

STUDY PROGRAMME

European Interdisciplinary Studies, Natolin campus (Advanced Academic Master)

YEAR

2018 - 2019

COURSE TITLE

Regulation in online and digital markets

SEMESTER

2

COURSE PROFESSOR(S)

DUMONT Beatrice & HOLMES Peter

ACADEMIC ASSISTANT(S)

BOBROWICZ Barbara

COURSE TYPE

Compact Seminar

MAJOR(S)

EPAP

ECTS CREDITS

0

CONTACT HOURS

10

INDIVIDUAL STUDY TIME

TUTORIALS

COEFFICIENT

LANGUAGE(S)

EN

COURSE LEARNING OUTCOMES

By the end of the module students should be able to:

- understand the key concepts concerning the regulation of market failure, regulatory capture, two sided market and asymmetric information;
- apply this knowledge to the empirical situation of a given market;

RECOMMENDED PREPARATION

Background reading (sources to be recommended by course professor).

TEACHING METHOD(S)

The approach will combine lectures with class presentations.

ASSESSMENT METHOD AND CRITERIA

No formal assessment

COURSE CONTENTS

1. Introduction to the economics of matchmakers
2. Online multi-sided platforms
 - a. From simple auction platforms...
 - b. To large-scale sponsored search auctions...
 - c. To the sophisticated real-time pricing and matching infrastructure
3. Online attention seekers
 - a. Data collection and analysis
 - b. Experience communities
 - c. Nudge and choice architecture
4. Gatekeeping platforms: jockeying for the control of the value chain
 - a. Network effects

b. Long tail vs. superstars

5. Pricing strategies

a. From versioning...

b. To dynamic pricing strategies

6. Antitrust challenges of big data

a. Almost perfect discrimination

b. Collusion

7. Market design and regulatory challenges:

a. Trust and anonymity (*caveat emptor*)

b. Data ownership and privacy

c. Distributional effects

d. Fiscal issues

COURSE MATERIALS (readings and other learning resources/tools)

General reading list and recommended readings relevant to the topic in hand;