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Bruno JULLIEN
Curriculum Vitae

Directeur de Recherche (Senior Researcher), CNRS, Toulouse School of Economics

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Personal Data

Born August 18, 1960
French Citizen, Married, three children

Education

Ph.D. Economics, Harvard University, 1988
« Statisticien Economiste », ENSAE, Paris, 1984
DEA, Analyse et Politique Economique, Ecole des Hautes Etudes en Sciences Sociales, 1984
Ingénieur diplômé de l'Ecole Polytechnique, 1982

Past positions

Scientific Director of Toulouse School of Economics, 2014-2015.
Deputy Director of Toulouse School of Economics, 2009-2010.
Director of GREMAQ (CNRS UMR 5604), 1997-2005.
Research Fellow, CREST-LEI, INSEE, 1991-1996.
Research Fellow, CEPREMAP, 1988-1995.
Research assistant, Harvard University, 1986/87.
Professor cc, Ecole Polytechnique, 1992-2005.
Part-Time Visiting Professor, University of Bristol, 2007-2008-2009.
Visiting Professor, European University Institute, 2000.
Visiting Professor, Wuhan University, 2003..
Part-time Visiting Professor, University of Lausanne, 1993/94.
Associate Professor, ENSAE, 1990-1996..

Chargé de Conférence, EHESS, 1990-1992.

Activities

Other affiliations

Research Fellow of the Mannheim Centre of Competition and Innovation (MaCCI).

Research Fellow of the Centre for Economic Policy Research

Research Fellow of CESifo

International Research Fellow of CMPO

Institutional activities

Member of the Economic Advisory Group on Competition Policy, DG Comp, EU,

Member of the Executive Committee of the European Association for Research in Industrial Economics (EARIE)

Member of the Scientific Committee of Florence School of Regulation, Communication & Media

Member of Recruitment Committee of TSE

Head of the group Industrial Organization at TSE

Other past services: Steering Committee of Association of Competition Economics, Standing Committee of the European Econometric Society, the Council of ASSET, Commission de Spécialistes de Sciences Economiques de l'Université des Sciences Sociales de Toulouse, Commission de Spécialistes de Gestion de l'Université des Sciences Sociales de Toulouse, Council of ADRES, Commission de Spécialistes de Sciences Economiques de l'Université Aix-Marseille II, Comité Directeur de l'AFSE, Research Council and Academic Council of University Toulouse 1 Capitole,

Editorial activities

Co-Editor of *Journal of Economics and Management Strategy* since 2010.

Member of the Editorial Board of *Geneva Risk and Insurance Review* since 1996.

2007-2010: Co-Editor of *International Journal of Industrial Organization*.

1991-2010: Associate Editor of *Annales d'Economie and Statistics*.

2000-2002: Member of *Economic Policy Panel*.

Honors

ERC Advanced Grant in 2015 (European Research Council)

Fellow of the Econometric Society

Article selected to be included in The Geneva Risk and Insurance Review 40th Anniversary issue (2015): “Should More Risk-Averse Agents Exert More Effort?”

Association of Competition Economics Award for Best Paper in Competition Policy (2012): “Why Do Intermediaries Divert Search?”.

Best Article published in the Journal of Industrial Economics (2011): “Advertising, Competition and Entry in Media Industries”

Chairman of the Program Committee for Econometric Society European Congress (ESEM-TAE 2006)

CNRS Bronze Medal (1998)

Officier de l'Ordre des Palmes Académiques.

Sloan Dissertation Fellowship (1987-1988)

Prize Louis Armand for Best Dissertation from Ecole Polytechnique (1982)

Recent keynotes and invited lectures

Invited Lecture, Asian Pacific Industrial Organization Conference, Melbourne, 12 December 2016

Keynote lecture, 17th CEPR-JIE Conference on Applied Industrial Organization; London, 19-21 May 2016

Keynote lecture, 2nd annual BECCLE Competition Policy Conference - 21. April, 2016, Bergen

Keynote lecture, FSR C&M Scientific Seminar on the Economics, Law and Policy of Communications and Media, Florence, 2015

Keynote lecture, BEREK Workshop on oligopoly analysis and regulation, Bern, 2015

Keynote lecture, 7th Taller de Organization Industrial, Chile, 2014

Keynote lecture, Eighth Postal Economics Conference, Toulouse, 2014

Keynote lecture, CESifo Area Conference on Applied Microeconomics, Munich (March 2012).

Keynote lecture, 2nd Workshop on the Economics of ICTs, Evora, Portugal (March 2011).

Invited Speaker, EARIE, Stockholm (September 2011).

Special Invited Speaker at the Eighth International Conference on Competition and Regulation (CRESSE, 2013).

Special Invited Speaker at the Sixth International Conference on Competition and Regulation (CRESSE, 2011).

Invited Lecture, The economics of Information & Communication Technologies, Paris

Invited Lectures, Universidad Del Rosario, Bogota, Colombia (2007).

Teaching experience

University of Toulouse (Master and PhD): Industrial Organization, Competition Policy, and Competition & Market Strategies, since 2007.

2013: Universidade do Porto, Two-Sided Markets

2003: Wuhan University, Industrial Organization.

2000: European University Institute, Contract Theory.

1996-2006: University of Toulouse (Master and PhD), Microeconomics, Industrial Organization, Economics of risk and uncertainty.

1990-2003: Ecole Polytechnique, Microeconomics, Industrial Organization, Economic and Competition Law, Game Theory, Corporate Governance.

1990-1996: ENSAE, Macroeconomics, Industrial Organization.

1993-1994, University of Lausanne (Master), Microeconomics.

1990-1992: EHESS (Master), Microeconomics, Economics of risk and uncertainty.

1991-1993 : Institut National des Télécommunications, Microeconomics.

PhD supervision (with placement)

Laurent Linnemer (1996), Professeur de Universités (University of Montpellier).

Isabelle Kabla (1999), Administrateur INSEE.

Pierre Dubois (1999), Professeur de Universités (University of Toulouse).

Martin Besfamille (2000), Professor at Universidad Torcuato Di Tella, Argentina.

Frederic Loss (2001), Maître de Conférence at CNAM.

Alexia Gaudeul (2003), Lecturer at University of East Anglia

Sylvain Bourjade (2005), Professor at ESC Toulouse.

Andrea Amelio (2007), member of the Chief Economist Team at DG COMP, European Commission.

Emilio Calvano (2008), assistant professor at University of Bocconi

David Sauer (2012), consultant at Deloitte

Carlos Canon (2012), Federal Bank of Mexico

Anna D'Annunzio (2013), Senior Research Economist at Telenor, Norway

Jorge Florez (2015): Professor at University of Rosario, Colombia

Jimena Ferraro (2016): Office of Health Economics, UK

Current supervisions: Ying Lei Toh, Anastasya Parakhonya, Willy Lefez, Xavier Lambin

Organization of conferences

- 2006: Econometric Society European Congress (ESEM-TAE, chairman of program committee)
- 2009: "Fifth bi-annual Conference on The Economics of the Software and Internet Industries", Toulouse.
- 2008: "The Economics of the Health Care and the Pharmaceutical Industry", Toulouse.
- 2008: "The Theory and Empirics of Risk Sharing", Toulouse.
- 2007: "Regulation, Competition and Investment in Network Industries", Brussels.
- 2007: "Workshop on Risk Sharing", Toulouse.
- 2006: "Competition Policy in Two-Sided Markets", Toulouse.
- 2004: "Regulation of Media Markets", Toulouse.
- 2004: "The Economics of Electronic Communication Markets", Toulouse.
- 2003: "Competition policy in international markets", Toulouse.
- 2003: "The economics of software and internet industries (2nd)", Toulouse.
- 2001: "The economics of software and internet industries", Toulouse.
- 1999: "Economics and Psychology", Toulouse.
- 1994: "International conference in the economics of mobile communications".
- 1990: "Financial contracts and the theory of the firm", Banque de France.

Recent participation to scientific committees

- 2010-2015: Scientific Committee of "Workshop on the Economics of ICTs".
- 2015: Scientific Committee of "8th ICT Paris Conference".
- 2009, 2011 and 2013: Scientific Committee of EARIE.
- 2011 and 2013: Scientific Committee of the Congress of AFSE.
- 2010: Scientific Committee of "Platform Markets: Regulation and Competition Policy".
- 2010: Program Committee of ESEM.
- 2010: Scientific Committee of the 8th INRA-IDEI Conference on Industrial Organization and the Food Processing Industry.
- 2008: Scientific Committee of ZEW Conference on the Impact of Regulation on Investment and Innovation Incentives.
- 2007: Scientific Committee of the 5th Workshop on Media Economics.

PUBLICATIONS

Refereed Journal articles

1. « Competitive Business Cycles in an Overlapping Generations Economy with Productive Investment », *Journal of Economic Theory* (1988), vol. 46, N°1, p. 45–65, reprinted in *Cycles and Chaos in Economic Equilibrium*, Princeton University Press (1992).
2. « Ordinal Independence in Nonlinear Utility Theory », *Journal of Risk and Uncertainty* 1, p. 355–387, with J. Green (1988).
3. « Optimal Learning by Experimentation », *Review of Economic Studies*, 58, p. 621–654, with Ph. Aghion, P. Bolton and C. Harris (1991).
4. « Dynamic Duopoly with Learning Through Market Experimentation », *Economic Theory* 3, p. 517–539, with Ph. Aghion and M.P. Espinoza (1993).
5. « Information, stabilité des prix et bien-être », *Annales d'économie et de statistique* 32, p. 1–16, (1993).
6. « Measuring the Incidence of Insider Trading: A Comment on Shin », *Economic Journal*, vol 104, N° 427, p. 1418–19, with B. Salanié, (1994).
7. « Managerial Incentives Based on Acquisition of Information », *Journal of Economic and Management Sciences* vol. 4, N° 3, p. 427–444, with B. Caillaud (1995).
8. « Competing Vertical Structures: Precommitment and Renegotiation », *Econometrica*, vol. 63, No 3, p. 621–646, with B. Caillaud and P. Picard (1995).
9. « Tarification, Discrimination and Contournement », *Annales des Télécommunications*, vol 50, n° 2, p. 348–358, with N. Curien and P. Rey (1995).
10. « National vs. European Industrial Policies: Bargaining, Information and Coordination of Incentives », *European Economic Review*, vol. 40, n° 1, with B. Caillaud and P. Picard (1996).
11. « Hierarchical Organization and Incentives », *European Economic Review, Papers and Proceedings*, with B. Caillaud and P. Picard (1996).
12. « Information et organisation des processus de décision publique », *Revue d'économie politique*, vol. 106, n° 1, p. 15–37, with B. Caillaud and P. Picard (1996).
13. « L'impact des options extérieures sur les échanges en information asymétrique », *Revue économique*, 47(3), p. 437-446 (1996).
14. « Common Market with Regulated Firms », *Annales d'Economie et de Statistique*, 47, p. 65–101, with B. Caillaud and P.P. Combes, (1997).
15. « Pricing Regulation under Bypass Competition », *Rand Journal of Economics*, vol. 2, 29, p. 259-279, with N. Curien and P. Rey, (1998).
16. « A Classical Model of Involuntary Unemployment: Efficiency Wages and Macroeconomic Policy », *Journal of Economic Theory*, vol. 78, 2, p. 263-285, with P. Picard, (1998).

17. « Should More Risk Averse Agent Exert More Effort », *Geneva Papers of Risk and Insurance* 24, p. 19-28, with Bernard Salanié and François Salanié (1999).
18. « Modeling Time Inconsistent Preferences », *European Economic Review, papers and proceedings*, 44, p. 1116-1124, with B. Caillaud (2000).
19. « Corporate Demand for Insurance with Optimal Financial Contracting », *Economic Theory*, 16 (1), p. 77-105, with B. Caillaud and G. Dionne. (2000).
20. « Participation Constraints in Adverse Selection Models », *Journal of Economic Theory* 93, p 1-47 (2000).
21. « Scientific Progress and Irreversibility: An Economic Interpretation of the Precautionary Principle », *Journal of Public Economics* 75, p. 229-253, with C. Gollier and N. Treich (2000).
22. « Estimating Preferences under Risk: The Case of Racetrack Bettors », *Journal of Political Economy* 108, 3, p. 503-530, with B. Salanié (2000).
23. « Competing Cybermediaries », *European Economic Review, papers and proceedings*, Vol 45, 4/6, p. 797-808, with B. Caillaud (2001).
24. « E-Commerce: quelques éléments d'économie industrielle », *Revue Economique*, 52(1), p. 97-118, with Alexandre Gaudily (2001).
25. « Economie de l'information et Internet », *Revue Economique*, 52(3), p. 633-642, with Alexandre Gaudeul (2001).
26. « Chicken and Egg: Competition among Intermediation Service Providers », *Rand Journal of Economics*, Vol 34, 2, p. 309-328, with Bernard Caillaud (2003).
27. « La régulation en pratique », *Revue d'Economie Politique*, 3, p. 273-284, with J.C. Rochet (2005).
28. « Auction and the Informed Seller Problem », *Games and Economic Behavior*, 56, 2, p. 225-258, with T. Mariotti (2006).
29. « Asymmetric Information in Insurance: Some Testable Implications », *Rand Journal of Economics*, Vol37, 4, p. 783-798, with Pierre André Chiappori, Bernard Salanié and François Salanié (2006).
30. « Resale Price Maintenance and Tacit Collusion », *Rand Journal of Economics*, Vol 38, 4, Winter 2007, p. 983-1001, with Patrick Rey (2007).
31. « Screening Risk-Averse Agents under Moral Hazard », *Economic Theory*, 1, p. 151-191, with Bernard Salanié and François Salanié (2007).
32. « Formal and Informal Risk Sharing in LDCs: Theory and Empirical Evidence », *Econometrica*, Vol. 76, 4, p. 679-726, with Pierre Dubois and Thierry Magnac (2008).
33. « Régulation des prix et politiques de remboursement des médicaments » *Revue Générale de Droit Médical*, 33, 273-290, with C. Crampes, P. Dubois and J.M. Lozachmeur (2009).
34. « Advertising, Competition and Entry in Media Industries », *Journal of Industrial Economics*, vol. 57(1), p. 7-31, with C. Haritchabalet and C. Crampes (2009).

35. « Retail Price Regulation and Innovation: Reference Pricing in the Pharmaceutical Industry », *Journal of Health and Economics*, vol. 29, n. 2, p. 303-316, with David Bardey and Antoine Bommier (2010).
36. « Public and Private Investments in Regulated Network Industries: Coordination and Competition Issues», *Review of Network Economics*, vol 9, issue 4, with Jérôme Pouyet and Wilfried Sand-Zantman (2010).
37. « Why Do Intermediaries Divert Search? », *Rand Journal of Economics*, vol 42, Issue 2, p. 337–362, with Andrei Hagiu (2011).
38. « Competition in Multi-Sided Markets: Divide-and-Conquer », *American Economic Journal: Microeconomics*, 3: p. 1–35 (2011).
39. « The Roles of Reputation and Transparency on the Behavior of Biased Experts», *Rand Journal of Economics*, Vol. 42 (3), p. 575–594, with Sylvain Bourjade (2011).
40. « Tying and Freebies in Two-Sided Markets », *International Journal of Industrial Organization*, 30, p. 436–446, with Andrea Amelio (2012).
41. « The Market for Lawyers: On the Value of Information on the Quality of Legal Services », *Rand Journal of Economics*, Vol. 43, No. 4, p. 677–705, with Elisabetta Iossa (2012).
42. « Mobile Call Termination Revisited », *International Journal of Industrial Organization*, 31, 38–75, with Patrick Rey and Wilfried Sand-Zantman (2013).
43. « Search Diversion and Platform Competition », *International Journal of Industrial Organization*, 33, p 48–60, with Andrei Hagiu (2014).
44. « New, Like New or Very Good? Reputation and Credibility », *Review of Economic Studies*, 81(4): 1543-1574, with In-Uck Park (2014).
45. « Health Insurance and Diversity of Treatment: a Policy Mix Perspective », *Journal of Health Economics*, 47, p 50-63, with David Bardey and Jean-Marie Lozachmeur (2016)
46. « Reputation and Prices on the e-Market: Evidence from a Major French Platform », *International Journal of Industrial Organization*, 45, p 59-75 with Gregory Jolivet and Fabien Postel-Vinay (2016).
47. « Product design and decision rights in vertical structures », *Research in Economics*, 70, p 558_568, with Pierre Dubois, (2016)
48. « An Offer You Can't Refuse: Early Contracting with Endogenous Threat», forthcoming *Rand Journal of Economics*, with Jerome Pouyer and Wilfried Sand-Zantman.

Chapters in Handbooks

49. « Pricing and other business strategies for e-Procurement platforms », in Dimitri, Spiga and Spagnolo (eds.) *Handbook of Procurement*, Cambridge University Press, (2006).

50. « Empirical Evidence on the Preferences of Racetrack Bettors », in *Handbook of Sport and Lottery Markets*, Elsevier, with Bernard Salanié (2008.).
51. « B2B Two-Sided Platforms », in *Handbook of Digital Economy*, Oxford University Press (2012).
52. « The advertising-financed business model in two-sided media markets. », in *Handbook of Media Economics, vol 1A*, with Simon Anderson (2015).

Books, chapters in books, miscellaneous

53. *Eléments de Microéconomie: exercices et corrigés*, Montchrestien, Paris, with P. Picard, 1991, revised 2002.
54. « Economie de l'Industrie », Encyclopédie Universalis (2001).
55. « La régulation des monopoles publics », in A. Perrot (ed.), *Concurrence et Réglementation*, Economica (1997), with P.P. Combes and B. Salanié.
56. « Analyse économique du système CAT-NAT », *Risques* 34 (1998).
57. « Mobile-to-Mobile Call Termination », in *Regulating Mobile Call Termination, Vodafone Policy Paper Series 1*, 2004, with Patrick Rey.
58. « Two-Sided Markets and Electronic Intermediation », in G. Illing and M. Peitz (eds.), *Industrial Organization and the Digital Economy*, MIT Press, 2007.
59. « E-commerce, two-sided markets and info-mediation », with A. Gaudeul, in E. Brousseau and N. Curien (eds.), *Internet and Digital Economics*, Cambridge University Press, 2007.
60. « The Economics of Tacit Collusion in Merger Analysis », *The Political Economy of Antitrust*, Vivek Ghosal and Johan Stennek (eds), with M. Ivaldi, P. Rey, P. Seabright and J. Tirole, 2007.
61. « Régulation des prix et politique de remboursement des médicaments », *Revue Générale de Droit Médical*, 33, p. 273-290, with J.M Lozachmeur, C. Crampes, P. Dubois, (2009).
62. « National Champions under Credit Rationing », in *Industrial Policy for National Champions*, C. Gollier, L. Woessmann, and O. Falck (eds), MIT Press, 2010.
63. « Issues in on-line advertising and competition policy: a two-sided market perspective », in *Recent Advances in the Analysis of Competition Policy and Regulation*, J. Harrington, Y. Katsoulacos, P. Régibeau (eds), Edward Elgar Publishing Ltd, 2012.

Reports

64. *Pratique des prix imposés et collusion*, Report for Direction de la Prévision, Ministry of Finance, France, 1997, with Patrick Rey and Thibaud Vergé.
65. *The Economics of Tacit Collusion*, Report for the DG Competition, European Commission, 2004, with M. Ivaldi, P. Rey, P. Seabright and J. Tirole.

66. *The Economics of Unilateral Effects*, Report for the DG Competition, European Commission, 2004, with M. Ivaldi, P. Rey, P. Seabright and J. Tirole.
67. *Charges de terminaison et concurrence: Quelques leçons de la littérature économique*, rapport n. 4, IDEI, 2006, avec P. Rey.
68. *Notes on the Economics of Termination Charges*, IDEI Report n. 6., 2008, avec P. Rey.
69. *La régulation des monopoles*, IDEI Report n. 16, 2010, with Wilfried Sand-Zantman
70. *Net Neutralité: développements récents de la littérature économique*, IDEI Report n. 19, 2010.
71. *The Economics of Margin Squeeze*, IDEI Report n. 23, 2013, with Patrick Rey and Claudia Saavedra.

Working Papers and work in progress

72. « Language, Internet and Platform Competition », with Doh-Shin Jeon and Mikhail Klimenko, TSE Working Paper 12-336.
73. « Internet Regulation, Two-Sided Pricing, and Sponsored Data », with Wilfried Sand-Zantman, under revision for *International Journal of Industrial Organization*, TSE Working Paper 12-327.
74. « Platform Competition under Dispersed Information », with Alessandro Pavan, under revision for *Review of Economic Studies*, TSE Working Paper 13-429.
75. « Dynamic Competition with Network Externalities: Why History Matters », with Hanna Halaburda and Yaron Yehezkel.
76. « Toward a Theory of Self-Restraints », with B. Caillaud and D. Cohen (1994).