

## **12<sup>e</sup> Workshop Doctoral de l'AFREN**

### **Économie du numérique**

Vendredi 8 novembre 2024, Télécom Paris (Palaiseau), Amphi 4 -- 10h00-16h00

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**Lieu du workshop** : Télécom Paris, 19 place Marguerite Perey, 91120 Palaiseau  
<https://www.telecom-paris.fr/fr/lecole/telecom-paris-en-bref/acces-contact>

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Les présentations seront en français ou en anglais, au choix de l'intervenant. Les transparents seront rédigés de préférence en anglais – *Presentations can be made in French or English at the discretion of the presenter. Preferably, all slides should be in English.*

Chaque intervenant a 20 minutes pour sa présentation, qui sera suivie de 10 minutes de questions-réponses. *Each speaker has 20 minutes to present, followed by 10 minutes for questions & answers.*

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## **Programme**

The workshop and the coffee breaks will be held in Amphi 4. The lunch will take place in the main hall near the Amphi.

**10:00 – 10:30      Welcome Coffee**

**10:30 – 12:30      Session 1**

Enxhi Leka (IMT Business School)

*Navigating Data Tracking Within the Framework of Privacy Shield 2.0*

Sasha Grassini (Politecnico di Torino)

*The Dark Side of Connectivity, Cyber Threats in Ad-Financed Platforms"*

Jean-Baptiste Guiffard (Telecom Paris)

*From Connection to Coordination: High-Speed Internet and Protests in Africa*

Chloé Breton (Telecom Paris)

*Spatial Interactions of Consumption, Presence, and Mobility: Evidence from Mobile Phone and Transaction Data*

**12:30 – 13:30      Lunch Break (Main Hall)**

**13:30 – 14:30      Session 2**

Selin Yardimci (Université de Rennes)

*Digital Addiction Dynamics*

Rémi Devaux (IMT Business School)

*Should I Stay or Should I Go? Social Media Advertising in Times of Boycott*

**14:30 – 14:45      Coffee Break**

**14:45 – 15:45      Session 3**

Maria Rasskazova (University of Paris 13)

*Advertiser-friendly production? A longitudinal study of supplied content diversity on YouTube*

Martin Delville (Telecom Paris)

*Shipping Costs vs Shelves: Who Wins?*

**15:45 – 16:00      Farewell**

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**Information & local contact**

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