



## SEVENTEENTH ANNUAL IO DAY

Friday, September 6, 2019

NYU Stern School of Business

Henry Kaufman Management Center, Room 2-60

44 West Fourth Street, New York, NY 10012

### AGENDA

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| <b>9:00 – 10:00 AM</b>  | <b>Light breakfast and coffee</b>                                                                                                                                                                                                                                |
| <b>10:00 – 11:00 AM</b> | <b>A/B Testing with Fat Tails</b><br>Eduardo Azevedo, University of Pennsylvania<br>Discussant: Nikhil Vellodi, Princeton University                                                                                                                             |
| <b>11:00 – 11:15 AM</b> | <b>Coffee break</b>                                                                                                                                                                                                                                              |
| <b>11:15 – 12:45 PM</b> | <b>Testing the Production Approach to Markup Estimation</b><br>Devesh Raval, Federal Trade Commission<br><br><b>Using Cost Minimization to Estimate Markups</b><br>Ulrich Doraszelski, University of Pennsylvania<br>Discussant: Paul Scott, New York University |
| <b>12:45 – 2:15 PM</b>  | <b>Lunch</b>                                                                                                                                                                                                                                                     |
| <b>2:15 – 3:15 PM</b>   | <b>Dynamically Aggregating Diverse Information</b><br>Annie Liang, University of Pennsylvania<br>Discussant: Mira Frick, Yale University                                                                                                                         |
| <b>3:15 – 3:30 PM</b>   | <b>Coffee break</b>                                                                                                                                                                                                                                              |
| <b>3:30 – 4:30 PM</b>   | <b>Common Ownership and Competition in the Ready-To-Eat Cereal Industry</b><br>Chris Conlon, New York University<br>Discussant: Amit Gandhi, University of Pennsylvania                                                                                          |

### NOTES

Each session will comprise a 40-minute talk and a 10-minute discussion, followed by 10 minutes of Q&A and open discussion.

We are grateful to NERA for providing financial support for the workshop.

For internet access, please connect to the “nyuguest” wireless network and enter the username “SternIODay” and password “IODay2019” (both case-sensitive and without quotes) when prompted.

Please contact Michael Dickstein (michael.dickstein@nyu.edu), Maher Said (maher.said@nyu.edu), or Amanda Murphy (amurphy@stern.nyu.edu) for assistance.