

**ETH**

Eidgenössische Technische Hochschule Zürich  
Swiss Federal Institute of Technology Zurich



Institute for Strategy,  
Technology and Organization



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



Chair for Technology and  
Innovation Management

Center for Law & Economics

# Munich Summer Institute MSI 2018

4-6 June 2018

Conference Venue: Bavarian Academy  
of Sciences and Humanities, Munich

## Program

(as of 28 May 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: Knowledge Diffusion & 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: Entrepreneurship & Gender
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: Innovation & Regulation
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> 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>
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<b>Conference Opening Statements</b>	<b>09:30 – 09:45</b>
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Conference Organizers

<b>Presentations 1 + 2: Knowledge Diffusion &amp; Innovation Processes</b>	<b>09:45 – 11:15</b>
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**Internet Broadcasting and Matching Technologies and the Geographic Distribution of Skills**

Sara Fisher Ellison (MIT)

*Discussant: Pai-Ling Yin (University of Southern California)*

**Stage-Gate Selection in Innovation**

Ronald Klingebiel (Frankfurt School of Finance & Management)

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

*Discussant: Jelena Spanjol (LMU Munich)*

<b>Coffee Break</b>	<b>11:15 – 11:45</b>
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<b>Poster Slam 1: Digitization, Strategy &amp; Organization</b>	<b>11:45 – 12:30</b>
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**Platforms, Power, and Preferential Placement: Evidence from Spotify Playlists**

Luis Aguiar (European Commission Joint Research Centre)

Co-author: Joel Waldfogel (University of Minnesota)

**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**

Frank Müller-Langer (European Commission Joint Research Centre)

Co-authors: Bertin Martens, Estrella Gomez Herrera (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: Kourosh 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 (Tilburg 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)

**Poster Session & Lunch**

**12:30 – 13:30**

**Keynote Speech 1**

**13:30 – 14:30**

**Digital Renaissance**

Joel Waldfogel (University of Minnesota)

**Coffee Break**

**14:30 – 15:00**

**Presentations 3 + 4: The Movie Industry**

**15:00 – 16:30**

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

Gabriel Natividad (Universidad de Piura)

Co-author: Luis Cabral (New York University)

*Discussant: Justin Tumlinson (Loughborough University)*

**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: Dainis Zegners (University of Cologne)*

**City Walk I & Coffee Break**

**16:30 – 17:30**

**Presentations 5 + 6: Knowledge Production on Wikipedia**

**17:30 – 19:00**

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

Neil Thompson (MIT)

Co-author: Douglas Hanley (University of Pittsburgh)

*Discussant: Jonathan Sitruk (SKEMA Business School)*

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

Shane Greenstein (Harvard University)

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

*Discussant: Jérôme Hergueux (CNRS & ETH Zurich)*

**Welcome Dinner**

**19:00 –**

DAY 2: TUESDAY, 5 JUNE 2018

<b>Registration</b>	<b>08:30 – 09:00</b>
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<b>Presentations 7 + 8: Entrepreneurship &amp; Gender</b>	<b>09:00 – 10:30</b>
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**Herding in Equity Crowdfunding**

Thomas Astebro (HEC Paris)

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

*Discussant: Monika Schnitzer (LMU Munich)*

**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: Laurina Zhang (Georgia Institute of Technology)*

<b>Coffee Break</b>	<b>10:30 – 11:00</b>
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<b>Presentation 9: Innovation &amp; Regulation</b>	<b>11:00 – 11:45</b>
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**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: Stuart Graham (Georgia Institute of Technology)*

<b>Poster Slam 2: Innovation &amp; Entrepreneurship</b>	<b>11:45 – 12:30</b>
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**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-authors: Dietmar Harhoff, Christian Steinle (MPI Munich)

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

Nadav Kunievsky (Tel Aviv University)

Co-authors: 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)

Co-author: Johann Füller (University of Innsbruck)

**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)

**Trade-offs in Motivating Volunteer Effort: 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)

**Poster Session & Lunch**

**12:30 – 13:30**

**Keynote Speech 2**

**13:30 – 14:30**

**The Evolution of Corporate Research in America and Implications for Innovation and Entrepreneurship**

Ashish Arora (Duke University)

**Presentation 10: Innovation & Regulation**

**14:30 – 15:15**

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

Ariel Stern (Harvard University)

Co-author: Cirrus Foroughi (Harvard University)

*Discussant: Christian Peukert (Catolica Lisbon School of Business and Economics)*

**Coffee Break**

**15:15 – 15:45**

**Presentations 11 + 12: Financing Innovation**

**15:45 – 17:15**

**Killer Acquisitions**

Colleen Cunningham (London Business School)

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

*Discussant: Joachim Henkel (Technical University of Munich)*

**Developing Novel Drugs**

Danielle Li (MIT)

Co-authors: Joshua Krieger (Harvard University), Dimitris Papanikolaou (Northwestern University)

*Discussant: Carolin Häussler (University of Passau)*

**City Walk II**

**17:15 – 18:15**

**Conference Dinner “Zum Franziskaner”**

**19:00 –**

**Dinner Speech: IP, IT and Competition**

James Bessen (Boston University)

DAY 3: WEDNESDAY, 6 JUNE 2018

<b>Registration</b>	<b>08:30 – 09:00</b>
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<b>Presentations 13 + 14: Trademarks</b>	<b>09:00 – 10:30</b>
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**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: Barton Beebe (New York University)*

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

Barton Beebe & Roy Germano (New York University)

Co-authors: Christopher Sprigman, Joel Steckel (New York University)

*Discussant: Marco Kleine (MPI Munich)*

<b>Coffee Break</b>	<b>10:30 – 11:00</b>
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<b>Presentation 15: Copyright</b>	<b>11:00 – 11:45</b>
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**Copyright and Generic Entry in Book Publishing**

Imke Reimers (Northeastern University)

*Discussant: Jessica Silbey (Northeastern University)*

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

Co-authors: Ali Mohammadi (Royal Institute of Technology), Mehdi Beyhaghi (University of Texas at San Antonio)

**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)

**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-authors: Jeff Furman (Boston University), Markus Nagler (LMU Munich)

<b>Poster Session &amp; Lunch</b>	<b>12:30 – 13:30</b>
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<b>Keynote Speech 3</b>	<b>13:30 – 14:30</b>
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**Standing on the Shoulders of Dwarfs: Dominant Firms and Innovation Incentives**  
Luis Cabral (New York University)

<b>Presentation 16: Patents</b>	<b>14:30 – 15:15</b>
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**Understanding Patent "Privateering": A Quantitative Assessment**  
David Schwartz (Northwestern University)  
Co-authors: Jay Kesan (University of Illinois), Anne Layne-Farrar (Charles River Associates)  
*Discussant: Stefan Wagner (ESMT Berlin)*

<b>Coffee Break</b>	<b>15:15 – 15:45</b>
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<b>Presentations 17 + 18: Patents</b>	<b>15:45 – 17:15</b>
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**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: Pooyan Khashabi (LMU Munich)*

**Knowledge Spillovers and Learning in the Workplace: Evidence from the U.S. Patent Office**  
Michael Frakes (Duke University)  
Co-author: Melissa Wasserman (University of Texas at Austin)  
*Discussant: Cesare Righi (Boston University)*

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