Monday, 1st July

9:00 – Registration Opens

9:15 - Welcoming Address

9:30-11:00  Session I

Discussant: Jura Liaukonyte (Cornell University)

W. Jason Choi (Columbia University), “Consumer Funnel Tracking, Privacy, and Advertising Strategies” with Kinshuk Jerath (Columbia University) and Miklos Sarvary (Columbia University)
Discussant: Martin Peitz (Mannheim University)

11:00-11:30  Coffee break.
11:30-13:00  Session II

**Volker Nocke** (University of Mannheim, CEPR, and NBER)
“Collective Reputation”, joint work with Roland Strausz (Humboldt University of Berlin and CEPR)
**Discussant:** Régis Renault (Thema Université de Cergy-Pontoise)

**Joana Resende** (CEFUP, Universidade do Porto)
“Competitive effects of product personalization”, joint work with Didier Laussel (Univ. Aix-Marseille)
**Discussant:** Amparo Urbano (U. Valencia)

13:00-14:30  Lunch

14:30-16:00  Session III

**David Reiley** (Pandora and UC Berkeley School of Information)
“Measuring the Effects of Audio Advertising: Results from a Field Experiment on Pandora”
**Discussant:** Julie Holland Mortimer (Boston College)

**Matthew Shum** (California Institute of Technology)
“Split-second Decision-Making in the Field: Response Times in Mobile Advertising”, joint work with Khai Chiong (University of Texas at Dallas - Naveen Jindal School of Management); Ryan Webb (University of Toronto); Richard Chen (Happy Elements, Inc)
**Discussant:** David Reiley (Pandora and UC Berkeley School of Information)

16:00-16:30  Coffee break

16:30-18:00  Session IV

**Itai Ater** (Tel Aviv University)
“Price Transparency, Media and Informative Advertising”, joint with Oren Rigbi (Ben-Gurion University of the Negev)
**Discussant:** David Ronayne (University of Oxford)

**Charles Murry** (Boston College)
“Dynamic Pricing and Strategic Delay in the Market for Used Cars.”
**Discussant:** Brad Shapiro (University of Chicago - Booth School of Business)
19:30 Dinner  
Tuesday, 2\textsuperscript{nd} July  

9:30-11:00 Session V  

**David Ronayne** (University of Oxford)  
“A Theory of Stable Price Dispersion” joint with David Myatt (London Business School)  
**Discussant:** Ricardo Gonçalves (Universidade Católica Porto)  

**Nathan Larson** (American University, Washington)  
“Demand for Privacy, selling consumer information, and consumer hiding vs. opt-out”, joint work with Amparo Urbano (U. Valencia) and Simon Anderson (U. Virginia)  
**Discussant:** Paul Belleflamme (Université Catholique de Louvain)  

11:00-11:30 Coffee break.  

11:30-13:00 Session VI.  

**Anna Tuchman** (Northwestern – Kellogg)  
“Generalizable and Robust TV Ad Effects” joint work with Bradley Shapiro (University of Chicago - Marketing Management) and Günter J. Hitsch (University of Chicago - Booth School of Business)  
**Discussant:** Matthew Shum (California Institute of Technology)  

**Julie Holland Mortimer** (Boston College)  
*Demand for Advertising and its Impact on Media Content.*  
**Discussant:** Anna Tuchman (Northwestern – Kellogg)  

13:00-14:30 Lunch  

14:30-16:45 Session VII.  

**Brad Shapiro** (University of Chicago - Booth School of Business)  
“How and When the Political Cycle Identifies Ad Effect”, joint work with Sarah Moshary (University of Chicago Booth School of Business) and Song  
**Discussant:** Sylvia Hristakeva (UCLA Anderson)  

**Garett Johnson** (Boston University)  
“Regulating Privacy Online: An Early Look at Europe’s GDPR”
Discussant: Anita Rao (University of Chicago - Booth School of Business), Alexandre de Cornière (Toulouse School of Economics) “Data and Competition”, joint work with Greg Taylor (Oxford University) Discussant: André Trindade (FGV)

19:30 Casual Dinner

This workshop has been organized in the context of the project NORTE-01-0145-FEDER-028540, supported by Norte Portugal Regional Operational Programme (NORTE 2020), under the PORTUGAL 2020 Partnership Agreement, through the European Regional Development Fund (ERDF) and through national funds by the FCT – Fundação para a Ciência e a Tecnologia. The workshop also benefited significantly from additional financial support from the Luso-American Development Foundation and FCT (project UID/ECO/04105/2019)