



# AGENDA

## Thursday, November 2

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**Registration** (Continental breakfast provided)

**Welcome**

Aviv Nevo (Federal Trade Commission)

**Paper Session** - Chaired by Steve Tadelis (University of California, Berkeley)

**Data, Privacy Laws, and Firm Production: Evidence from the GDPR**

Diego Jiménez-Hernández (Federal Reserve Bank of Chicago)

co-authored with Mert Demirer (MIT Sloan), Dean Li (MIT Economics) and Sida Peng (Microsoft)

Discussant: Devesh Raval (Federal Trade Commission)

**Estimating the Value of Offsite Data to Advertisers: Evidence from Meta**

Nils Wernerfelt (Kellogg School of Management, Northwestern University)

co-authored with Anna Tuchman (Kellogg School of Management, Northwestern University), Bradley T. Shapiro (University of Chicago Booth School of Business) and Robert Moakler (Meta Platforms)

Discussant: Samuel Goldberg (Stanford University)

**Break**

**Keynote Address, “Targeted Digital Advertising: Challenges and Promises”**

Steve Tadelis (University of California, Berkeley)

**Lunch** (provided)

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**Paper Session** - Chaired by Will Violette and Viola Chen (FTC)

**Innovation and the Enforceability of Noncompete Agreements**

Michael Lipsitz (Federal Trade Commission)

co-authored with Matthew Johnson (Duke University)

and Alison Pei (Duke University)

Discussant Liyan Shi (Carnegie Mellon University, Tepper School of Business)

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**Break**

**Paper Session** - Chaired by Heidi Williams (Cornell University) and Shlomo Shlain (The University of Chicago)

Discussant Shlomo Shlain (The University of Chicago)

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**Friday, November 3**

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**Registration** (Continental breakfast provided)

**Welcome**

Steven Berry (Yale University)

**Keynote Address, “Advances in Testing for the Nature of Competition”**

Michael Sinkinson (Yale University)

**Break**

**Paper Session** - Chaired by Michael Sinkinson (Yale University)

**Merger Guidelines for the Labor Market**

Simon Mongey (Federal Reserve Bank of Minneapolis)

co-authored with David Berger (Duke University), Thomas Hasenzagl (University of

Minnesota and Federal Reserve Bank of Minneapolis) and Thomas W. Dunfee (University of

Minnesota and Federal Reserve Bank of Minneapolis)

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