

# W-PIN+NetEcon 2013 Technical program

**8:50 – 9:00 Opening remarks**

**9:00 – 9:30 Invited talk – Mung Chiang**

*“Smart Data Pricing from Theorems to Trials”*

Mung Chiang (Princeton University, USA)

**9:30 – 10:30 Paper Session – “Security games”**

*“Multi-Defender Security Games on Networks”*

Yevgeniy Vorobeychik (Sandia National Labs, USA); Andrew Smith (Sandia National Labs, USA); Joshua Letchford (Duke University, USA)

*“Quantifying All-to-One Network Topology Robustness Under Budget Constraints”*

Aron Laszka (Budapest University of Technology and Economics, Hungary); Assane Gueye (National Institute of Standards and Technology, USA)

*“A Game of Clicks: Economic Incentives to Fight Click Fraud in Ad Networks”*

Lemonia Dritsoula (University of California, Santa Cruz, USA); John Musacchio (University of California, Santa Cruz, USA)

**10:30 – 11:00 BREAK**

**11:00 – 11:30 Invited talk – Adam Wierman**

*“The economics of the cloud: Price competition and congestion”*

Jonatha Anselmi (BCAM - Basque Center for Applied Mathematics, Spain); Danilo Ardagna (Politecnico de Milano, Italy); John Chi Shing Lui (The Chinese University of Hong Kong, Hong Kong); Adam Wierman (Caltech, USA); Yunjian Xu (MIT, USA); Zichao Yang (The Chinese University of Hong Kong, Hong Kong)

**11:30 – 12:30 Paper Session – “Pricing and neutrality”**

*“Demand-Insensitive Price Relationships in Competitive Private Commons”*

Emir Kavurmacioglu (Boston University, USA); Murat Alanyali (Boston University, USA); David Starobinski (Boston University, USA)

*“Revenue Models, Price Differentiation and Network Neutrality Implications in the Internet”*

Costas Courcoubetis (Athens University of Economics and Business, Greece); Kostas Sdrolas (Athens University of Economics and Business, Greece); Richard Weber (University of Cambridge, United Kingdom)

*“ISP and CP Revenue Sharing and Content Piracy”*

Jiwon Park (Yonsei University, Korea); Jeonghoon Mo (Yonsei University, Korea)

**12:30 – 14:00 LUNCH+POSTERS (see the list of posters below)**

**14:00 – 14:30 Invited talk – Adrian Vetta**

*“Pricing Mechanisms for a Durable Good Monopolist”*

Gerardo Berbeglia (Melbourne Business School, Canada); Peter Sloany (McGill University, Canada); Adrian Vetta (McGill University, Canada)

**14:30 – 15:00 Invited talk – Ramesh Johari**

*“Pricing a Bestseller: Sales and Visibility in the Marketplace for Mobile Apps”*

Bar Ifrach (Stanford University, USA); Ramesh Johari (Stanford University, USA)

**15:00 – 15:40 Paper Session – “Learning and coordination”**

*“Bayesian Social Learning with Consumer Reviews”*

Bar Ifrach (Stanford University, USA); Costis Maglaras (Columbia University, USA); Marco Scarsini (Singapore University of Technology and Design, Singapore)

*“Coordination with Local Information”*

Munther Dahleh (MIT, USA); Alireza Tahbaz-Salehi (Columbia Business School, USA); John N. Tsitsiklis (MIT, USA); Spyros Zoumpoulis (MIT, USA)

**15:40 – 16:10 BREAK**

**16:10 – 17:30 Paper Session – “Content, auctions and advertising”**

*“Distributed Content Curation on the Web”*

Zeinab Abbassi (Columbia University, USA); Nidhi Hegde (Technicolor, France); Laurent Massoulié (Microsoft Research - INRIA Joint Center, France)

*“Incentive Design for Heterogeneous User-Generated Content Networks”*

Jie Xu (University of California, Los Angeles, USA); Mihaela van der Schaar (University of California, Los Angeles, USA)

*“Bidding with Limited Statistical Knowledge in Online Auctions”*

Chong Jiang (University of Illinois at Urbana-Champaign, USA); Carolyn Beck (University of Illinois-Urbana Champaign, USA); R. Srikant (University of Illinois at Urbana-Champaign, USA)

*“Modeling the value of information granularity in targeted advertising”*

Swati Rallapalli (University of Texas at Austin, USA); Qiang Ma (Rutgers University, USA); Han Hee Song (NARUS INC., USA); Mario Baldi (Politecnico di Torino, Italy); S Muthu Muthukrishnan (Rutgers University, USA); Lili Qiu (University of Texas at Austin, USA)

**17:30 – 17:40 Closing remarks**

**List of posters:**

*“Bundling Strategies in Online Service Markets”*

Weijie Wu (The Chinese University of Hong Kong, Hong Kong); John Chi Shing Lui (The Chinese University of Hong Kong, Hong Kong); Richard T. B. Ma (National University of Singapore, Singapore)

*“Computational Asymmetry in Strategic Bayesian Networks”*

Sebastian Benthall (UC Berkeley School of Information, USA); John Chuang (UC Berkeley, USA)

*“Mathematical Modeling of Product Rating”*

Hong Xie (The Chinese University of Hong Kong, Hong Kong); John Chi Shing Lui (The Chinese University of Hong Kong, Hong Kong)

*“Adoption of bundled services with network externalities and correlated affinities”*

Roch Guérin (University of Pennsylvania, USA); Jaudelice C. de Oliveira (Drexel University, USA); Steven Patrick Weber (Drexel University, USA)

*“Incentive-Compatible Online VM Provisioning and Allocation in Clouds”*

Lena Mashayekhy (Wayne State University, USA); Mahyar Movahed Nejad (Wayne State University, USA); Daniel Grosu (Wayne State University, USA)

*“Task Allocation in Volunteer Computing Networks under Monetary Budget Constraints”*

Huseyin Guler (Koc University, Turkey); Berkant Barla Cambazoglu (Yahoo! Research, Spain); Oznur Ozkasap (Koc University, Turkey)

*“A Cost/Benefit Analysis of Network Vulnerability Reduction: Element Hardening vs. Adding Redundancy”*

Assane Gueye (National Institute of Standards and Technology, USA); Vladimir Marbukh (National Institute of Standards and Technology, USA)