchain: an exploratory research of ride-sharing platforms' value sources.*

Session D2 parallel: Funding 16h45-18h15 Salle E204

Chair: Francois Moreau

- **Eric Darmon and Thomas Letexier:** *Project Filtering in Crowdfunding platforms.*
- **Inna Lyubareva, Laurent Brisson and Cécile Bothorel:** *Crowdfunding platform and development of online communities: empirical analysis of Ulule.*
- **Jordana Viotto Da Cruz:** *Entrepreneurial Finance and Digital Platforms: Evidence from Initial Coin Offerings.*

Conference dinner

July 5th, 2019

Welcome Coffee 8h30-9h HALL FLLASH 1

Session E: Digital Uses 9h-10h30

Chair: Stéphanie Peltier

- **Etienne Dagorn, David Masclat and Thierry Penard:** *How do parents and children's digital uses affect homework and tutoring? Some evidence from French survey data.*
- **Maude Hasbi and Antoine Dubus:** *Determinants of Mobile Broadband Use in Developing Economies: Evidence from Nigeria.*
- **Marianne Lumeau and François Moreau :** *Streaming and local content.*

Coffee break 15'

Session F1 : Media 10h45-12h15

Chair: Raphaël Suire

- **Vincent Malardé and Ewen Gallic:** *Airbnb à Paris : quel impact sur l'industrie hôtelière?*
- **Fabrice Rochelandet and Christophe Cariou:** *La critique sous influence ? Sélection et évaluation des films par les médias en France.*
- **Blaise Boton, Sylvain Dejean, Marianne Lumeau and Stéphanie Peltier:** *Ideological segregation and online news consumption.*

Lunch 12h15-13h45 HALL FLASH 2

General Meeting of AFREN 13h45-14h

Session H: Data & Privacy 14h-15h30

Chair: Fabrice Rochelandet

- **Grazia Cecere, Vincent Lefrere, Catherine Tucker, Pai-Ling Yin and Fabrice Le Guel:** *Privacy and Children: What drives digital data protection for very young children?*
- **Enrick Arnaud-Joufray:** *Product differentiation with bundles of characteristics and multi-purchasing.*
- **Antoine Dubus, David Bounie and Patrick Waelbroeck:** *Collecting and selling personal information: the two faces of data broker.*

@ Useful Information



La Rochelle City

<http://www.ville-larochelle.fr/>

www.larochelle-tourisme.com

City map: <http://www.holidays-la-rochelle.co.uk/city-maps>

FLLASH map (3EN Summer School venue)

https://apps.univ-lr.fr/actes/ged/colloques/docWeb/1903281125.0/plan_flash_univ-larochelle_1_.pdf

District (FLLASH surroundings)

https://apps.univ-lr.fr/actes/ged/colloques/docWeb/1405060855.0/Plan_Flash_Universit_de_La_Rochelle.pdf

Coming to the Flash (interactive link to walk from the railway station to the Flash)

<http://ctig.univ-lr.fr/pageounoustrouver.htm>

University map

https://apps.univ-lr.fr/actes/ged/colloques/docWeb/1404181440.0/2014_plan_campus-universite-larochelle.pdf

Transportation in La Rochelle

<http://www.larochelle-tourisme.com/se-deplacer-malin>

"yellow" bicycles: <https://velo.agglo-larochelle.fr/velos/-/abonnements-court-sejour/presentation-du-service>

Electric boat, in the "vieux port": : <http://youtu.be/tbDkVvHzbNM>