

SWISS IO DAY 2018

JUNE 8, BERN

**VENUE: UNIS, SCHANZENECKSTRASSE 1, ROOM A-122 (BASEMENT),
UNIVERSITY OF BERN**

CONFERENCE PROGRAM

09:10 WELCOME

09:15-09:45

“A Characterization of Fixed Price Equilibria - Lessons from Platforms with Time-Based Currencies”

Presented by: BERNO BÜCHEL (University of Fribourg)

09:45-10:15

“The Impact of Social Media Buzz on Box Office Performance”

Presented by: LACHLAN DEER (University of Zurich)

Coffee Break (10:15-10:30)

10:30-11:15

“Managing Strategic Buyers: Should Resale Be Banned?”

Presented by: JUAN BECCUTI (University of Bern)

11:15-12:00

“The Value Of Public Information For An Informed Monopolist”

Presented by: PHILEMON KRÄHENMANN (University of St. Gallen)

12:00-13:45 Lunch, Casa d'Italia

13:45-14:30

“Asymmetric Competition, Brand Loyalty and Product Innovation”

Presented by: CHRISTIAN OERTEL (University of Zurich)

14:30-15:15

“Rent Overestimation in Discriminatory Share Auctions”

Presented by: SAMUEL HÄFNER (University of Basel)

Coffee Break (15:15-15:45)

15:45-16:30

“Foreclosure Auctions”

Presented by: ANDRAS NIEDERMAYER (Université Paris-Dauphine)

16:30-17:30 Keynote Speech

“Bertrand Competition Reversed: Buyer Power in Highly Competitive Industries”

MARKUS REISINGER (Frankfurt School of Economics)

Apéro, UniS

Dinner, Restaurant Beaulieu

ORGANIZING COMMITTEE

STEFAN BÜHLER (University of St. Gallen)

WINAND EMONS (University of Bern and Swiss Competition Commission)

ARMIN SCHMUTZLER (University of Zurich and Swiss Competition Commission)

SPONSORS



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Wettbewerbskommission WEKO
Commission de la concurrence COMCO
Commissione della concorrenza COMCO
Competition Commission COMCO

u^b

^b
**UNIVERSITÄT
BERN**