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**Marie Curie Excellence Grant MEXT-CT-2006-042471**

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**2<sup>nd</sup> Workshop Search and Switching Costs  
May 23 and 24, 2011  
University of Groningen  
Venue: Het Kasteel, Melkweg 1, Groningen**

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**Monday, May 23 2011**

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8:45h Welcome (José L. Moraga)

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**MORNING SESSION**

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Chair: Marco Haan (University of Groningen)

9:00h.-10:00h.: Maarten Janssen (University of Vienna): "Minimum Price Guarantees and Consumer Search."

Discussant: Marco Haan (University of Groningen)

10:00h.-11:00h.: Jidong Zhou (University College London): "Multiproduct Search"

Discussant: Vaiva Petrikaite (University of Groningen)

11:00h.-11:30h.: Coffee break

11:30h.-12:30h.: Elisabeth Honka (Chicago Booth): Quantifying Search and Switching Costs in the U.S. Auto Insurance Industry

Discussant: Matthijs Wildenbeest (Indiana School of Business)

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12:30h.-14:30h.: Lunch

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**AFTERNOON SESSION**

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Chair: Matthijs Wildenbeest (Indiana School of Business)

14:30h.-15:30h.: Alex Shcherbakov (University of Mannheim): "Measuring Consumer Switching Costs in the Television Industry."

Discussant: Zsolt Sándor (University of Groningen)

15:30h.-16:30h.: Marielle Non (University of Groningen): Inert Consumers in Markets with Switching Costs and Price Discrimination

Discussant: Andrew Rhodes (University of Oxford)

16:30h.-16:45h.: Coffee break

16:45h.-17:45h.: Andrew Rhodes (University of Oxford): "Small Switching Costs are Pro-Competitive".

Discussant: TBA

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19:30h. Speakers' dinner

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**Tuesday, May 24 2011**

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**MORNING SESSION**

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Chair: José L. Moraga

10:00h.-11:00h.: Zsolt Sandor (University of Groningen): “On the Identification of the Costs of Simultaneous Search.”

Discussant: Alex Shcherbakov (University of Mannheim)

11:00h.-11:30h.: Coffee break

11:30h.-12:30h.: Joseph Cullen (Harvard University): “Measuring Consumer Switching Costs in the Wireless Industry”

Discussant: Elisabeth Honka (Chicago Booth)

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12:30h.-14:30h.: Lunch

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**AFTERNOON SESSION**

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Chair: Pim Heijnen (University of Groningen)

14:30h.-15:30h.: Sandro Shelegia (University of Vienna): “Multiproduct Pricing in Oligopoly”

Discussant: Marielle Non (University of Groningen)

15:30h.-16:30h.: Chris Wilson (Loughborough University): “Being in the Right Place: A Natural Field Experiment on List Position and Consumer Choice”

Discussant: Pim Heijnen (University of Groningen) TBA

16:30h.-16:45h.: Coffee break

16:45h.-17:45h.: Alexei Parakhonyak (Higher School of Economics, Moscow): Consumer Search Markets with Costly Second Visits.

Discussant: TBA

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17:45h. Drinks and closing workshop

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Organizer: José L. Moraga (ICREA, IESE and Univ. of Groningen)

Sponsored by Marie Curie Actions and SOM Research and Graduate School (University of Groningen)

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