

“RETAIL PRODUCTIVITY SPILLOVERS” BY KUIPER + VAN DUIJN + VAN DER VLIST

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¹Any opinions and conclusions expressed herein are those of the authors and do not represent the views of the U.S. Census Bureau.

WHAT I LIKE

- amazing proprietary data
 - ▶ digitized floor plans
 - ▶ sales at store level
 - ▶ panel
- further unpacking establishment TFP (spillovers)

WHAT ELSE

Unsaturated model

- FEs in the paper don't match FEs in the appendix
- FEs should be stronger
 - ▶ $\tau_m \rightarrow \tau_{mt}$
 - ▶ $\mu_l \rightarrow \mu_{lmt}$
 - ▶ $\varphi_k \rightarrow \varphi_{kmt}$
 - ▶ $\psi_{km} \rightarrow \psi_{kmt}$
- isn't φ_k absorbed by ψ_{km} ?
- if the data shows many k by i , $\lambda_i \rightarrow \lambda_{ik}$

WHAT ELSE

Getting closer to causality

1. Malls sometimes expand and create a whole new area
 - ▶ use that as a DiD setup to test spillovers
2. Can you observe whether in month mt an anchor or non-anchor store opens in a mall $i1$ that previously existed in $i2$?
 - ▶ if yes, can test degree of spillovers
 - ▶ if store in $i2$ is highly productive, an anchor store might increase your sales, or a non-anchor store might decrease your sales a lot
3. Test spillovers in opposite direction
 - ▶ are there stores that were temporarily closed due to reasons uncorrelated with store productivity? (e.g. repairs)
 - ▶ if yes, could use that to test the presence of spillovers
4. Placebo tests
 - ▶ are there stores that were planned to open but never did? (e.g. sign is on, all ready, but never opened due to lack of permits)
 - ▶ if yes, could use that to increase credibility of tested spillovers

WHAT ELSE

- Frontier papers:
 - ▶ Shoag + Veuger (2018 ReStat)
 - ▶ Basker + Klimek + Van (2012 JEMS)
- How to differentiate?
 - ▶ Sales \rightarrow TFP on the LHS
 - ▶ If not already: Floor plans $\rightarrow D_{ijt} = f(\text{floor levels})$
 - ▶ more institutional background of these malls
 - ▶ importance for their cities?