

# **Munich Summer Institute (MSI 2016)**

20-22 June 2016

Bavarian Academy of Sciences and Humanities, Munich

## **Program**

(as of 09 June 2016)

The Munich Summer Institute 2016 is organized by Stefan Bechtold, Jörg Claussen, Dietmar Harhoff and Tobias Kretschmer. It is primarily funded through a Sapere Aude Grant awarded by the Danish Council for Independent Research, with additional funding provided by the three hosting institutions.

## PROGRAM OVERVIEW

<b>DAY 1 (MONDAY, 20 JUNE 2016): DIGITIZATION, STRATEGY AND ORGANIZATION</b>	
09:00 – 09:30	<i>Registration</i>
09:30 – 09:45	Conference Opening Statements
09:45 – 11:15	Presentations 1 + 2
11:15 – 11:45	<i>Coffee Break</i>
11:45 – 12:30	Poster Slam 1
12:30 – 13:30	Poster Session & Lunch
13:30 – 14:30	Keynote Speech 1: Chris Forman (Georgia Tech)
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 16:30	Presentations 3 + 4
16:30 – 17:30	<i>Short Walk to the City Center &amp; Coffee Break</i>
17:30 – 19:00	Presentations 5 + 6
19:00 –	<i>Welcome Dinner</i>
<b>DAY 2 (TUESDAY, 21 JUNE 2016): INNOVATION AND ENTREPRENEURSHIP</b>	
08:30 – 09:00	<i>Registration</i>
09:00 – 10:30	Presentations 7 + 8
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 11:45	Presentation 9
11:45 – 12:30	Poster Slam 2
12:30 – 13:30	Poster Session & Lunch
13:30 – 14:30	Keynote Speech 2: Rosemary Ziedonis (Boston University)
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 16:30	Presentations 10 + 11
16:30 – 17:30	<i>Short Walk to Munich's Surf Hotspot &amp; Coffee Break</i>
17:30 – 19:00	Presentations 12 + 13
19:30 –	<i>Conference Dinner</i>
<b>DAY 3 (WEDNESDAY, 22 JUNE 2016): LAW &amp; ECONOMICS OF INNOVATION</b>	
08:30 – 09:00	<i>Registration</i>
09:00 – 10:30	Presentations 14 + 15
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 11:45	Presentation 16
11:45 – 12:30	Poster Slam 3
12:30 – 13:30	Poster Session & Lunch
13:30 – 14:30	Keynote Speech 3: Pamela Samuelson (UC Berkeley)
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 17:15	Presentations 17 – 19
17:15 – 17:30	Conference Closing Statements

## DETAILED SCIENTIFIC PROGRAM

**DAY 1: MONDAY, 20 JUNE 2016**

<b>Registration</b>	<b>09:00 – 09:30</b>
---------------------	----------------------

<b>Conference Opening Statements</b>	<b>09:30 – 09:45</b>
--------------------------------------	----------------------

Conference Organizers

<b>Presentations 1 + 2: Digitization, Strategy and Organization</b>	<b>09:45 – 11:15</b>
---	----------------------

**Money and Privacy - Android Market Evidence**

Michael Kummer (Georgia Institute of Technology)

Co-author: Patrick Schulte (Centre for European Economic Research, ZEW)

*Discussant: Helia Marreiros (University of Southampton)*

**Does Online Search Increase Sales? Evidence from Big Data for Car Markets in Germany and the UK**

Georg von Graevenitz (Queen Mary University of London)

Co-author: Christian Helmers (Santa Clara University)

*Discussant: Stefan Wagner (European School of Management and Technology, Berlin)*

<b>Coffee Break</b>	<b>11:15 – 11:45</b>
---------------------	----------------------

<b>Poster Slam 1: Digitization, Strategy and Organization</b>	<b>11:45 – 12:30</b>
---	----------------------

**Simulating the Value of Waiting in Users' Switching Behavior - a Real Option Approach Concerning Smart Home Systems**

Matthias Berger (LMU Munich)

**On Access to Research in Developing Countries: Empirical Evidence from Article-Level Data**

Frank Mueller-Langer (Max Planck Institute for Innovation and Competition)

**On the Determinants of Cloud Computing Adoption**

Thomas Niebel (Centre for European Economic Research, ZEW)

**Countering the Google Threat: Platformization, Strategic Choices and Incumbent Advantages**

Jens Schmidt (Aalto University)

**Absorptive Capacity and Relative Diversification: Joint and Individual Performance Effects**

Pavlos Symeou (Cyprus University of Technology)

**"Now that you mention it": A Survey Experiment on Information, Salience and Online Privacy**

Helia Marreiros (University of Southampton)

**Mobile Information and Communication Technologies, Flexible Work Organization and Labor Productivity: Firm-Level Evidence**

Steffen Viete (Centre for European Economic Research, ZEW)

**Susceptibility and Influence in Social Contagion**

Michael Ward (University of Texas at Arlington)

<b>Poster Session &amp; Lunch</b>	<b>12:30 – 13:30</b>
-----------------------------------	----------------------

<b>Keynote Speech 1</b>	<b>13:30 – 14:30</b>
<b>Agglomeration of Invention in the Bay Area: Not Just ICT</b> Chris Forman (Georgia Institute of Technology)	
<b>Coffee Break</b>	<b>14:30 – 15:00</b>
<b>Presentations 3 + 4: Digitization, Strategy and Organization</b>	<b>15:00 – 16:30</b>
<b>Voluntary Disclosure of Product Information: The Case of E-book Samples</b> Dainis Zegners (LMU Munich) <i>Discussant: Michael Ward (University of Texas at Arlington)</i>	
<b>Unravelling the Strategic Role of Complements in Two-Sided Platform Markets</b> Carmelo Cennamo (Bocconi University) Co-author: Claudio Panico (Bocconi University) <i>Discussant: Florian Schütt (Tilburg University)</i>	
<b>Short Walk to the City Center &amp; Coffee Break</b>	<b>16:30 – 17:30</b>
<b>Presentations 5 + 6: Digitization, Strategy and Organization</b>	<b>17:30 – 19:00</b>
<b>Can we Predict the Winner? Competition in Cryptocurrency Market</b> Neil Gandal (Tel Aviv University) Co-author: Hanna Halaburda (Bank of Canada) <i>Discussant: Hakan Özalp (LMU Munich)</i>	
<b>Social Media and Political Donations: Evidence from Twitter</b> Ananya Sen (Toulouse School of Economics) Co-author: Maria Petrova (Universitat Pompeu Fabra), Pinar Yildirim (Wharton) <i>Discussant: Pooyan Khashabi (LMU Munich)</i>	
<b>Welcome Dinner</b>	<b>19:00 –</b>

**DAY 2: TUESDAY, 21 JUNE 2016**

<b>Registration</b>	<b>08:30 – 09:00</b>
<b>Presentations 7 + 8: Innovation and Entrepreneurship</b>	<b>09:00 – 10:30</b>
<p><b>Are Entrepreneurs Lone Wolves? An Experimental Analysis of Sorting into Teams</b>  Laura Rosendahl Huber (MPI for Innovation and Competition)  <i>Discussant: Florian Engelmaier (LMU Munich)</i></p> <p><b>Patents and the Success of Venture-Capital Backed Startups: Using Examiner Assignment to Estimate Causal Effects</b>  Patrick Gaule (CERGE-EI)  <i>Discussant: Fabian Gässler (MPI for Innovation and Competition)</i></p>	
<b>Coffee Break</b>	<b>10:30 – 11:00</b>
<b>Presentation 9: Innovation and Entrepreneurship</b>	<b>11:00 – 11:45</b>
<p><b>Knowledge Spillovers from Academic Research: Evidence from Germany</b>  Martin Watzinger (LMU Munich)  Co-authors: Lukas Treber (University of Hohenheim), Monika Schnitzer (LMU Munich), Markus Nagler (LMU Munich)  <i>Discussant: Jeff Furman (Boston University)</i></p>	
<b>Poster Slam 2: Innovation and Entrepreneurship</b>	<b>11:45 – 12:30</b>
<p><b>Patent Disclosure and the Diffusion of Knowledge</b>  Stefano Baruffaldi (OECD)</p> <p><b>R&amp;D Subsidies and Firms' Cost of Debt</b>  Sarah Demeulemeester (KU Leuven)</p> <p><b>Executive Compensation Inequality and Corporate Innovation</b>  Virgilio Failla (LMU Munich)</p> <p><b>R&amp;D Team Diversity and Firm Performance in Hypercompetitive Environments</b>  Karin Hoisl (University of Mannheim)</p> <p><b>Antitrust, Patents, and Cumulative Innovation: Evidence from Bell Labs</b>  Markus Nagler (LMU Munich)</p> <p><b>Pricing the Value of Cash Flow Rights in Crowdfunding: An Analysis of Investment Backers</b>  Lars Hornuf (University of Trier)</p> <p><b>The Gravity of Scientific Disclosure in Technological Competition</b>  Markus Simeth (Universidad Carlos III de Madrid)</p>	
<b>Poster Session &amp; Lunch</b>	<b>12:30 – 13:30</b>

<b>Keynote Speech 2</b>	<b>13:30 – 14:30</b>
<b>Innovation, Entrepreneurship and the Market for Patents</b> Rosemary Ziedonis (Boston University)	
<b>Coffee Break</b>	<b>14:30 – 15:00</b>
<b>Presentations 10 + 11: Innovation and Entrepreneurship</b>	<b>15:00 – 16:30</b>
<b>Academic Entrepreneurship: Bayh-Dole versus the “Professor’s Privilege”</b> Thomas Astebro (HEC Paris) <i>Discussant: Mark Schankerman (London School of Economics)</i> <b>Knowledge Creates Markets: The Influence of Entrepreneurial Support and Patent Rights on Academic Entrepreneurship</b> Katrin Hussinger (University of Luxembourg) Co-author: Dirk Czarnitzki (KU Leuven), Thorsten Doherr (Center for European Economic Research, ZEW), Paula Schliessler (Center for European Economic Research, ZEW), Andrew Toole (U.S. Patent and Trademark Office) <i>Discussant: Stefan Wagner (European School of Management and Technology, Berlin)</i>	
<b>Short Walk to Munich’s Surf Hotspot &amp; Coffee Break</b>	<b>16:30 – 17:30</b>
<b>Presentations 12 + 13: Innovation and Entrepreneurship</b>	<b>17:30 – 19:00</b>
<b>Screening for Patent Quality: Examination, Fees, and the Courts</b> Mark Schankerman (London School of Economics) Co-author: Florian Schuett (Tilburg University) <i>Discussant: Monika Schnitzer (LMU Munich)</i> <b>University Licensing and the Flow of Scientific Knowledge</b> Arvids Ziedonis (Boston University) Co-author: Neil Thompson (MIT), David Mowery (UC Berkeley) <i>Discussant: Jian Wang (KU Leuven)</i>	
<b>Conference Dinner</b>	<b>19:30 –</b>
<b>Dinner Speech: How the Internet Became Commercial</b> Shane Greenstein (Harvard)	

**DAY 3: WEDNESDAY, 22 JUNE 2016**

<b>Registration</b>	<b>08:30 – 09:00</b>
<b>Presentations 14 + 15: Law &amp; Economics of Innovation</b>	<b>09:00 – 10:30</b>
<b>The Patent Troll: Benign Middleman or Stick-Up Artist?</b> David Abrams (University of Pennsylvania) Co-authors: Ufuk Akcigit (University of Chicago) & Gokhan Oz (University of Pennsylvania) <i>Discussant: Gaétan de Rassenfosse (EPFL)</i>	
<b>Patent Citations: An Examination of the Data Generating Process</b> Kenneth Younge (EPFL) Co-author: Jeffrey Kuhn (UC Berkeley) <i>Discussant: David Abrams (University of Pennsylvania)</i>	
<b>Coffee Break</b>	<b>10:30 – 11:00</b>
<b>Presentation 16: Law &amp; Economics of Innovation</b>	<b>11:00 – 11:45</b>
<b>Catch Me If You Can: Effectiveness and Consequences of Online Copyright Infringement</b> Christian Peukert (University of Zurich) Co-authors: Luis Aguiar (European Commission) & Jörg Claussen (LMU Munich) <i>Discussant: Christopher Buccafusco (Cardozo Law School)</i>	
<b>Poster Slam 3: Law &amp; Economics of Innovation</b>	<b>11:45 – 12:30</b>
<b>The Nature of Sequential Innovation</b> Christopher Buccafusco (Cardozo Law School)	
<b>Big Secrets: Patent Secrecy and Patenting Strategies</b> Juliana Dornelles (Universidad Carlos III de Madrid)	
<b>Knowledge Remittances: How Emigration Increases Innovation in Source Countries</b> Thomas Fackler (LMU Munich)	
<b>Software Patents and the Litigation Funnel: The Worst of All Worlds?</b> John Golden (University of Texas at Austin)	
<b>Investing in Legal Advice: Competition at the Courthouse?</b> Steffen Juranek (Norwegian School of Economics)	
<b>Information Abundance and Knowledge Commons</b> Michael Madison (University of Pittsburgh School of Law)	
<b>Disambiguation of Patent Inventors and Assignees Using High-Resolution Geolocation Data</b> Greg Morrison (Institute for Advanced Studies Lucca)	
<b>Of the Fragmentation of European Biotechnology Patents Litigation</b> Raphael Zingg (ETH Zurich)	
<b>Poster Session &amp; Lunch</b>	<b>12:30 – 13:30</b>

**Keynote Speech 3****13:30 – 14:30****The Past, Present, and Future of Software IP Protection**

Pamela Samuelson (UC Berkeley)

**Coffee Break****14:30 – 15:00****Presentations 17 - 19: Law & Economics of Innovation****15:00 – 17:15****Low-quality Patents in the Eye of the Beholder: Evidence from Multiple Examiners**

Gaétan de Rassenfosse (EPFL)

Co-authors: Adam Jaffe (Motu Economic and Public Policy Research) &amp; Elizabeth Webster (Swinburne University of Technology)

*Discussant: Dan L. Burk (UC Irvine)***How Often Do Non-practicing Entities Win Patent Suits?**

John Allison (University of Texas at Austin)

Co-authors: Mark Lemley (Stanford) &amp; David Schwartz (Northwestern)

*Discussant: Georg von Graevenitz (Queen Mary University of London)***Independent Boards and Innovation**

Benjamin Balsmeier (Technical University of Freiberg &amp; University of Münster)

Co-authors: Lee Fleming (MIT) &amp; Gustavo Manso (UC Berkeley)

*Discussant: John Golden (University of Texas at Austin)***Conference Closing Statements****17:15 – 17:30**

Conference Organizers