DFG WORKSHOP | Consumer Preferences, Consumer Mistakes, and Firms' Response

9-10 September, 2025

Haus der Universität, Schadowplatz 14, 40212 Düsseldorf

Tuesday (09.09.2025)

09:25-09:30	Welcome

Session 1: Behavioral Economics I
Chair: Florian Heiss

09:30-10:15	**Vincent Selz (Goethe University Frankfurt)** Efficient Allocation of Attention
10:15-11:00	**Jan-Niklas Tiede (DICE, Heinrich Heine University Düsseldorf)** Deceptive Features for Lottery Sales: Experimental Evidence

11:00-11:30	Break

Session 2: Behavioral Economics II
Chair: Hans-Theo Normann

11:30-12:15	**Clément Staner (Heidelberg University)** Negative Emotion Accumulation and Personal Motivation
12:15-13:00	**Leon Landes (University of Münster)** Salience, Statistics, and Contrast

13:00-14:30	Lunch

Junior keynote

Chair: Paul Heidhues

14:30-15:30	**Shani Cohen (Hebrew University of Jerusalem)** What You Can't See: Contingent Thinking Failures in Dynamic Markets
15:30-16:00	Break

Session 3: Empirical Industrial Organization

Chair: Hannah Schildberg-Hörisch

16:00-16:45	**Johannes Kandelhardt (DICE, Heinrich Heine University Düsseldorf)** The Informational Content of Consumer Choice in a Differentiated Product Market
16:45-17:30	**Klara Weinhappl (University of Vienna)** Empirical Assessment of Merger Remedies in Europe
17:30-17:45	Short break
17:45-18:45	PI Meeting
18:15-18:45	Junior meeting
19:30	Dinner

Wednesday (10.09.2025)

Session 4: Behavioral Consumers and Market Outcomes

Chair: Heiko Karle

09:15-10:00	**Philipp Brunner (Frankfurt School of Finance and Management)** Consumer Search on Platforms with Limited Attention
10:00-10:45	**Moritz Schwarz (University of Vienna)** Consumer Inertia in the Market for Mobile Telephony

10:45-11:15 Break

Senior keynote

Chair: Andreas Grunewald

11:15-12:15	**Ingar Haaland (Norwegian School of Economics)** News Customization with AI

12:15-13:45 Lunch

Session 5: Machine Learning and Big Data

Chair: Christine Zulehner

13:45-14:30	**Andreas Grunewald (Frankfurt School of Finance and Management)** Testing and Interpreting the Effectiveness of Causal Machine Learning – an Economic Theory Approach
14:30-15:15	**Anna Schmidt (DICE, Heinrich Heine University Düsseldorf)** Measuring Consumer Behavior Using Big Data

15:15- Reception