

Annual Conference 2020
Core Conference: "Gender Economics"
Seminar: Applying for ERC Grants

Özlem Bedre-Defolie
Digital Platforms: Pricing, Variety, and Quality
Provision (DIPVAR) - ERC Starting Grant

Plan

- Brief summary of my project
- Tips for a successful grant application
- Managing the ERC grant (from our grant office)

DIGITAL PLATFORMS

Pricing, Variety, and Quality Provision (DIPVAR)

Özlem Bedre-Defolie

European School of Management and Technology

September 30, 2020

Motivation: Importance of Digital Platforms

- 7 of the world's 10 most valuable public firms. [▶ table](#)

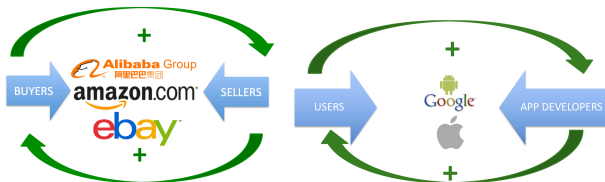
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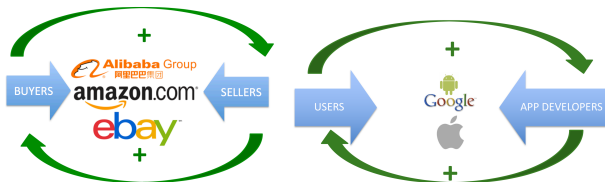
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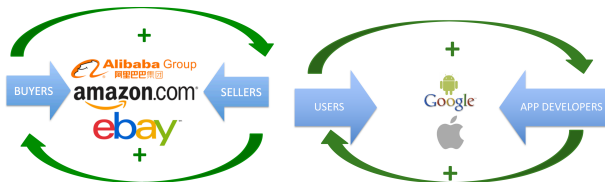
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- Few dominant platforms control our options for nearly everything we do: Amazon, Apple, Facebook, Google.
- Consumers access to many services at zero price in most digital platforms, does this mean consumers are not hurt by their dominance/practices?

Increasing anti-trust concerns and interventions



"Break them up!!!"



Amazon's Antitrust Antagonist
Has a Breakthrough Idea,
NYTimes Sept 2018:
"The long-term interests of consumers include product quality, variety and innovation — factors best promoted through both a robust competitive process and open markets,"

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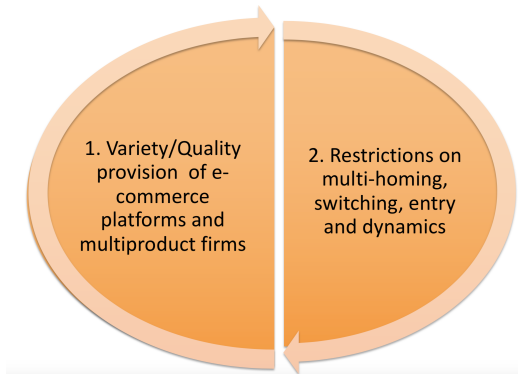


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"The long-term interests of consumers include product quality, variety and innovation — factors best promoted through both a robust competitive process and open markets,"

- **EC Report 2019:** "Dominant platforms have regulatory power and have a responsibility to use that power in a pro-competitive manner"

This project's objectives

- Develop tractable and applicable models of digital platforms capturing their unique features
- Investigate how dominant platforms' practices affect prices, quality and variety consumers face.



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- A good track record in research and managing projects (not necessary, but helps).

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- Convince firstly yourself, then your partner, then your colleagues that this is **IMPORTANT** for business and society.

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- The summary and Introduction are the most important

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- During the presentation: Be clear (not simple), confident (not arrogant), engaging (not artificial)

DIPVAR project: Managing the project

- **Start as early as possible:** A lot of organizational and administrative work.
- **Be well acquainted** with all the aspects **of your Grant Agreement** and all the steps of management and reporting from the very beginning of your project.
- **Building a team:** Plan for your team to include a Project Manager. Involve your school's third-party-funding office and/or grants department in this process.
- **Team communication:** Ensure that all the team members are informed about the project's progress and that different work streams run smoothly and congruently.
- **Build a network within your institution:** Identify key contacts within your institution (e.g. legal, HR, accounting, publishing, marketing and communication departments) who will be relevant for the management of your project and introduce them to your grant and to the specific parts of your Grant Agreement that are relevant for their work.
- **Build a relationship with the ERC:** stay in touch with the Project Officer and make use of the support they provide. They are immensely resourceful and always happy to advise and help!
- **Make use of the official support agencies,** e.g. the national contact points. If possible, you or your Project Manager should attend seminars / webinars organized by support agencies.
- **Build networks outside of your institution:** Connect and keep in touch with other ERC grantees and exchange experience and advice.

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QUESTIONS?



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