



## NEWSLETTER 2016-5

## CALENDAR:

**Departmental Seminar**

Marina Schröder (University of Cologne):

*Quantity, Quality, and Originality – The Effects of Incentives on Creativity*

Monday, April 11

16:30–18:00

H26

**Real Estate Seminar**

Thiess Büttner (FAU Erlangen-Nürnberg):

*Commercial Land Use and Interjurisdictional Competition*

Tuesday, April 12

16:30–18:00

VG 2.35

**Economic and Social History Seminar**

Anna Pauli (University of Regensburg):

*Was kostet Reklame? Historische Statistik des Werbebetats im Einzelhandel*

Wednesday, April 13

18:00–20:15

VG 1.30

## ABSTRACTS:

**Departmental Seminar**

Marina Schröder:

*Quantity, Quality, and Originality – The Effects of Incentives on Creativity*

*Abstract:* We introduce a novel experimental design in which creativity can be measured and incentivized along three dimensions i.e., quantity, quality, and originality. We study how performance in these dimensions of creativity is affected by extrinsic and intrinsic motivation and to which degree it depends on talent. We find that performance in the quantity and the quality dimensions is significantly affected by both extrinsic and intrinsic motivation, while performance in the originality dimension is rather driven by talent. Our results importantly contribute to a better understanding of how motivation influences creative performance.

### Real Estate Seminar

Thiess Büttner:

#### *Commercial Land Use and Interjurisdictional Competition*

*Abstract:* This paper is concerned with the effect of interjurisdictional competition on commercial land-use. A theoretical analysis explores the trade off faced by a local government when deciding about the share of land that is available for commercial use. In this analysis, land available for commercial land-use stimulates local business activity and attracts mobile factors but it also exerts adverse effects on the quality of life. In an environment with tax competition, the land use is found to be distorted by a fiscal incentive to expand commercial land-use. The theoretical prediction of higher commercial land-use in the presence of tax competition is explored empirically using a large dataset of German municipalities. In order to identify differences in the competitive environment, I exploit institutional characteristics of the system of fiscal equalization among the German municipalities. The empirical results confirm that the share of land dedicated to commercial land-use tends to be higher in municipalities that are exposed to more intense tax competition. The paper ends with a discussion of policy options to remove the disincentive for expanding commercial land-use.

### Economic and Social History Seminar

Anna Pauli:

#### *Was kostet Reklame? Historische Statistik des Werbebetats im Einzelhandel*

*Abstract:* Ziel des Vortrags ist es, die Werbeausgaben des Einzelhandels in der ersten Hälfte des 20. Jahrhunderts zu analysieren. Wie wirkten sich Faktoren wie Betriebsgröße, Konjunktur und Umsatzzahlen bei der Festlegung des Werbebudgets aus? In welchem Verhältnis standen die Werbeausgaben zu den übrigen Betriebskosten? Wie sah die Verteilung der einzelnen Werbemittel aus? Diese Fragen sollen anhand einzelner Betriebs- und Branchenstatistiken überprüft werden. Im Mittelpunkt wird das Problem der Belastbarkeit des statistischen Materials stehen. Ein unterschiedliches Verständnis dessen, was unter Werbekosten zu subsumieren ist, und Angaben, die von groben Schätzungen bis zu exakten Zahlen aus der Praxis reichen, erschweren die Vergleichbarkeit der Daten. Daher sollen Entwicklungstendenzen aufgezeigt werden, die Aufschlüsse über die Strukturen der unternehmerischen Nutzung der Werbung bieten sollen.

## TALKS UND PRESENTATIONS:

The 21<sup>st</sup> BGPE Research Workshop took place at the University on January 28-29, 2016. There, **Jenny Körner** presented her paper *Are countercyclical collateral constraints effective? - Evaluation of optimal macroprudential policy rules*, and **Binh Nguyen Thanh** presented his paper *Financial Integration, Uncertainty Synchronization and Common Recessions*. Subsequently, both Jenny Körner and Binh Nguyen Thanh were awarded the status of "BGPE Doctoral Student", which comes along with a research grant.

## SAVE THE DATE:

The next **BGPE Research Workshop** will take place at LMU Munich on June 9-10, 2016. A call for papers will be circulated in due course.

**MISCELLANEOUS:**

The Institute of Economics and Econometrics has launched a new website, which is available at [www-economics.ur.de](http://www-economics.ur.de).

The Department of Economics hosted two annual meetings of Committees of the Verein für Socialpolitik (German Economic Association): the Committee for Economic Policy (including its sub-committee for Competition) from March 7 till March 10 (local organizer: Jürgen Jerger) and the Committee for Industrial Economics from March 10 till March 11, 2016 (local organizer: Andreas Roider).

**Call for Papers:** The 8<sup>th</sup> Bavarian Micro Day will take place at the University of Augsburg on Friday, June 24, 2016. If you would like to attend, please send an email to [birgit.liepert@wiwi.uni-augsburg.de](mailto:birgit.liepert@wiwi.uni-augsburg.de) by **May 13, 2016 at the latest**. If you would like to present, please attach your paper or an extended abstract as a pdf-file. More information is available at <https://sites.google.com/site/bavarianmicroday/>. In order to receive the Call for Papers and other related news, subscribe to our mailing list by sending an email with the header subscribe to [bavarianmicroday-request@mailman.uni-regensburg.de](mailto:bavarianmicroday-request@mailman.uni-regensburg.de).

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