

## Conference

# Dynamic Competition Applied

**13-14 April 2023**

Sala Refettorio - Badia Fiesolana, Via dei Roccettini 9 - San Domenico di Fiesole (Fiesole, Florence)

### *Scientific Directors*

**Nicolas Petit** | Robert Schuman Centre for Advanced Studies | European University Institute

**David Teece** | University of California, Berkeley

**Asta Pundziene** | University of California, Berkeley

**Thibault Schrepel** | Vrije Universiteit Amsterdam

**Bowman Heiden** | University of California, Berkeley

### Introduction

Dealing with dynamism is one of the most complicated challenges faced by public policies toward businesses. One reason for this state of affairs is the state of mainstream economics. While much progress has been made in the field, our theories, models, and empirics have yet to supply generalised predictions about innovation, new firm creation and entrepreneurship. The issue is particularly evident in competition policy and economic regulation, where current theories and tools lead policy actors to reach findings inconsistent with the empirical reality of industries. However, other essential fields of government intervention, such as energy policy, healthcare, intellectual property, or monetary policy, face a similar predicament.

As across the world, new laws and institutions are emerging to govern the digital economy, where a constructive re-examination of our economic frameworks seems legitimate. With a focus on industry structure and organisation, one promising starting point for this enterprise is investigating the rich literature on dynamic competition. To date, however, works on dynamic competition have had limited impact on public policy, kneecapped by their high level of theoretical abstraction. Moreover, theories of dynamic competition are highly context-dependent, yielding different predictions and policy implications depending on the environment in which they are deployed (e.g., digital ecosystems). Thus, theories of dynamic competition have yet to evolve into a more applied and contextualized version.

The purpose of the conference is to explore the added value, potential, and operationalisation of more applied versions of theories of dynamic competition that could influence public policies toward businesses. This includes new theoretical models, new combinations and applications of existing models, new frameworks for integrating innovation and dynamic competition in public policy (e.g., antitrust policy, market power regulation, and innovation and industrial policy) and new computational capabilities to better understand dynamic competition and design appropriate policies.

Case studies will also be discussed.



## Draft Programme

**13 April**

08.45 – 09.00 **Welcome remarks by the EUI President**  
**Renaud Dehousse** | European University Institute

09.00 – 09.30 **Keynote speech**  
**Pierre Regibeau** | DG Competition, European Commission  
“Implementing a Dynamic Competition Agenda: View from the Regulator”  
Moderator: **Nicolas Petit** | European University Institute

09.30 - 11.00 **Academic paper presentations: Measuring Dynamic Competition**  
  
Moderator: **Magdalena Kuyterink** | European University Institute  
  
**Gordon Philips** | Dartmouth College  
“Scope, Scale and Concentration: The 21st Century Firm”  
Discussant: **Benoît Durand** | RBB Economics  
  
“Gatekeepers, Superstars, or Disruptors?: A Study of Rents in Digital Industries”  
**Bowman Heiden** | UC-Berkeley, **Sotiris Georgousis** | European University Institute **Nicolas Petit** | European University Institute  
Discussant: **Alexis Walckiers** | E-CA Economics

11.00 - 11.30 Coffee break

11.30 - 13.00 **Academic paper presentations: Theories of Harm to Dynamic Competition**  
  
Moderator: **Uğur Çetinkaya** | European University Institute  
  
“Platforms’ Treacherous Turn”  
**Friso Bostoen** | European University Institute and **Nicolas Petit** | European University Institute  
Discussant: **Allison Stanger** | Middlebury College (tbc)  
  
“Big Tech platform acquisitions of start-ups and venture capital funding for innovation”  
**Tiago Prado** | Michigan State University and **Johannes Bauer** | Michigan State University  
Discussant: **Joe Perkins** | Compass Lexecon

13.00 - 14.00 **Lunch**

14.00 - 15.00 **Roundtable**  
  
Market Definition and Market Power Evaluation in Dynamic Industries  
Moderator: **Benoît Durand** | RBB Economics  
  
**Thibaud Vergé** | Adic  
**Andrea Pezzoli** | AGCM  
**Constance Helfat** | Dartmouth College  
**Anna Tzanaki** | Lund University

15.00 - 16.00 **Roundtable: Practical Perspectives on the Digital Markets Act**  
Moderator: **Ólafur Örnólfsson** | European University Institute  
  
**Carmelo Cennamo** | Bocconi University

**Ana Malheiro** | European Commission – *Virtual*  
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16.00 - 16.30 **Coffee break**

16.30 - 17.00 **Keynote speech**

Complexity Economics

**Brian Arthur** | Santa Fe Institute – *Virtual*

Moderator: **Thibault Schrepel** | Vrije Universiteit Amsterdam

17.00 - 18.00 **Roundtable:** Toward a Capabilities Checklist for Dynamic Competition  
Moderator: **Anais Bauduin** | Deloitte (tbc)

**Frédéric Jenny** | OECD

**David Teece** | University of California, Berkeley

**William Kovacic** | George Washington University

18.00 - 20.30 Conference Reception and Dinner

**14 April** **Second day**

08.30 - 09.00 Welcome and coffee

09.00 - 09.30 **Keynote speech**  
“The Death of Competition Revisited”  
**James Moore** | GeoPartners Research

Moderator: **Sohvi Heaton** | Santa Clara University

09.30 - 10.30 **Case study roundtable:** The UK Facebook/Giphy Case: Taking Dynamic Competition Seriously?  
Moderators: **Thibault Schrepel** | Vrije Universiteit Amsterdam and **Anouk Van der Veer** | EUI

**David Bosco** | Aix-Marseille University

**Mike Walker** | CMA

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10.30 - 11.00 Coffee break

11.00 - 12.00 **Academic roundtable:** Ecosystems and Managers  
Moderator: **Asta Pundziene** | UC-Berkeley & Kaunas University of Technology

**Beatriz Kira** | University College London

**Peter Klein** | Baylor University

**Richard Langlois** | University of Connecticut

**Wolfgang Kerber** | Marburg

12.00 - 12.30 **Reflections and Next Steps**  
**Alexandre de Streel** | University of Namur, CERRE

12.30 - 14.00 Lunch

14.00 - 17.00 DCI Young Scholar Research Session  
Moderator: **Or Brook** | European University Institute

- **Lola Monteros Santos**, Deconstructing the European Strategy for Data
- **Natalia Moreno Belloso**, Trade-Offs in Competition Law
- **Velizar Kirilov**, Enforcement of Article 102 TFEU in the Context of Pharmaceutical Innovation
- **Selçukhan Ünekbaş**, A More Technological Approach to European Competition Law
- **Sara Guidi**, Ecosystem Competition(s)
- **Filip Lubinski**, From Neoclassical Economics to Complexity Theory. Evolution of The Competition Law Economic Paradigm
- **Anouk van der Veer**, Dynamic Competition in Merger Law: Dow/DuPont vs. FB/Giphy
- **Linus Hoffmann**, Competition, Control, and Exclusion in the Platform Economy: A ResourceBased Perspective

