



# Agenda

**Thursday, November 18**

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- 8:30 a.m.     **Registration**
- 9:00 a.m.     **Welcome and Opening Remarks**  
Pauline Ippolito, Federal Trade Commission
- 9:15 a.m.     **Keynote Address**  
Roman Inderst, Goethe University
- 9:45 a.m.     **Panel Session One: *Disclosures and Informed Consumer Choice***  
Chaired by Tim Daniel, Federal Trade Commission  
Phillip Leslie (Stanford University)  
Jeffrey Blumberg (Tufts University)
- 10:45 a.m.    **Morning Break**
- 11:05 a.m.    **Paper Session One: *Topics in Empirical IO***  
Chaired by Aviv Nevo, Northwestern University  
Matthew Gentzkow (University of Chicago, Booth School of Business), *The Evolution of Brand Preferences: Evidence from Consumer Migration*  
Discussant: Matthew Weinberg (Bryn Mawr College)  
  
Kate Ho (Columbia University), *Physician Responses to Financial Incentives: Evidence from Hospital Discharge Data*  
Discussant: Keith Brand (Federal Trade Commission)  
  
Nathan Miller (Depart
- 12:35 p.m.    **Lunch**
- 1:10 p.m.     **Keynote Address**  
David Laibson, Harvard University

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**FTC Conference Center**

601 North Capitol Avenue, NW  
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## Friday, November 19

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- 9:00 a.m.     **Keynote Address**  
Fiona Scott Morton, Yale University School of Management
- 9:30 a.m.     **Paper Session Four: *Theory of Industrial Organization***  
Chaired by Roman Inderst, Goethe University  
Heski Bar-Isaac (New York University), *Search, Design, and Market Structure*  
Discussant: Justin Johnson (Cornell University)
- Patrick DeGraba (Federal Communications Commission), *Naked Exclusion by a Dominant Supplier: Exclusive Contracting and Loyalty Discounts*  
Discussant: Lucy White (Harvard Business School)
- Volker Nocke (University of Mannheim), *Merger Policy with Merger Choice*  
Discussant: Joe Farrell (Federal Trade Commission)
- 11:00 a.m.    **Morning Break**
- 11:20 a.m.    **Keynote Address**  
Aviv Nevo, Northwestern University
- 11:50 p.m.    **Panel Session Two: *Merger Retrospectives***  
Chaired by Aviv Nevo, Northwestern University  
Lanier Benkard, Yale University  
John Kwoka, Northeastern University  
Christopher Taylor, Federal Trade Commission
- 12:50 p.m.    **Close**