

Workshop Search and Switching Costs
Thursday 17 and Friday 18 December 2009
University of Groningen
Venue: Het Kasteel, Melkweg 1, Groningen

Organizer: Jose' L. Moraga
Financed by Marie Curie Excellence Grant MEXT-CT-2006-042471.
With collaboration of SOM Research School (University of Groningen).

Thursday 17 December 2009

9:00h.: Welcome

MORNING SESSION (with break)

Chair: Vaiva Petrikaite (University of Groningen)

9:00h.-10:00h.: Maarten Janssen (University of Vienna): "Sequential Search with Incompletely Informed Consumers: Theory and Evidence from Retail Gasoline Markets"

Discussant: Chris Wilson (Loughborough University)

10:00h.-11:00h.: Andrew Rhodes (Oxford University): "Multiproduct Pricing and the Diamond Paradox."

Discussant: Sandro Sheleguia (University of Vienna)

11:00h.-11:30h.: Coffee break

11:30h.-12:30h.: Chris Wilson (Loughborough University): "Market Frictions: A Unified Model of Search and Switching Costs."

Discussant: Vaiva Petrikaite (University of Groningen)

12:30h.-14:30h.: Lunch

AFTERNOON SESSION

Chair: Jidong Zhou (University of Groningen)

14:30h.-15:30h.: Babur de los Santos (Kelley Business School, Indiana): "Testing Models of Consumer Search using Data on Web Browsing and Purchasing Behavior"

Discussant: Stephan Seiler (London School of Economics)

15:30h.-16:30h.: Sergei Koulayev (Boston Fed.): "Estimating demand in search markets: the case of online hotel bookings"

Discussant: Paulo Albuquerque (Simon Graduate School of Business, Rochester).

16:30h.-16:45h.: Coffee break

16:45h.-17:45h.: Jose. L. Moraga (University of Groningen): "Consumer Search, Mergers and Product Differentiation"

Discussant: Jidong Zhou (University College London)

EVENING

19:30h. Formal Dinner

(Restaurant De Pauw, Gelkingstraat 52, 9711 NE Groningen, tel. 050 3181332)

Friday 18 December 2009

MORNING SESSION

Chair: Marielle Non (University of Groningen)

10:00h.-11:00h.: Mark Armstrong (University College London): "Conditioning prices on search history."
Discussant: Marco Haan (University of Groningen).

11:00h.-11:30h.: Coffee break

11:30h.-12:30h.: Heski Bar-Isaac (New York University): "Search Design and Market Structure."
Discussant: Marielle Non (University of Groningen)

12:30h.-14:30h.: Lunch

AFTERNOON SESSION

Chair: Erjen van Nierop (University of Groningen)

14:30h.-15:30h.: Matthijs Wildenbeest (Kelley Business School, Indiana): "Consumer Search and Prices in the Automobile Market".
Discussant: Sergei Koulayev (Boston Fed.)

15:30h.-16:30h.: Paulo Albuquerque (Simon Graduate School of Business, Rochester): "Online demand under limited consumer search".
Discussant: Babur de los Santos (Kelley Business School, Indiana)

16:30h.-16:45h.: Coffee break

16:45h.-17:45h.: Stephan Seiler (London School of Economics): "A dynamic demand model with consideration set formation."
Discussant: Erjen van Nierop (University of Groningen)

17:45h. Drinks

EVENING

19:30h. Informal dinner

FURTHER ORGANIZATIONAL DETAILS

Presentations:

The usual audiovisual facilities will be available at the workshop.

Time: speakers, 45 min.; discussants and questions from audience, 15 min.

How do you get to Groningen and to the hotel or venue of the workshop?

Airports: Recommended is Schiphol, alternatives are Bremen and Munster.

From Schiphol Airport Amsterdam to Groningen:

From the Airport you can take the train to Groningen Central Station. There is a direct train to Groningen running every hour. In addition, there is a non-direct connection. For this, first take the train destination Enschede; then get off in Amersfoort and take the train destination Groningen. Please note that this last train will split in Zwolle and only the first wagons of the train will continue to Groningen. The ride to Groningen will take approximately two and a half hours.

(For a complete time schedule of Dutch Railways see www.ns.nl and choose the English language)

Venue:

Het Kasteel, Melkweg 1, Groningen

Website: <http://www.hetkasteel.com/>

Accommodation:

University Guesthouse, address Kleine Kromme Elleboog 7b, 9712 BS Groningen

Website: <http://www.rug.nl/corporate/voorzieningen/overige/guesthouse/index>

Reimbursement of travel expenses

For the reimbursement of your travel expenses, please send all original receipts along with your bank account information including:

- Name + full address of the bank
- Account number
- IBAN and SWIFT code
- Name of account holder + full address of the account holder (as it is related to the bankaccountnumber)

to

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Do you have questions / need help?

Contact me at jose.l.moraga@gmail.com or our secretaries at secree.feb@rug.nl