THE EVOLUTION OF ECOMMERCE: WILL WE NEED STATISTICS?

MONDAY MORNING KEYNOTE PRESENTATION

Andrew Odlyzko

Director, Digital Technology Center, University of Minnesota

Modern economic thought is based on the standard model of markets and utility maximizing agents. But the technology and incentives of e-commerce may paradoxically lead to a subversion of this model. Tacit collusion and pervasive price discrimination may usher in a world where the economy functions very differently. How society reacts to potential changes will be the key factor in the evolution of e-commerce, and limitations on the use of data may become pervasive.

Brief Biography

ANDREW ODLYZKO is Director of the interdisciplinary Digital Technology Center at the University of Minnesota. Prior to assuming that position in 2001, he devoted 26 years to research and research management at Bell Labs and AT&T Labs. He has written on a variety of subjects, from pure mathematics to economics of e-commerce. He may be best known for the first debunking of the myth of Internet traffic doubling every 100 days, the myth that inspired so much of the Internet bubble. All his recent papers as well as further information can be found on his home page at www.dtc.umn.edu/~odlyzko.