

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Wednesday, 6<sup>th</sup> March 2019**  
at **13:00** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

Author:

**Florin Maican, PhD**

*KU Leuven*

will present the article:

## **“Entry Regulations, Product Variety, and Productivity in Retail”**

“This paper examines the relationship between entry regulations, product variety, and store productivity in retail using a dynamic framework that allows for a multi-product service technology and controls how consumers choose of stores. We estimate store productivity and demand shocks related to consumers’ quality of the shopping experience using detailed data on stores, products, and local entry regulations in Swedish retail. The findings show that a less restrictive entry regulation improves store productivity and product variety. Changes in product variety due to entry regulations are higher in small markets than in large markets. A more liberal regulation decreases the cost with inventories. Counterfactual policy experiments show that consumer surplus increases more from more liberal entry regulation than from a reduction in the tax on sales. The trade-off between store productivity and demand shocks plays a crucial role in the observed heterogeneity in product variety across markets with different stringency of regulation.”

You can register for the free seminar by phone (01) 58-92-489, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Tuesday, 5<sup>th</sup> March 2019.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

