

## 2024 DPE Forum

### 4-5 June, Passau, Germany

#### Program

#### Bytes and Behemoths: Understanding Power in Digital Platform Ecosystems

#### Day 1: Tuesday, 4 June

Redoute, Gottfried-Schäffer-Straße 2, 94032 Passau

14:00-18:00 Registration for the conference is possible at the reception desk

15:00-15:15	<b>Opening Address</b>	<b>Jan Schumann</b> Vice President for Research, <i>University of Passau</i>
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15:15-16:15	<b>Keynote Lecture I: <i>From the GDPR via the DSA and the DMA to the AI Act: Are There Coherent Regulatory Principles Behind the EU's Digital Acts?</i></b>	<b>Martin Selmayr</b> Scientific Director of the Center for European Law, <i>University of Passau</i> Visiting Professor at the Department of Innovation and Digitalisation in Law, <i>University of Vienna</i> Former Secretary-General of the European Commission
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16:15-16:45 **Coffee Break**

16:45-17:45	<b>Keynote Lecture II: <i>Truth is Warranted: Addressing Misinformation in Information Markets</i></b>	<b>Marshall Van Alstyne</b> Allen and Kelli Questrom Professor in Information Systems, <i>Boston University</i>
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18:30 **Champagne Reception & Conference Dinner**

#### Day 2: Wednesday, 5 June

University of Passau, IT-Zentrum, Innstraße 43, 94032 Passau

08:00-14:00 Registration for the conference is possible at the reception desk

08:00-08:45 **Breakfast**

08:45-09:00 **Opening Address (ITZ 017)**

09:00-09:55	<b>Panel Discussion I: <i>The Future of Digital Platform Regulations</i> (ITZ 017)</b>	<b>Pinar Ozcan</b> <i>University of Oxford</i> <b>Marshall Van Alstyne</b> <i>Boston University</i> <b>Sebastian Wismer</b> <i>German Federal Cartel Office</i> Moderator: <b>Jan Krämer</b> <i>University of Passau</i>
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10:00-11:15	<b>Parallel Session I</b> (A) Platform Launch Strategy (ITZ 001) (B) User Perception & Trust (ITZ 002) (C) Platform Power & Regulation I (ITZ 004)	
11:15-11:45	<b>Coffee Break</b>	
11:45-13:00	<b>Parallel Session II</b> (A) Platform Governance & Leadership (ITZ 001) (B) Complementors & Innovation (ITZ 002) (C) Platforms & Economic Development (ITZ 004)	
13:00-14:00	<b>Lunch</b>	
14:00-15:00	<b>Panel Discussion II: <i>Corporate Governance, Strategy, and the Societal Impact of Digital Platform Ecosystems</i></b> (ITZ 017)	<b>Elizabeth J. Altman</b> <i>University of Massachusetts Lowell</i> <b>Don Lange</b> <i>Arizona State University</i> <b>Kelly D. Martin</b> <i>Colorado State University</i> Moderator: <b>Tim Quigley</b> <i>University of Georgia</i>
15:00-15:30	<b>Coffee Break</b>	
15:30-16:45	<b>Parallel Session III</b> (A) Review & Conceptualization (ITZ 001) (B) Blockchain Economy (ITZ 002) (C) Platform Power & Regulation II (ITZ 004)	
16:45-17:00	<b>Closing Remarks</b> (ITZ 017)	

## Parallel Session I

### Session I (A), ITZ 001

#### PLATFORM LAUNCH STRATEGY

Session Chair: Carolin Häussler

#### Launch Strategies of Non-profit Open Digital Platforms

Lea Kuhlmann (OFFIS e. V. Institut für Informatik)

#### Dissecting the Failure of a B2B Innovation Platform in the Manufacturing Industry

Philipp Kernstock (Technical University of Munich)

#### Digital Platform Internationalization: A Cross-Cultural Comparison of Small Entrepreneurial Ecosystems

Tali Hadasa Blank (Hadassah Academic College)

### Session I (B), ITZ 002

#### USER PERCEPTION & TRUST

Session Chair: Johanna Zimmermann

#### Innovativeness Frames and Platform Dynamics: Exploring the Interplay between Users, Complementors, and Expectations in Evaluating Platforms

Vladimir C.M. Sobota (Delft University of Technology)

#### Fake or Genuine? Explaining Consumers' Perception and Detection of AI-generated Fake Reviews

Kim Fröhnel (Technische Universität Berlin) - *online*

#### The Effects of Avatar-Mediated Communication on Interpersonal Trust: An Experiment in Social Virtual Reality

Nikolai Sachs (University of Passau)

### Session I (C), ITZ 004

#### PLATFORM POWER & REGULATION I

Session Chair: Chayanin Wipusanawan

#### Mandated Data Sharing in Hybrid Marketplaces

Flavio Pino (Politecnico di Torino)

#### News Media Bargaining Code

Luca Sandrini (ZEW Mannheim)

#### Interoperability of Number-Independent Interpersonal Communication Services – Implementation and Adoption

Lukas Wiewiorra (WIK Wissenschaftliches Institut für Infrastruktur und Kommunikationsdienste)

## Parallel Session II

### Session II (A), ITZ 001

#### PLATFORM GOVERNANCE & LEADERSHIP

Session Chair: Johanna Zimmermann

#### Designing Governance Mechanisms for Decentralized Data Ecosystems

Anne Ixmeier (Ludwig Maximilian University of Munich)

#### Collaborative Marketplace Governance: How and When Transaction Platforms Give Users a Say

Georg Reischauer (WU Vienna & JKU Linz)

#### It's All about... Us? How CEO Narcissism Shapes Business Ecosystem Dynamics and Outcomes

Anastasiya Shylina (University of Passau)

### Session II (B), ITZ 002

#### COMPLEMENTORS & INNOVATION

Session Chair: Chayanin Wipusanawan

#### Competition and Value Capture in Platform Markets: Implications for Complementor Strategy

Ambre Nicolle (Ludwig Maximilian University of Munich)

#### Empowering Digital Choice: Apple's Uninstallability Shift and its Implications for Platform Regulation

Joey van Angeren (Vrije Universiteit Amsterdam)

#### Hybrid Platforms and Innovation Incentives

Julia Reimer (University of Würzburg)

### Session II (C), ITZ 004

#### ROLE OF PLATFORMS IN ECONOMIC DEVELOPMENT

Session Chair: Michael Grimm

#### The Impact of Digital Healthcare Platforms on Access to Healthcare in Uganda: A Case Study of clinicPesa

Anthea Paelo (Financial Sector Deepening Uganda) - *online*

#### Understanding the Distributional Effects of Digital Agricultural Platforms in Africa: Insights from Kenya

Heike Baumüller (University of Bonn)

#### Africa's Emergent Tech Sector: Characteristics and Development Implications

Tevin Tafese (German Institute for Global and Area Studies)

## Parallel Session III

### Session III (A), ITZ 001

#### REVIEW & CONCEPTUALIZATION

Session Chair: Johanna Zimmermann

#### Examining Network Effects: A Topic Modeling Review

Ivan Zupic (Goldsmiths, University of London)

#### Reputation Information in Online Markets: A Survey of the Empirical Literature

Martin Sterner (Hamburg University of Technology)

#### Digital Platforms Characteristics and Privacy Research: A Systematic Review and Future Directions

Nour Shaaban (University of Passau)

### Session III (B), ITZ 002

#### BLOCKCHAIN ECONOMY

Session Chair: Andreas König

#### No Funding, no Problem? Empirical Evidence on Cold-Starting New Marketplaces with Token Airdrops

Björn Hanneke (Goethe University Frankfurt)

#### Decoding DAOs: Governance Dynamics and Performance Implications in Decentralized Autonomous Organizations

Lukas Beckenbauer (Technical University of Munich)

#### Sell or Give Away? Economics of Resale Royalties

Yu-Jen Chuang (Goethe University Frankfurt)

### Session III (C), ITZ 004

#### PLATFORM POWER & REGULATION II

Session Chair: Chayanin Wipusanawan

#### Digital Baptists and Bootleggers? The Politics of Data Sharing in the EU

Matteo Nebbiai (King's College London)

#### Opportunities and Challenges of Using After Markets and Bundling as Benchmarks for Market Definition in Digital Ecosystems

Macarena Viertel (Freie Universität Berlin)

#### The Digital Business Platforms as Infrastructures of Power: from the Risk of Twilight Zones to the Extant EU Regulations

Antonio Laudando (Sapienza University of Rome)