

**Bachelor/Master Seminar/Thesis Themen Wintersemester
2017/2018**

1 Peer to Peer Markets:

representative paper:

[PEER-TO-PEER MARKETS](#), by Liran Einav, Chiara Farronato, Jonathan Levin, 2015.

2 Using alternative payment systems in Germany and Europe:

representative papers:

[Choosing and Using Payment Instruments: Evidence from German Microdata](#), by Ulf von Kalckreuth, Tobias Schmidt and Helmut Stix, 2011.

[Consumer Cash Usage A Cross-Country Comparison with Payment Diary Survey Data](#), by John Bagnall, David Bounie, Kim P. Huynh, Anneke Kosse, Tobias Schmidt, Scott Schuh and Helmut Stix, 2014.

3 Social Media Marketing:

representative paper:

[Tie Strength, Embeddedness & Social Influence: Evidence from a Large Scale Networked Experiment](#), by Sinan Aral and Dylan Walker, forthcoming
Management Science

6 Analysis of Market Responses

Article with references to representative papers:

[Analysing market responses](#), by Ariel Pakes, VoxEU, 20 June 2016

7 Competition policy and inclusive growth

Article with references to representative papers:

[Competition policy and inclusive growth](#), by Fabienne Ilzkovitz and Adriaan Dierx, VoxEU, 19 June 2016

8 Matching and Sorting in Online Dating

Article:

Hitsch, Gunter J., Ali Hortaçsu and Dan Ariely. 2010. "[Matching and Sorting in Online Dating](#)." *American Economic Review*, 100(1): 130-63.

[data](#)

Hitsch, Gunter J., Ali Hortaçsu and Dan Ariely. 2010. "[What makes you click?—Mate preferences in online dating](#)" *Quantitative Marketing and Economics*, December 2010, Volume 8, [Issue 4](#), pp 393–427

9. Targeted Advertising and Privacy

Representative articles:

Tucker, Catherine, '[Social Networks, Personalized Advertising, and Privacy Controls](#).' *Journal of Marketing Research*, Vol. 51, No. 5, October 2014, pp. 546-562.

Miller, Amalia and Tucker, Catherine, '[Privacy Protection, Personalized Medicine and Genetic Testing](#)', working paper

10. Digital Content Aggregating Platforms

Representative articles:

Chiou, Lesley and Tucker, Catherine, [Content Aggregation by Platforms: The Case of the News Media](#), working paper

Jeon, Doh-Shin and Nasr, Nikrooz, [News Aggregators and Competition Among Newspapers on the Internet](#), *American Economic Journal: Microeconomics*, 2016, Forthcoming

11. Inferior Products

Representative article:

Heidhues, Paul; Koszegi, Botond and Murooka, Takeshi, [Inferior Products and Profitable Deception](#), *Review of Economic Studies*, forthcoming

12. False Advertising

Representative articles:

Rhodes, Andrew and Wilson, Chris, [False Advertising and Consumer Protection Policy](#), working paper

Piccolo, Salvatore; Tedeschi, Piero and Ursino, Giovanni, [How Limiting Deceptive Practices Harms Consumers](#), *RAND Journal of Economics*, 2015

13. Net Neutrality and Zero-Pricing Practice

representative papers:

[Subsidizing Creativity through Network Design: Zero-Pricing and Net Neutrality](#), by Robin S. Lee and Tim Wu, *Journal of Economic Perspectives*, 2009
[Net Neutrality and the Inflation of Traffic](#), by Martin Peitz and Florian Schuett, *International Journal of Industrial Organization*, 2016.

14. Edeka-Tengelmann Merger: A Mixture of Economics, Politics, and Law

Representative (non-academic) papers:

http://www.bundeskartellamt.de/SharedDocs/Meldung/DE/Pressemitteilungen/2015/01_04_2015_Edeka_Tengelmann_Untersagung.html

<http://www.monopolkommission.de/index.php/de/homepage/84-pressemitteilungen/292-zusammenschlussvorhaben-der-edeka-zentrale-ag-co-kg-mit-der-kaiser-s-tengelmann-gmbh>

<http://www.rp-online.de/wirtschaft/unternehmen/edeka-justus-haucap-ueberrascht-du-rch-tengelmann-uebernahme-stopp-aid-1.6118834>

15. Taxation of the Digital Economy

Representative Papers

Jacques Crémer, [Taxing Network Externalities](#), working paper, 2015

Marc Bourreau, Bernard Caillaud, and Romain de Njis, [Digital Platforms, Advertising, and Taxation](#), working paper, 2015

Francis Bloch and Gabrielle Demange, [Taxation and Privacy Protection on Internet Platforms](#), working paper, 2015

16. Effectiveness of keyword search advertising

Representative paper:

[Consumer heterogeneity and paid search effectiveness: A large scale field experiment](#), by Tom Blake, Chris Nosko and Steven Tadelis, 2014.

17. Google vs. European Commission: Antitrust investigation of Google's practices

representative paper:

Europäische Kommission (2015). (link don't work anymore)

18. Are Ad-blockers socially useful?

representative paper:

[Platform Siphoning: AdAvoidance and Media Content](#), by Simon P. Anderson and Joshua S. Gans, 2011.

19. Targeted advertising and competition

representative paper:

[The Targeting of Advertising](#), by Ganesh Iyer, David Soberman and J. Miguel VillasBoas, 2005.

20. Piracy of digital information goods

representative paper:

[Digital Piracy: Theory](#), by Paul Belleflamme and Martin Peitz, 2010.

22. The Evolution of Brand Preferences: Evidence from Consumer Migration

representative paper:

Bronnenberg, Bart J., Jean-Pierre H. Dubé and Matthew Gentzkow. 2012.

["The Evolution of Brand Preferences: Evidence from Consumer Migration."](#)

American Economic Review, 102(6): 2472-2508.

[Data](#)

[Appendix](#)

23. The Economics of Franchising

representative papers:

Francine Lafontaine and Kathryn L. Shaw. 2005

[Targeting Managerial Control: Evidence from Franchising](#), *Rand Journal of Economics*, Vol. 36, No. 1, pp. 131-150.

[The Economics of Franchising](#), by Roger D. Blair and Francine Lafontaine, 2005.

24. Increasing Markups

representative papers:

Jan de Loecker and Jan Eeckhout

<http://www.janeeckhout.com/wp-content/uploads/RMP.pdf>

25. Management and Firm Performance

representative papers:

Nicholas Bloom, Renata Lemos, Raffaella Sadun, Daniela Scur and John Van Reenen, 2014, Journal of the European Economic Association

[THE NEW EMPIRICAL ECONOMICS OF MANAGEMENT](#)

Data:

<http://worldmanagementsurvey.org/survey-data/download-data/>