

**ETH**

Eidgenössische Technische Hochschule Zürich  
Swiss Federal Institute of Technology Zurich

Center for Law & Economics



Chair for Technology and  
Innovation Management



Institute for Strategy,  
Technology and Organization



MAX-PLANCK-GESELLSCHAFT  
Max Planck Institute for  
Innovation and Competition

# Munich Summer Institute (MSI 2018)

4-6 June 2018

Bavarian Academy of Sciences and Humanities, Munich

## Program

(as of 10 April 2018)

The Munich Summer Institute 2018 is organized by  
Stefan Bechtold, Jörg Claussen, Dietmar Harhoff, Joachim Henkel and Tobias Kretschmer.

## PROGRAM OVERVIEW

| <b>DAY 1 (MONDAY, 4 JUNE 2018)</b>    |  |
|---------------------------------------|--|
| 09:00 – 09:30                         | <i>Registration</i>  |
| 09:30 – 09:45                         | Conference Opening Statements  |
| 09:45 – 11:15                         | Presentations 1 + 2: Managing Innovation Processes   |
| 11:15 – 11:45                         | <i>Coffee Break</i>  |
| 11:45 – 12:30                         | Poster Slam 1: Digitization, Strategy & Organization   |
| 12:30 – 13:30                         | Poster Session & Lunch   |
| 13:30 – 14:30                         | Keynote Speech 1: Joel Waldfogel (University of Minnesota)                                     |
| 14:30 – 15:00                         | <i>Coffee Break</i>  |
| 15:00 – 16:30                         | Presentations 3 + 4: The Movie Industry  |
| 16:30 – 17:30                         | <i>City Walk I &amp; Coffee Break</i>  |
| 17:30 – 19:00                         | Presentations 5 + 6: Knowledge Production on Wikipedia   |
| 19:00 –                               | <i>Welcome Dinner</i>  |
| <b>DAY 2 (TUESDAY, 5 JUNE 2018)</b>   |  |
| 08:30 – 09:00                         | <i>Registration</i>  |
| 09:00 – 10:30                         | Presentations 7 + 8: Innovation & Regulation   |
| 10:30 – 11:00                         | <i>Coffee Break</i>  |
| 11:00 – 11:45                         | Presentation 9: Innovation & Regulation  |
| 11:45 – 12:30                         | Poster Slam 2: Innovation & Entrepreneurship   |
| 12:30 – 13:30                         | Poster Session & Lunch   |
| 13:30 – 14:30                         | Keynote Speech 2: Ashish Arora (Duke University)   |
| 14:30 – 15:15                         | Presentation 10: Entrepreneurship & Gender   |
| 15:15 – 15:45                         | <i>Coffee Break</i>  |
| 15:45 – 17:15                         | Presentations 11 – 12: Financing Innovation  |
| 17:15 – 18:15                         | <i>City Walk II</i>  |
| 19:00 –                               | <i>Conference Dinner “Zum Franziskaner”</i><br>Dinner speech: James Bessen (Boston University) |
| <b>DAY 3 (WEDNESDAY, 6 JUNE 2018)</b> |  |
| 08:30 – 09:00                         | <i>Registration</i>  |
| 09:00 – 10:30                         | Presentations 13 + 14: Trademarks  |
| 10:30 – 11:00                         | <i>Coffee Break</i>  |
| 11:00 – 11:45                         | Presentation 15: Copyright   |
| 11:45 – 12:30                         | Poster Slam 3: Law & Economics of Innovation   |
| 12:30 – 13:30                         | Poster Session & Lunch   |
| 13:30 – 14:30                         | Keynote Speech 3: Luis Cabral (New York University)  |
| 14:30 – 15:15                         | Presentation 16: Patents   |
| 15:15 – 15:45                         | <i>Coffee Break</i>  |
| 15:45 – 17:15                         | Presentations 17 – 18: Patents   |
| 17:15 – 17:30                         | Conference Closing Statements  |

## DETAILED SCIENTIFIC PROGRAM

DAY 1: MONDAY, 4 JUNE 2018

|                     |                      |
|---------------------|----------------------|
| <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: Managing Innovation Processes</b> | <b>09:45 – 11:15</b> |
|---|----------------------|

**The Contingent Effects of Management Practices**

Claudine Gartenberg (University of Pennsylvania)

Co-authors: Steven Blader (New York University) & Andrea Prat (Columbia University)

*Discussant: TBA*

**Stage-Gate Selection in Innovation**

Ronald Klingebiel (Frankfurt School of Finance & Management)

Co-author: Peter Esser (Frankfurt School of Finance & Management)

*Discussant: TBA*

|                     |                      |
|---------------------|----------------------|
| <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> |
|---|----------------------|

**Platforms, Power, and Preferential Placement: Evidence from Spotify Playlists**

Luis Aguiar (European Commission Joint Research Centre)

Co-author: Joel Waldfogel (University of Minnesota)

**Internet Broadcasting and Matching Technologies and the Geographic Distribution of Skills**

Sara Fisher Ellison (MIT)

**Using Massive Online Choice Experiments to Measure Changes in Well-being**

Avinash Gannamaneni (MIT)

Co-authors: Erik Brynjolfsson (MIT), Felix Eggers (University of Groningen)

**Binge Yourself Out The Effect of Binge Watching on the Subscription of Video on Demand**

Miguel Godinho de Matos (Catolica Lisbon School of Business and Economics)

Co-author: Pedro Ferreira (Carnegie Mellon University)

**Automation and Job Polarization: On the Decline of Middling Occupations in Europe**

Vahagn Jerbashian (University of Barcelona)

**Trade, Competition and Welfare in Global Online Labour Markets: A “Gig Economy” Case Study**

Estrella Gomez Herrera (European Commission Joint Research Centre)

Co-author: Frank Müller-Langer (European Commission Joint Research Centre)

**How Wise Are Crowd? A Comparative Study of Crowd and Institutions in Peer-to-Business Online Lending Markets**

Ali Mohammadi (Royal Institute of Technology)

Co-author: Kouros Shafi (University of Florida)

**Estimating Consumer Inertia in Repeated Choices of Smartphones**

Ambre Nicolle (University of Montpellier)

Co-author: Lukasz Grzybowski (Telecom Paris Tech)

**Permanent Exit or Temporary Break? Organizational Experience and Reentry into a Market after Initial Exit**

Archita Sarmah (ESSEC Business School)

**The Effect of Incentives in Non-Routine Analytical Team Tasks – Evidence from a Field Experiment**

Simeon Schudy (LMU Munich)

Co-authors: Florian Englmaier & Stefan Grimm (LMU Munich), David Schindler (Tillburg University)

**Playing on Both Sides of the Market: Evidence from a Crowdfunding Platform**

David Zvilichovsky (Tel Aviv University)

Co-authors: Yael Inbar & Ohad Barzilay (Tel Aviv University)

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

|                         |                      |
|-------------------------|----------------------|
| <b>Keynote Speech 1</b> | <b>13:30 – 14:30</b> |
|-------------------------|----------------------|

**TBA**

Joel Waldfogel (University of Minnesota)

|                     |                      |
|---------------------|----------------------|
| <b>Coffee Break</b> | <b>14:30 – 15:00</b> |
|---------------------|----------------------|

|  |                      |
|--|----------------------|
| <b>Presentations 3 + 4: The Movie Industry</b> | <b>15:00 – 16:30</b> |
|--|----------------------|

**Exporting Movies: Political Affinity, Release Strategy, and Performance**

Gabriel Natividad (Universidad de Piura)

Co-author: Luis Cabral (New York University)

*Discussant: TBA*

**Changing the Channel: Technological Change and the Rise of “Middle Tail” Strategies in the Movie Industry**

Mary Benner (University of Minnesota)

Co-author: Joel Waldfogel (University of Minnesota)

*Discussant: TBA*

|                                       |                      |
|---------------------------------------|----------------------|
| <b>City Walk I &amp; Coffee Break</b> | <b>16:30 – 17:30</b> |
|---------------------------------------|----------------------|

|   |                      |
|---|----------------------|
| <b>Presentations 5 + 6: Knowledge Production on Wikipedia</b> | <b>17:30 – 19:00</b> |
|---|----------------------|

**Science is Shaped by Wikipedia: Evidence From a Randomized Control Trial**

Neil Thompson (MIT)

Co-author: Douglas Hanley (University of Pittsburgh)

*Discussant: TBA*

**Ideological Segregation among Online Collaborators: Evidence from Wikipedians**

Shane Greenstein (Harvard University)

Co-authors: Feng Zhu & Yuan Gu (Harvard University)

*Discussant: TBA*

|                       |                |
|-----------------------|----------------|
| <b>Welcome Dinner</b> | <b>19:00 –</b> |
|-----------------------|----------------|

DAY 2: TUESDAY, 5 JUNE 2018

|                     |                      |
|---------------------|----------------------|
| <b>Registration</b> | <b>08:30 – 09:00</b> |
|---------------------|----------------------|

|   |                      |
|---|----------------------|
| <b>Presentations 7 + 8: Innovation &amp; Regulation</b> | <b>09:00 – 10:30</b> |
|---|----------------------|

**Digital Innovation in a Regulated Industry: Evidence from Software-Driven Medical Devices**

Ariel Stern (Harvard University)

Co-author: Cirrus Foroughi (Harvard University)

*Discussant: TBA*

**Developing Novel Drugs**

Danielle Li (MIT)

Co-author: Joshua Krieger (Harvard University) & Dimitris Papanikolaou (Northwestern University)

*Discussant: TBA*

|                     |                      |
|---------------------|----------------------|
| <b>Coffee Break</b> | <b>10:30 – 11:00</b> |
|---------------------|----------------------|

|  |                      |
|--|----------------------|
| <b>Presentation 9: Innovation &amp; Regulation</b> | <b>11:00 – 11:45</b> |
|--|----------------------|

**Connecting to Power: Political Connections, Innovation, and Firm Dynamics**

Salome Baslandze (Einaudi Institute for Economics and Finance)

Co-authors: Ufuk Akcigit (University of Chicago) & Francesca Lotti (Bank of Italy)

*Discussant: TBA*

|   |                      |
|---|----------------------|
| <b>Poster Slam 2: Innovation &amp; Entrepreneurship</b> | <b>11:45 – 12:30</b> |
|---|----------------------|

**Entrepreneurship in Anonymous Marketplaces: Reaction to Negative Feedback**

Michail Batikas (LMU Munich)

Co-author: Tobias Kretschmer (LMU Munich)

**Small Steps or Giant Leaps? Competition and the Size of Innovations**

Thomas Fackler (ifo Institute)

**Talent Matters: Evidence from Mathematics**

Patrick Gaule (University of Bath)

Co-author: Ruchir Agarwal (International Monetary Fund)

**The Value of Insiders: Evidence from the Effects of NSF Rotators on Early Career Scientists**

Sebastian Hoenen (Erasmus University Rotterdam)

Co-author: Christos Kolympiris (University of Bath)

**Network Structure and Inventive Performance**

Karin Hoisl (University of Mannheim)

Co-author: Dietmar Harhoff & Christian Steinle (MPI Munich)

**Network-Mediated Knowledge Spillovers: A Cross-Country Comparative Analysis of ICT/Information Security Innovations**

Nadav Kunievsy (Tel Aviv University)

Co-author: Lee Branstetter (Carnegie Mellon University), Neil Gandal (Tel Aviv University)

**Human Capital, Skilled Immigrants, and Innovation**

Rina Ray (University of Colorado Denver)

Co-author: Rasha Ashraf (Georgia State University)

**Does Idea Creator's Attractiveness Affect Idea Evaluations?**

Tim Schweisfurth (University of Southern Denmark)

**Necessity Never Made a Good Bargain: External Conditions, Entrepreneurial Motives, and Startup Outcomes**

Maria Roche (Georgia Institute of Technology)

Co-author: Annamaria Conti (Georgia Institute of Technology)

**Research as Leisure: Experimental Evidence on Voluntary Contributions to Science**

Laurina Zhang (Georgia Institute of Technology)

Co-author: Elizabeth Lyons (University of California at San Diego)

**Nature, Nurture, and...? Institutions as the Third Wheel to Entry into Self-Employment. Evidence from a Twins Study in Italy**

Diego Zunino (Copenhagen Business School)

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

|                         |                      |
|-------------------------|----------------------|
| <b>Keynote Speech 2</b> | <b>13:30 – 14:30</b> |
|-------------------------|----------------------|

**TBA**

Ashish Arora (Duke University)

|   |                      |
|---|----------------------|
| <b>Presentation 10: Entrepreneurship &amp; Gender</b> | <b>14:30 – 15:15</b> |
|---|----------------------|

**Yes, I Can! – A Field Experiment on Female Role Model Effects in Entrepreneurship**

Laura Rosendahl Huber (MPI Munich)

Co-author: Laura Bechthold (MPI Munich)

*Discussant: TBA*

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

|   |                      |
|---|----------------------|
| <b>Presentations 11 – 12: Entrepreneurship &amp; Gender, Financing Innovation</b> | <b>15:45 – 17:15</b> |
|---|----------------------|

**Killer Acquisitions**

Colleen Cunningham (London Business School)

Co-authors: Florian Ederer & Song Ma (Yale University)

*Discussant: TBA*

**Herd in Equity Crowdfunding**

Thomas Astebro (HEC Paris)

Co-authors: Manuel Fernandez (University of Sussex), Stefano Lovo (HEC Paris) & Nir Vulkan (Oxford University)

*Discussant: TBA*

|                     |                      |
|---------------------|----------------------|
| <b>City Walk II</b> | <b>17:15 – 18:15</b> |
|---------------------|----------------------|

|   |                |
|---|----------------|
| <b>Conference Dinner “Zum Franziskaner”</b> | <b>19:00 –</b> |
|---|----------------|

Dinner speech: Jim Bessen (Boston University): **IP, IT and Competition**

DAY 3: WEDNESDAY, 6 JUNE 2018

|                     |                      |
|---------------------|----------------------|
| <b>Registration</b> | <b>08:30 – 09:00</b> |
|---------------------|----------------------|

|  |                      |
|--|----------------------|
| <b>Presentations 13 + 14: Trademarks</b> | <b>09:00 – 10:30</b> |
|--|----------------------|

**Submarine Trademarks**

Amanda Myers (U.S. Patent & Trademark Office)

Co-authors: Carsten Fink (World Intellectual Property Organization), Andrea Fosfuri (Bocconi University) & Christian Helmers (Santa Clara University)

*Discussant: TBA*

**Testing for Trademark Dilution in Court and the Lab**

Barton Beebe & Christopher Sprigman (New York University)

Co-author: Roy Germano & Joel Steckel (New York University)

*Discussant: TBA*

|                     |                      |
|---------------------|----------------------|
| <b>Coffee Break</b> | <b>10:30 – 11:00</b> |
|---------------------|----------------------|

|                                   |                      |
|-----------------------------------|----------------------|
| <b>Presentation 15: Copyright</b> | <b>11:00 – 11:45</b> |
|-----------------------------------|----------------------|

**Copyright and Generic Entry in Book Publishing**

Imke Reimers (Northeastern University)

*Discussant: TBA*

|   |                      |
|---|----------------------|
| <b>Poster Slam 3: Law &amp; Economics of Innovation</b> | <b>11:45 – 12:30</b> |
|---|----------------------|

**Firms' Influence in Standard Setting Organizations: The Importance of Patents**

Maddalena Agnoli (Mines ParisTech)

**Knowledge Lost in Capital**

Stefano Baruffaldi (MPI Munich)

Co-author: Fabian Gaessler (MPI Munich)

**The Winners' Contracts of Silicon Valley: Access Regulation in High-tech Venture Markets**

Erasmus Elsner (ETH Zurich)

**Technology Disclosure and Capital Market Uncertainty: The Role of Patents**

Pooyan Khashabi (LMU Munich)

**The Effect of Compliance Time in Patent Examination**

Marco Kleine (MPI Munich)

Co-authors: Sven Fischer & Daniel Zizzo (Newcastle University)

**Patent Examiner Specialization**

Cesare Righi (Boston University)

Co-author: Timothy Simcoe (Boston University)

**Copyright in Photographs and Digital-Age Problems: An Empirical Study of Professional Photographers**

Jessica Silbey (Northeastern University)

Co-authors: Eva Subnotik (St. John's University), Peter DiCola (Northwestern University)

**The Role of Indemnification Clauses on Intellectual Property Rights in Technology Licensing**

Giulia Solinas (LMU Munich)

Co-authors: Ali Mohammadi (Swedish House of Finance), Mehdi Beyhaghi (University of Texas at San Antonio)

**Patents, Data Exclusivity, and the Development of New Drugs**

Stefan Wagner (ESMT Berlin)

Co-author: Fabian Gaessler (MPI Munich)

**Disclosure and Subsequent Innovation: Evidence from the Patent Depository Library Program**

Martin Watzinger (LMU Munich)

Co-author: Jeff Furman (Boston University), Markus Nagler (LMU Munich)

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

|                         |                      |
|-------------------------|----------------------|
| <b>Keynote Speech 3</b> | <b>13:30 – 14:30</b> |
|-------------------------|----------------------|

**TBA**

Luis Cabral (New York University)

|                                 |                      |
|---------------------------------|----------------------|
| <b>Presentation 16: Patents</b> | <b>14:30 – 15:15</b> |
|---------------------------------|----------------------|

**Understanding Patent "Privateering": A Quantitative Assessment**

David Schwartz (Northwestern University)

Co-authors: Jay Kesan (University of Illinois) & Anne Layne-Farrar (Charles River Associates)

*Discussant: TBA*

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

|                                       |                      |
|---------------------------------------|----------------------|
| <b>Presentations 17 – 18: Patents</b> | <b>15:45 – 17:15</b> |
|---------------------------------------|----------------------|

**Dear Enemy: Litigation and Cooperation in a Mobile Phone Standard Development Organization**

Gurneeta Vasudeva Singh (University of Minnesota)

Co-authors: Stephen Jones (University of Wyoming) & Aija Leiponen (Cornell University)

*Discussant: TBA*

**Knowledge Spillovers and Learning in the Workplace: Evidence from the U.S. Patent Office**

Michael Frakes (Duke University) & Melissa Wasserman (University of Texas at Austin)

*Discussant: TBA*

|                                      |                      |
|--------------------------------------|----------------------|
| <b>Conference Closing Statements</b> | <b>17:15 – 17:30</b> |
|--------------------------------------|----------------------|

Conference Organizers