

# Workshop on Digital Economics

## Promoting Exchange between Economic Research and Business Practice

**DIGITIZATION IS WIDELY CONSIDERED TO BE TODAY'S MOST IMPORTANT MEGATREND, TOUCHING ALMOST EVERY ASPECT OF MODERN SOCIETY. BUT WHAT ARE THE ECONOMIC IMPLICATIONS OF DIGITIZATION? HOW CAN ECONOMICS HELP IN COPING WITH THE CHALLENGES IMPOSED BY DIGITIZATION? AND HOW CAN RESEARCH UTILIZE DIGITAL ENVIRONMENTS AND NOVEL DATA SOURCES TO PROVIDE NEW ANSWERS TO LONG-STANDING ECONOMIC PROBLEMS?**

Against the background of these questions, the goal of the Workshop on Digital Economics is to serve as a first step in establishing a forum fostering a fruitful exchange among a broad variety of researchers and practitioners dealing with the multi-dimensional impact of digitization.

Ultimately this exchange should benefit participants in various ways, for instance by initiating joint research projects, stimulating a regular exchange of ideas, and providing inspiring insights from a wide range of economic fields and industries affected by digitization.

The Workshop on Digital Economics is organized by the  
**Chair of Digital Economics at JGU Mainz (Florian Hett)**

in close collaboration with

**Andrej Gill (Chair of Corporate Finance, JGU)**

**Michael Kosfeld (Chair of Organization and Management, Goethe)**

**Daniel Schunk (Chair of Public and Behavioral Economics, JGU)**

and kindly supported by

**Frankfurt Laboratory for Experimental Economic Research (FLEX)**

**Research Unit Interdisciplinary Public Policy (IPP)**

**TechQuartier Frankfurt**

**VENUE: CAMPUS WESTEND, GOETHE UNIVERSITY IN FRANKFURT/MAIN.**

**IF YOU ARE INTERESTED IN PARTICIPATING, PLEASE REGISTER UNDER  
[DIGITAL.ECONOMICS@UNI-MAINZ.DE](mailto:DIGITAL.ECONOMICS@UNI-MAINZ.DE).**

**WE WILL INFORM ACCEPTED PARTICIPANTS BY NOVEMBER 22.**

**THURSDAY – NOVEMBER 29, 2018**

12:30	Florian Hett	University of Mainz	Introduction and Welcome
13:00	Oliver Emrich	University of Mainz	Personalizing mental fit for online shopping applications
13:30	Daniel Schunk	University of Mainz	Digitization in Education
<b>14:00</b>	<b>Coffee break</b>		
14:30	Oliver Hinz	Goethe University	Social Capital Accumulation through Social Media Networks and its Benefits in a Project-based Labor Market
15:00	Mark Bernard	Stockholm School of Economics	Net neutrality and access regulation - differences, similarities, and interactions
15:30	Jolanta Twarowska	Twitter	#StartWithThem - how brands harness the power of an influential audience when they are most receptive
<b>16:00</b>	<b>Coffee break</b>		
16:30	Sebastian Schaefer	TechQuartier	TechQuartier as a Multi-sided Innovation Marketplace
17:00	Andrej Gill Josef Korte Michael Kosfeld	University of Mainz Co-Founder Bonify Goethe University	Promoting Exchange Session I: Joint Research projects
<b>19:00</b>	<b>Get Together Glauburg Café (by invitation only)</b>		

**FRIDAY – NOVEMBER 30, 2018**

09:30	Axel Haus	Deutsche Bank AG	Financial markets outlook in the digital age
10:00	Isabel Marcin	Google	The Digital Transformation of Advertising
<b>10:30</b>	<b>Coffee break</b>		
11:00	Jens Abke	Lotum	The emergence of a new platform: The case of Facebook Instant Games
11:30	Yann Girard Daniel Herbold Jakob Schwab Tobias Waldenmaier	DIW Econ EY DIE Bonn Mercedes-Benz Digital Business Development	Promoting Exchange Session II: Research stimuli from 'the real world'
<b>13:00</b>	<b>Lunch and Coffee</b>		
14:30	Steffen Altmann	University of Copenhagen	Digital Tools to Facilitate Job Search
15:00	Andreas Grunewald Uwe Walz TBA #1 TBA #2 TBA #3 TBA #4	University of Bonn Goethe University TechQuartier TechQuartier TechQuartier TechQuartier	Promoting Exchange Session III: Digital business models in (economic) theory and practice
<b>16:30</b>	<b>Review, Discussion, and Outlook</b>		