



Tinbergen-VU Workshop on Industrial Economics

Tuesday, December 18, 2012

**Sydney Room
Tinbergen Institute/DSF
Amsterdam**

Organizers: Jaap Abbring, (jaap@abbring.org, 06-2362 8744), Jeffrey Campbell, and Pieter Gautier

Participation is free, but places are limited. Please register by emailing Charlotte Bech and/or Aniek van Houten at secrecon.feweb@vu.nl

Schedule

- 10:00-12:00 am: Industry Dynamics (chair: Jaap Abbring)
Jeffrey Campbell (discussant: Eric Bartelsman)
Otto Toivanen (Nan Yang)
- 12:00-1:00 pm: Lunch
- 1:00-3:00 pm: Imperfect Information and Search (Pieter Gautier)
Bart Bronnenberg (Makoto Wanatabe)
Jose Luis Moraga (Sander Onderstal)
- 3:00-3:30 pm: Break
- 3:30-4:30 pm: Mergers (Jaap Abbring)
Frank Verboven (André Romahn)
- 4:30-5:00 pm: Break
- 5:00-7:00 pm: Quality (Jeffrey Campbell)
Jean-Pierre Dubé (Catherine Schaumans)
Oleksandr Shcherbakov (Tobias Klein)
- 8:00pm- : Dinner at Le Zinc ... et les Autres

Program details

Industry Dynamics (chair: Jaap Abbring)

Jeffrey Campbell (Chicago Fed): [*The Economics of 'Radiator Springs:' Industry Dynamics, Sunk Costs, and Spatial Demand Shifts*](#) (with Thomas Hubbard)

Discussant: Eric Bartelsman (VU University Amsterdam)

Otto Toivanen (KU Leuven): [*Retail Chain Expansion: The Early Years of McDonalds in Great Britain*](#) (with Michael Waterson)

Discussant: Nan Yang (NUS Business School)

Imperfect Information and Search (chair: Pieter Gautier)

Bart Bronnenberg (Tilburg University): [*Marketing and the Economics of Convenience*](#)

Discussant: Makoto Wanatabe (VU University Amsterdam)

Jose Luis Moraga (VU University Amsterdam): [*Consumer Search and Prices in the Automobile Market*](#) (with Zsolt Sándor and Matthijs Wildenbeest)

Discussant: Sander Onderstal (University of Amsterdam)

Mergers (chair: Jaap Abbring)

Frank Verboven (KU Leuven): [*Does Merger Simulation Work? A "Natural Experiment" in the Swedish Analgesics Market*](#) (with Jonas Björnerstedt)

Discussant: André Romahn (IESE Business School)

Quality (chair: Jeffrey Campbell)

Jean-Pierre Dubé (UChicago Booth School of Business): *Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium* (with Bart Bronnenberg, Matt Gentzkow, and Jesse Shapiro)

Discussant: Catherine Schaumans (Tilburg University)

Oleksandr Shcherbakov (University of Mannheim): [*The Welfare Effects of Monopoly Quality Choice: Evidence from Cable Television Markets*](#) (with Gregory Crawford and Matthew Shum)

Discussant: Tobias Klein (Tilburg University)

Venues

Workshop

Sydney Room

Tinbergen Institute/DSF

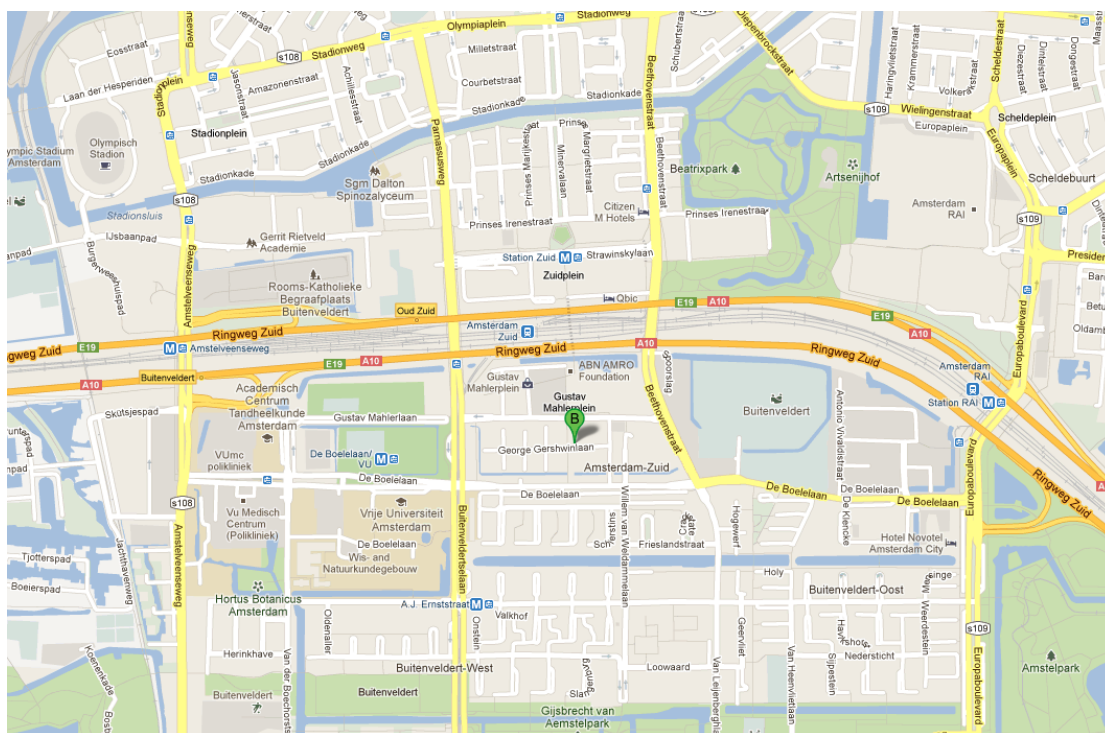
Gustav Mahlerplein 117

1082 MS Amsterdam

<http://www.tinbergen.nl/>

Phone: +31 20 525 1600 (525 1600 from within Amsterdam)

Getting there: You can take a taxi, but TI/DSF is also easy to reach by public transport. From Amsterdam Schiphol Airport, take a train to Amsterdam Zuid WTC (1st stop, 7-8 minutes). From central Amsterdam, take either tram 5 or metro 51 to Amsterdam Zuid WTC or take tram 16 or 24 (e.g. from Muntplein near the NH Doelen hotel) to its terminal stop at VU. From Zuid WTC, walk straight south for 250 meters. TI/DSF is on the first floor of the left one of the two orange towers (Symphony, “B” on the map below). Enter the building on its far right end. From VU, walk 500 m northeast towards the farthest orange tower.



Hotel

The main hotel (please check where you are staying!) is

NH Doelen

Nieuwe Doelenstraat, 26

1012 CP Amsterdam

<http://www.nh-hotels.com/nh/en/hotels/the-netherlands/amsterdam/nh-doelen.html>

Phone: +31 20 554 0600 (554 0600 from within Amsterdam)

Getting there: The NH Doelen hotel is at the top of the map below, 1 km south of Central Station. It is near the Waterlooplein metro station, which can be reached by taking any metro from Central Station or metro 51 from Amsterdam Zuid WTC in the direction of Centraal Station. It is also close to the Muntplein tram stop. From Amsterdam Schiphol Airport, you can either take a train to Central Station (20 minutes, few euros) or a taxi (20-30 minutes, at most € 50).

Dinner

Le Zinc ... et les Autres

Prinsengracht 999

1017 KM Amsterdam

<http://lezinc.nl/>

Phone: +31 20 622 9044 (622 9044 from within Amsterdam)

Getting there: Go to "A" on the map below, 750 m south of the NH Doelen hotel.

