

WEIS 2024 Agenda

Note: conference venue is auditorium of the Student Services Annex (SSA) at UTD.

Monday, 8 April 2024

18:00-20:00 Reception at Hilton Richardson-Dallas

Tuesday, 9 April 2024

08:00 Bus leaves for UTD Campus from Hilton Richardson-Dallas

08:20 approx Bus returns to Hilton and takes participants to UTD campus

08:00-08:50 Registration & Breakfast

08:50-9:00 Welcome

09:00-09:45 **Plenary: Shane Greenstein, Harvard Business School and NBER**

◆ [Upgraded Software and Embedded Improvements: A Puzzle of User Heterogeneity](#). Raviv Murciano-Goroff (Boston University), Ran Zhuo (University of Michigan), Shane Greenstein (Harvard Business School and NBER).

09:45-11:00 **Session 1: Government Policy** - Chair: Sasha Romanosky

1. [Role of Formal Alliances in Creating Capacity for the Global Diffusion of National Cybersecurity Strategies](#). Nadiya Kostyuk (Georgia Institute of Technology), Evgenia Sidorova (Georgia Institute of Technology).
2. [The Case for an Icelandic Cyber Exploitation and Defense \(ICED\) Force for NATO Coalition Operations](#). Johan Sigholm (Swedish Defense University), Bjarni Már Magnússon (Bifröst University), Magnús Skjöld (Bifröst University), Theodor Gislason (Syndis), Gregory Falco (Cornell University).
3. [What has the U.S. government gained by formalizing Team Telecom? —Team Telecom and the FCC's Dual Security Approach](#). Anna Oriishi (Keio University).

11:00-11:20 Coffee Break

11:20-12:30 **Session 2: Collective Action** - Chair: L. Jean Camp

1. [Non-governmental Governance of Trust on the Internet: WebPKI as Public Good](#). Vagisha Srivastava (Georgia Institute of Technology), Karl Grindal (University of New Hampshire), Milton Mueller (Georgia Institute of Technology).
2. [Breaking the Ice: Using Transparency to Overcome the Cold Start Problem in an Underground Market](#). Tina Marjanov (University of Cambridge), Konstantinos Ioannidis (University of Cambridge), Tom Hyndman (University of Cambridge), Nicolas Seyedzadeh (University of Cambridge), Alice Hutchings (University of Cambridge).
3. [Peer\(ing\) Pressure: Achieving Social Action at Scale in the Internet Infrastructure](#). Ben Collier (University of Edinburgh), Richard Clayton (University of Cambridge).

12-30-14:00 **Lunch (JSOM Executive Dining Room)** - Panel: In Memory of Ross Anderson.

Tuesday, 9 April 2024, continued.

14:00-15:15 **Session 3: Cyber Risk** - Chair: Scott Stransky

1. [Data Risk, Firm Growth and Innovation](#). Roxana Mihet (HEC Lausanne & Swiss Finance Institute), Orlando M. Da Costa Gomes (Lisbon Accounting and Finance University), Kumar Rishabh (HEC Lausanne & University of Basel).
2. [Cyber Risk and the Cross-Section of Stock Returns](#). Loïc Maréchal (University of Lausanne), Daniel Celeny (Armasuisse S+T).
3. [A History of Cyber Risk Transfer](#). Daniel Woods (University of Edinburgh & British University in Dubai), Josephine Wolff (Tufts University).

15:15-15:45 Coffee Break

15:45-17:00 **Session 4: Measuring and Managing Security** - Chair: Marie Vasek

1. [Beyond Technicalities: Assessing Cyber Risk by Incorporating Human Factors](#). Sasha Romanosky (RAND Corporation), Wenjing Huang (RAND Corporation), Joe Uchill (RAND Corporation).
2. [Implementation of Information Security Controls Now or Later: Delay Discounting of Losses and Gains](#). Marte Marjorie Søgne (NTNU), Adam Szekeres (NTNU), Einar Arthur Snekkenes (NTNU).
3. [Prioritizing Investments in Cybersecurity: Empirical Evidence from an Event Study on the Determinants of Cyberattack Costs](#). Daniel Celeny (EPFL & Armasuisse S+T), Loïc Maréchal (University of Lausanne), Evgueni Rousselot (Armasuisse S+T), Alain Mermoud (Armasuisse S+T), Mathias Humbert (University of Lausanne).

17:00-17:45 **Rump**

17:45 Bus takes participants to Ten50 BBQ

Bus will return and take remaining participants, if needed

18:00-20:30 Ten50 BBQ Conference Dinner

Wednesday, 10 April 2024

08:00 Bus leaves for UTD Campus from Hilton Richardson-Dallas

08:20 approx Bus returns to Hilton and takes participants to UTD campus

08:00-08:50 Registration & Breakfast

08:50-9:00 Announcements

09:00-10:15 **Session 5: Cyber Incidents** - Chair: Nan Clement

1. [Valuation of Confidentiality and Availability in a Personal Ransomware Attack Scenario](#). Freya Gassmann (Rheinland-Pfälzische Technische Universität Kaiserslautern-Landau), Janina Beck (Boston Consulting Group), Nora Gourmelon (University of Erlangen-Nuremberg), Zinaida Benenson (University of Erlangen-Nuremberg).
2. [Using Simulations to Determine Economic Cost of a Cyber Attack](#). Nina Sokol (University of Zagreb), Viktoria Kežman (University of Zagreb), Stjepan Groš (University of Zagreb).

10:15-10:45 Coffee Break

Wednesday, 10 April 2024, continued.

10:45-12:30 **Session 6: Privacy** – Chair: Rainer Böhme

1. [The Welfare Effects of Ad-Blocking](#). Fengyang Lin (Cornell University), Cristobal Cheyre (Cornell University), Alessandro Acquisti (Carnegie Mellon University).
2. [Have I Seen you Before? Measuring the Value of Tracking for Digital Advertising](#). Grazia Cecere (Institut Mines Telecom Business School), Sarah Lemaire (JRC, Seville).
3. [Competition and Cybercrime: An Application to Healthcare Digitization](#). Chitra Marti (New York University).

12-30-14:00 Lunch (JSOM Executive Dining Room)

12:30 Bus also available to take participants to Hilton

14:00 Bus takes participants to Hilton

Bus will return and take remaining participants, if needed