



Pricing Technologies and their Economic and Social Consequences

Max Weber Programme Multidisciplinary Research Workshop

March 25-26, 2021

Online, Zoom

Organisers: Arthur Dolgoplov (MWF, ECO); Francesco Ducci (MWF, LAW); Agnieszka Jabłonowska (MWF, LAW); Giacomo Tagiuri (MWF, LAW)

Description: PriTech is a two-day online research workshop that emphasizes technological developments in the way prices are calculated, recorded, and communicated, and the way online services are monetized, as well as the social and economic consequences of such developments that cause concerns from various disciplinary and policy perspectives. It is an interdisciplinary event that is meant to bring together economists, lawyers, sociologists, historians, and industry practitioners. Find more information at this [link](#).

Location: Zoom.us (the link will be disseminated by email to registered participants)

Program

Please see <https://www.pritechworkshop.online/#program> for the most current version.

Thursday, 25 March 2021 | 9:45-18:00 CET

9.45 – 10.00 *Introduction and welcome*

10.00 – 11.30 *Panel 1: Competition and Regulation*

The first panel covers some of the legal and economic challenges raised by algorithmic pricing for competition policy and regulation, including algorithmic collusion and the use of AI in arbitration disputes. (Moderator: Francesco Ducci, MWF, LAW)

Rob Nicholls | University of New South Wales

“When the Price is Right: AI in Final Offer Arbitration”

Giacomo Calzolari | European University Institute

“Protecting consumers from collusive prices due to AI”

Michal Gal | University of Haifa

“Algorithms as Illegal Agreements and Algorithmic Consumers”

13.45 – 15.15 *Panel 2: Platform Design and Pricing*

The focus of the panel is on the problems where platforms are explicitly modelled and either the platform's profit, associated market dynamics, the policy response, or the effect on welfare are of crucial importance. (Moderator: Arthur Dolgoplov, MWF, ECO)

Matthijs Wildenbeest | Indiana University

“Agency Pricing and Bargaining: Empirical Evidence from the e-Book Market”

Heinrich Nax | ETH Zurich & University of Zurich

“Information, Feedback and Pricing Rule Effects in the Continuous Double Auction: an Experimental Perspective”



Justin Johnson | Cornell University

“Platform Design when Sellers Use Pricing Algorithms”

15.30 – 16.45 *Panel 3: Algorithmic Pricing*

The panel covers the broad topic of algorithmization of prices without the focus on algorithmic collusion. These include surge pricing in ride-sharing, online shopping, learning algorithms, and outsourcing. (Moderator: Arthur Dolgoplov, MWF, ECO)

Brendan Lucier | Microsoft Research

“Pricing for Complex Buyers with Auctions and Bidding Agents”

Joseph Harrington | University of Pennsylvania

“Outsourcing Pricing Algorithms and Market Competition”

17.00 – 18.00 **Hal Varian** | Google (Moderator: Arthur Dolgoplov, MWF, ECO)

“Ad Costs and Product Prices”

18.00 *End of first day of workshop*

Friday, 26 March 2021 | 10:00-18:30 CET

10.00 – 11.30 *Panel 4: Price Discrimination and Behavioural and Psychographic Targeting*

The panel explores the use of software agents to price discriminate and target consumers with personalised communications – social perceptions of such practices, their impact on markets and society and the applicable legal frameworks. (Moderator: Agnieszka Jabłonowska, MWF, LAW)

Andreas Leibbrandt | Monash University

“Behavioral constraints on price discrimination: Experimental evidence on pricing and customer antagonism”

Frederik Zuiderveen Borgesius | Radboud University

Natali Helberger | University of Amsterdam

“Profiling, consumer vulnerability and unfair commercial practices”



14.00 – 15.30

Panel 5: Pricing and Society: Sociological and Historical Approaches

The panel brings together researchers studying how pricing and other market technologies contribute to distributive outcomes, the socio-cultural consequences of markets, as well as various processes of social discrimination, in historical perspective. (Moderator: Giacomo Tagiuri, MWF, LAW)

Franck Cochoy | University of Toulouse

“On the Digitalization of Prices: A Century of Price Display Practices and Technologies (1922–present)”

Joseph Turow | University of Pennsylvania

“Profiling Customers to Assess Their Value: Where is the Red Line?”

Tamar Kricheli-Katz | Tel-Aviv University

“The Gender Price Gap”

16.00 – 17.30

Panel 6: Dynamic Pricing and Learning

The panel explores all aspects of dynamic price change - from Electronic Shelf Labels and the costs associated with rapid price adjustments to the convergence of reinforcement learning pricing algorithms to collusive outcomes and industrial applications of multidimensional pricing models. (Moderators: Arthur Dolgoplov, MWF, ECO & Francesco Ducci, MWF, LAW)

Marian Moszoro | George Mason University & SGH Warsaw School of Economics

Brad Kells | Cargo Chief, Lead Data Scientist

“Pricing Algorithms in the Truck Industry with Multi-dimensional but Limited Data”

Arnoud den Boer | University of Amsterdam

“Tacit Collusion by Data-Driven Price Algorithms”

Emilio Calvano | University of Bologna



“Artificial Intelligence, algorithmic pricing and collusion”

17.45 – 18.20

Oren Bar-Gill | Harvard University

(Moderator: Agnieszka Jablonowska, MWF, LAW)

“Algorithmic Price Discrimination: When Demand is a Function of Both Preferences and (Mis)perceptions”

18.20 – 18.30

Closing remarks and end of workshop

Pre-Recorded talks

Christo Wilson | Northeastern University

(Moderator: Arthur Dolgoplov, MWF, ECO)

“Auditing the Amazon Buy Box”

