



# MUNICH SUMMER INSTITUTE 2017

29-31 MAY 2017

**ETH** zürich



MAX-PLANCK-GESELLSCHAFT



## **LOCATION**

Bavarian Academy of Sciences and Humanities  
Alfons-Goppel-Straße 11  
80539 Munich, Germany


## **LOCAL ORGANIZING COMMITTEE**

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# WELCOME AT MSI 2017

## ABOUT

The Munich Summer Institute 2017 is jointly organized by the

 **CENTER FOR LAW & ECONOMICS**  
Law and Economics of Innovation  
(Chair: Stefan Bechtold)



**INSTITUTE FOR STRATEGY, TECHNOLOGY AND ORGANIZATION**

Digitization, Strategy and Organization  
(Chairs: Tobias Kretschmer and Jörg Claussen)



**MAX PLANCK INSTITUTE FOR INNOVATION AND COMPETITION**

Innovation and Entrepreneurship  
(Chair: Dietmar Harhoff)

## GOALS

MSI wants to stimulate rigorous **IN-DEPTH DISCUSSIONS** of a select number of research papers and to strengthen the interdisciplinary international **RESEARCH COMMUNITY** in these areas.

Researchers in **ECONOMICS, LAW, MANAGEMENT** and related fields at all stages of their career (from Ph.D. students to full professors) may attend the Munich Summer Institute as presenters, discussants or attendants.

## KEYNOTE SPEAKER

**AIJA LEIPONEN** (Cornell University)

**MIRJAM VAN PRAAG** (Copenhagen Business School)

**MICHAEL FRAKES** (Duke University)

## SCIENTIFIC SESSIONS

**18 PAPER PRESENTATIONS** (each with a discussant) along with **THREE POSTER SESSIONS** will provide a platform to discuss current research developments on the general themes of the conference.

## SOCIAL PROGRAM

A **WELCOME RECEPTION**, coffee breaks, a **CONFERENCE DINNER** and additional **GET-TOGETHERS** offer ample opportunities to meet and discuss in an informal setting.

# PROGRAM OVERVIEW

## DAY 1

Location: Bavarian Academy of Sciences and Humanities

09:00 – 09:30	<i>Registration</i>
09:30 – 09:45	Conference Opening Statements
09:45 – 11:15	<b>Presentations 1 + 2:</b> Platforms, Advertising
11:15 – 11:45	<i>Coffee Break</i>
11:45 – 12:30	<b>Poster Slam 1:</b> Digitization, Strategy and Organization
12:30 – 13:30	Poster Session & Lunch
13:30 – 14:30	<b>Keynote Speech 1:</b> Aija Leiponen (Cornell U)
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 16:30	<b>Presentations 3 + 4:</b> Platforms
16:30 – 17:30	<i>City Walk &amp; Coffee Break</i>
17:30 – 19:00	<b>Presentations 5 + 6:</b> Competition & Diffusion
19:00 –	<i>Welcome Dinner</i>

## DAY 2

Location: Max Planck Institute for Innovation and Competition

08:30 – 09:00	<i>Registration</i>
09:00 – 10:30	<b>Presentations 7 + 8:</b> Competition & Diffusion
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 11:45	<b>Presentation 9:</b> Competition & Diffusion
11:45 – 12:30	<b>Poster Slam 2:</b> Innovation & Entrepreneurship
12:30 – 13:30	Poster Session & Lunch
13:30 – 14:30	<b>Keynote Speech 2:</b> Mirjam van Praag (CBS)
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 16:30	<b>Presentations 10 + 11:</b> Venture Capital & Crowdfunding
16:30 – 17:30	<i>City Walk &amp; Coffee Break</i>
17:30 – 19:00	<b>Presentations 12 + 13:</b> Entrepreneurs & Inventors
19:30 –	<i>Conference Dinner</i>

## DAY 3

Location: Bavarian Academy of Sciences and Humanities

08:30 – 09:00	<i>Registration</i>
09:00 – 10:30	<b>Presentations 14 + 15:</b> Patents
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 11:45	<b>Presentation 16:</b> Trademarks
11:45 – 12:30	<b>Poster Slam 3:</b> Law & Economics of Innovation
12:30 – 13:30	Poster Session & Lunch
13:30 – 14:30	<b>Keynote Speech 3:</b> Michael Frakes (Duke U)
14:30 – 15:00	<i>Coffee Break</i>
15:00 – 16:30	<b>Presentations 17 + 18:</b> Patents
16:30 – 16:45	Conference Closing Statements

# THE VENUE

## DAY 1 & 3

**Bavarian Academy of Sciences and Humanities**

Alfons-Goppel-Straße 11, 80539 Munich



**Rooms: Sitzungsaal (Courtroom) I + II**

**NOTE: Lunch takes place MPI  
(see below)**

The Bavarian Academy of Sciences, founded in 1759 by Max III. Joseph, the Elector of Bavaria, is one of the oldest and the largest of the eight German state Academies. For more than 200 years, the Academy is committed to its tasks as a traditional learned society, a non-university research institution and a facilitator of vivid scientific discourse.

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## DAY 2 & WELCOME DINNER

**Max Planck Institute for Innovation and Competition**

Marstallplatz 1, 80539 Munich

**Rooms: E10 + E09 + Hall**

The Institute was founded in 1966 as the Max Planck Institute for Foreign and International Patent, Copyright and Competition Law. Over nearly 50 years, it has been committed to the development of intellectual property law and competition law. In 2013, a new economics department was added and the Institute renamed.



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## CONFERENCE DINNER (DAY 2)

**Zum Franziskaner**

Residenzstraße 9, 80333 Munich



# ADDITIONAL INFORMATION

PLEASE WEAR YOUR NAME BADGE THROUGHOUT THE CONFERENCE.

IT IS YOUR TICKET TO ALL EVENTS AND SESSIONS, INCLUDING COFFEE AND LUNCH BREAKS AS WELL AS SOCIAL EVENTS.

## CONFERENCE DESK: REGISTRATION & HELPDESK

The conference desk is located **on the first floor of the Bavarian Academy of Sciences** (in front of the lecture hall) respectively **in the lobby of the Max Planck Institute for Competition and Innovation** (Day 2). Upon arrival, please register so that you can receive your welcome pack and conference badge. The conference desk also serves as an information point and helpdesk. If you have any questions, concerns or problems, you can always find members of the local organizing committee here. You can easily recognize organizers by their team badges.

## WLAN

During the MSI, free WIFI access is available at the Academy of Sciences and Max Planck Institute:

**Bavarian Academy of Sciences**  
**SSID ("WIFI name"):** mwn-events  
**User name:** MaxPlanck  
**Password:** zsmacgdo



**Max Planck Institute**  
**User name:** MSI2017  
**Password:** 5070655667

If you have any connection problems, please contact the local organizing committee at the conference desk. Kindly note that **"eduroam"** also works throughout the Max Planck Institute where the poster presentations will take place.

## PUBLIC TRANSPORTATION & TAXI

As Munich's public transportation system is known to be complicated (but efficient), we have collected some basic information for you. For further details, please consult the homepage of the Munich Public Transportation Company (MVG): [www.mvv-muenchen.de](http://www.mvv-muenchen.de).

There are four means of transportation: tram , underground , citytrain  and bus .

The system is divided in four tariff zones. The zones are important if you choose to buy a single trip ticket. Both the conference venue and the city centre are in the inner district zone. To get to the conference venue, either take the underground  U3-U6 to **Odeonsplatz**, or take the citytrain  S1-S8 to **Marienplatz**.

There are two different categories of tickets: single trips and day tickets.

- For single trips, you can buy **single tickets** (1 Zone – 2.80€) or **stripe tickets** (10 stripes – 13.50€). You need two stripes for one zone!
- If you plan to travel several times a day or cover longer distances, consider buying a **day ticket**. If you arrive at the airport, we also recommend a day ticket for public transportation. The basic one-day ticket for trips within inner Munich costs 6.60€, and the day ticket including the airport ("Airport-City-Day-Ticket") costs 12.80€. A **three-day ticket** for trips within inner Munich costs 16.50€.
- If you travel with others, use **partner tickets**. They are valid for up to five people. The basic partner day ticket for trips within inner Munich costs 12.60€.

You have to validate your ticket before a ride, so look out for the validating machines (they are usually located at the entry gate)!

# KEYNOTE SPEAKER



## AIJA LEIPONEN

Aija Leiponen has been on the faculty of Cornell University since 2001. She has also held appointments at Imperial College London, Aalto University, and the Research Institute of the Finnish Economy (ETLA). Her research focuses on the the governance of inter-organizational cooperation in innovation. She has examined the collaborative creation and transfer of knowledge between firms, the effects of collaboration on intellectual property strategies, the decentralization of R&D activities, and the cooperative creation of technological standards in wireless telecommunications. In ongoing projects she investigates the creation of smart grid standards, the impact of litigation on standard setting in wireless telecom, and the emergence of markets and governance for (big) data, including the Internet of Things.



## MIRJAM VAN PRAAG

Prof. Dr. C. Mirjam van Praag is Maersk Mc-Kinney Møller Professor of Entrepreneurship at Copenhagen Business School, Department of Innovation and Organizational Economics. Besides she holds an unpaid position at the Amsterdam Business School of the University of Amsterdam. Van Praag's research studies Economics of Entrepreneurship (e.g. Human Capital, Teams, Entrepreneurship and the Household) often using (field or natural) experiments. Apart from entrepreneurship, she is also an active researcher in the field of Personnel Economics (performance measurement and rewards) and Behavioral Economics. Van Praag is a research fellow of the CEPR, IZA, Tinbergen Institute, ACE and ACLE as well as a member of Academia Europaea.



## MICHAEL FRAKES

Michael Frakes joined the Duke Law faculty in June, 2016 from Northwestern University's Pritzker School of Law, where he was an associate professor. He is generally interested in empirical research in the areas of health law and innovation policy. His research in health is largely focused on understanding how certain legal and financial incentives affect the decisions of physicians and other health care providers. His research in innovation policy centers on the relationship between the financing of the U.S. Patent and Trademark Office and key aspects of its decision making.

While at Northwestern, Frakes also served as a faculty fellow at the Institute for Policy Research. He was previously an assistant professor of Law at Cornell Law School from 2011-2014.



# ORGANIZING COMMITTEE



**Stefan Bechtold** is professor of intellectual property at ETH Zurich and a member of its Center for Law & Economics. His research interests include intellectual property, law and technology, telecommunications and antitrust law, as well as law & economics. He is a member of the Academic Advisory Board of the German Federal Ministry of Economics and Technology, advising the ministry on all issues of economic policy.



**Jörg Claussen** is an associate professor in management at LMU Munich and also holds a part-time position at Copenhagen Business School. He is a member of the Organizations Research Group at LMU Munich and his research interests include strategy and organization, applied industrial organization and high technology industries.



**Dietmar Harhoff** is director at the Max Planck Institute for Innovation and Competition where he heads the Department for Innovation and Entrepreneurship Research. His main research interests are innovation, management and entrepreneurship. He currently chairs the Expert Commission for Research and Innovation (EFI) of the German Federal Government.



**Tobias Kretschmer** is head of the Institute for Strategy, Technology and Organization (ISTO) at the Munich School of Management at LMU Munich and founding member of the Organizations Research Group (ORG) and Dean of the Munich School of Management. His research spans the economics and management of high-technology industries, and the impact of managerial and organisational practices on firm productivity.

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MAX-PLANCK-GESellschaft



# ENJOY YOUR BREAK DAY I

To free your head and gain new energy, we invite you to join us on a relaxing short walking tour around the historic city center on Monday afternoon. You will see the following beautiful hotspots along the route:

## BAVARIAN OPERA HOUSE AT MAX-JOSEPH-PLATZ (“BAYERISCHE STAATSOPER”)

It counts among the most prestigious opera houses worldwide. The first opera house in Munich was founded in 1657.



## CHURCH OF OUR LADY (“FRAUENKIRCHE”)

The cathedral was built between 1240 and 1488. It is one of the city’s most famous landmarks. You have probably seen its famous towers on many Munich postcards.

## MARIENPLATZ

Marienplatz has been the center of Munich for centuries. With the Old Town hall and its popular chimes, it is the most famous tourist attraction in Munich.



## OLD ST. PETER’S CHURCH (“ALTER PETER”)

Located on a gentle rise between Marienplatz and Victuals Market, “Old Peter” is Munich’s oldest parish church. From the observation platform, you can enjoy a view of up to 100 km.



## VICTUALS MARKET (“VIKTUALIENMARKT”)

Since 1807, the market stalls are open every working day and offer a wide variety of delicious food. The central beer garden tempts passers-by for a cold beverage.



# ENJOY YOUR BREAK DAY II

On Tuesday afternoon, our city walk takes us around the district of the Bavarian state authorities and beautiful city district Lehel:

## TEMPLE OF DIANA IN THE COURTYARD GARDEN ("DIANATEMPEL IM HOFGARTEN")

A small pavilion from the Renaissance area forms the center of the courtyard garden. It was created between 1613 and 1617 and is popular with classical dancers.



## BAVARIAN STATE CHANCELLERY ("BAYERISCHE STAATSKANZLEI")

The highest Bavarian state authorities support the prime minister and the Bavarian government in their constitutional duties. Only the middle wing of the building was saved from bombings in World War II.

## HOUSE OF ARTS ("HAUS DER KUNST")

The House of Arts is an exhibition building at the southern end of the English Garden. Originally built during Nazi regime, it now features exhibitions on modern and contemporary art.



## SURFER WAVE AT THE ICE CREEK ("EISBACHWELLE")

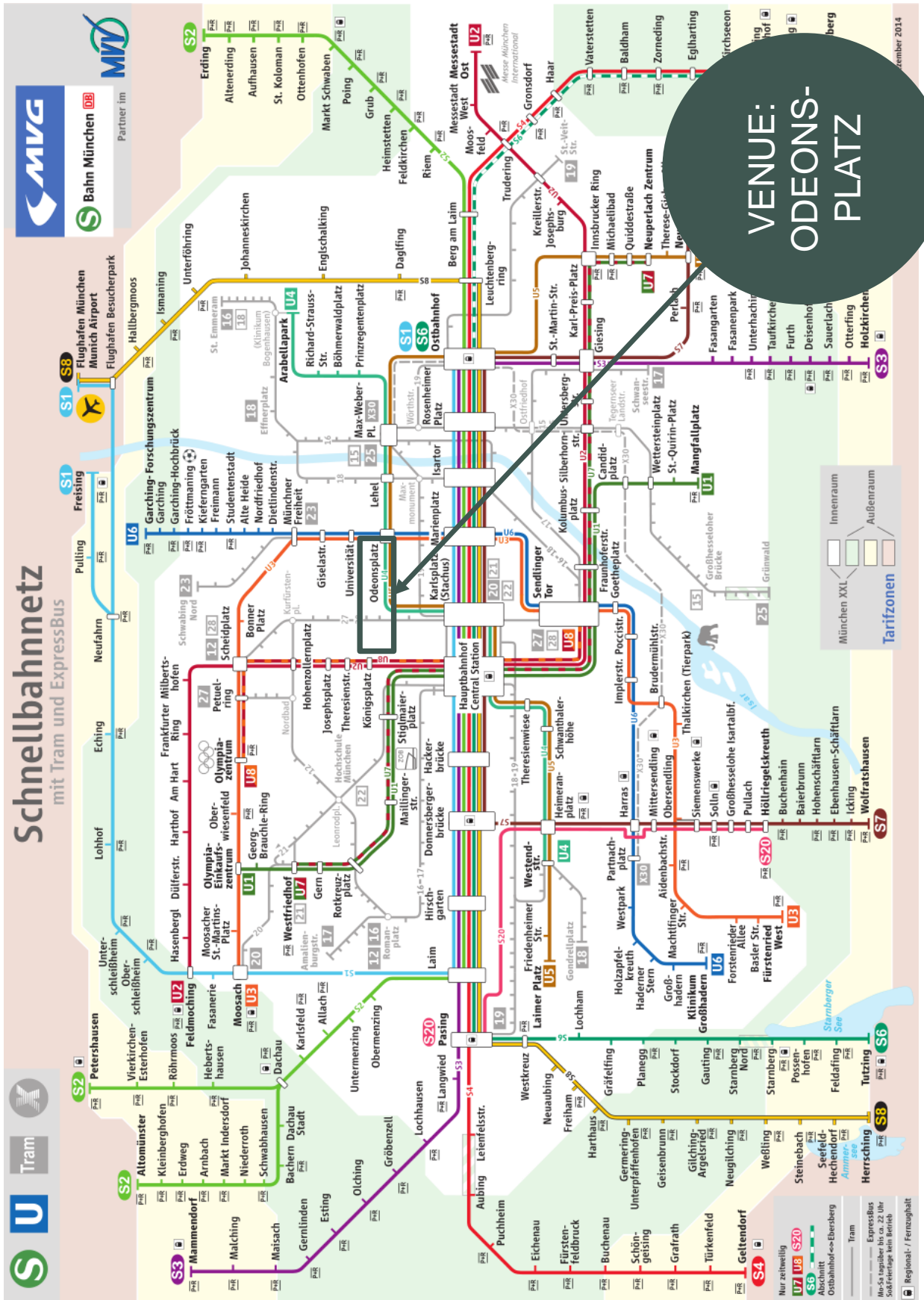
One of the main attractions of the English Garden, the surfer wave is highly popular among surfers. All year round, one can enjoy the surfer spectacle right in the city center.

## CITY DISTRICT *LEHEL*

With its splendid buildings and trendy cafés, the Lehel is the historic center of Munich. Worth seeing is the church St. Anna which is part of a Franciscan monastery.



# PUBLIC TRANSPORTATION



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