COURSE DESCRIPTION

This course teaches PhD students the recent research topics and techniques in analytical and empirical modeling in marketing research. The students read and discuss 4-5 papers each week from very recent and important research topics which employ analytical or empirical modeling. The topics include behavioral analytical and empirical modeling, digital marketing, Bayesian Persuasion, search, machine learning, structural models, behavior-based pricing/targeting and channel strategies.

COURSE MATERIALS

Assigned papers for each week. Please see the weekly schedule below. Some of the papers we will read are working papers and I will post them on Canvas.

LEARNING GOALS AND OBJECTIVES

The goals of the course are: 1. to make PhD students familiarize with the most updated and interesting research topics and methods and 2. to encourage them to come up with their own research question relevant to the topics covered and initiate a new research paper.

COURSE REQUIREMENTS AND GRADING

<table>
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<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tr>
<td>Paper Discussion Write ups</td>
<td>40%</td>
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<tr>
<td>Attendance</td>
<td>10%</td>
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<tr>
<td>Final Paper</td>
<td>50%</td>
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</table>
Final course grade will be based on curve.

Students are expected to deliver a discussion write up for each paper they will read each week. This write up should cover the brief summary of the research idea and technique used in the paper, the key results, and the critique of the paper.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through SafeAssign or Turnitin, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASS ORGANIZATION & ADMINISTRATION

Course Format

The course will be based on discussions.

Communication

For any questions or suggestions, students are strongly encouraged to use email communication with the instructor. The office hour will be arranged per request of students.

Please pay attention to the announcements sent through Canvas as well.

COURSE SCHEDULE

Week 1:


**Week 2:**


Week 3:


“Bayesian Persuasion and Information Design”, by: Kamenica, Emir, ANNUAL REVIEW OF ECONOMICS, VOL 11, Pages: 249-272, Published: 2019

“Competition in Persuasion”, by: Gentzkow, Matthew; Kamenica, Emir, REVIEW OF ECONOMIC STUDIES Volume: 84 Issue: 1 Pages: 300-322 Published: JAN 2017

“Influencing the Influencer”, by Pei, A and Mayzlin, D., Working paper

“Recommendations with Feedback”, by Iyer, G and Manso, G., Working paper

Week 4:

“Competitive Information Disclosure in Search Markets”, by: Board, Simon; Lu, Jay, JOURNAL OF POLITICAL ECONOMY Volume: 126 Issue: 5 Pages: 19652010, Published: OCT 2018

“The price of discovering your needs online”, by: Carroni, Elias; Ferrari, Luca; Righi, Simone, JOURNAL OF ECONOMIC BEHAVIOR & ORGANIZATION, Volume: 164, Pages: 317-330, Published: AUG 2019


“Selling Your Product Through Competitors’ Outlets: Channel Strategy When Consumers Comparison Shop” by: Moorthy, S., Chen, Y., and Tehrani, S. S., MARKETING SCIENCE, Vol 37, Issue 1, Published: 2018

Week 5:


**Week 6:**


“Multimarket Value Creation and Competition”, Fu, Q and Iyer, G. Liao, C., MARKETING SCIENCE, Vol 38, Issue 1, Published: 2019

**Week 7:**

“Pennies for Your Thoughts: Costly Product Consideration and Purchase Quantity Thresholds”, by: Huang, Y. and Bronnenberg, B. J., MARKETING SCIENCE, Vol 37, Issue 6, Published: 2018


“A Dynamic Model of Repositioning”, by J. Miguel Villas-Boas, MARKETING SCIENCE, Vol 37, Issue 2, Published: 2018


Week 8:


“Recommending Products When Consumers Learn Their Preference Weights”, by: Daria Dzyabura, D. and Hauser, J. R., MARKETING SCIENCE, Volume 38, Issue 3, Published: 2019

“Effectiveness of Product Recommendations Under Time and Crowd Pressures”, by:
Kawaguchi, K., Uetake, K., and Watanabe, Y., MARKETING SCIENCE, Volume 38, Issue 2, Published: 2019

Week 9:

“Identifying Customer Needs from User-Generated Content”, by: Timoshenko, A. and Hauser, J. R., MARKETING SCIENCE, Volume 38, Issue 1, Published: 2019

“Cooperative Search Advertising”, by: Cao, X. and Ke, T., MARKETING SCIENCE, Volume 38, Issue 1, Published: 2019

“Tailored Cheap Talk: The Effects of Privacy Policy on Ad Content and Market Outcomes”, by: Gardete, P. M. and Bart, Y., MARKETING SCIENCE, Volume 37, Issue 5, Published: 2018

“Some Customers Would Rather Leave Without Saying Goodbye”, by: Ascarza, E., Netzer, O., and Hardie, B. G. S., MARKETING SCIENCE, Volume 37, Issue 1, Published: 2018

Week 10:

“When and How to Diversify—A Multicategory Utility Model for Personalized Content Recommendation”, by: Song, Y, Sahoo, N, and Ofek, E., MANAGEMENT SCIENCE, Volume 65, Issue 8, Published: 2019


“Modeling Consumer Footprints on Search Engines: An Interplay with Social Media”, by:
Week 11:


“Behavior-Based Advertising”, by: Villas-Boas, M. and Shen, Q., MANAGEMENT SCIENCE, Volume 64, Issue 5, Published: 2018


Week 12:

“Effects of Internet Display Advertising in the Purchase Funnel: Model-Based Insights from a Randomized Field Experiment”, by Hoban, P. R. and Bucklin, R. E., J. Journal of Marketing Research (JMR), 52 (3), 2015

“Personalized online advertising effectiveness: The interplay of what, when, and where”, by: Bleier, A. and Eisenbeiss, M., Marketing Science, 34 (5), Published: 2015


“Behavior-Based Pricing in Marketing Channels”, by: Li., K. J, MARKETING SCIENCE, Volume 37, Issue 2, Published: 2018

Week 13:

“Scalable Price Targeting”, by: Dube, J-P. and Misra, S., Working paper


“The Perils of Behavior-Based Personalization”, by: Zhang, J., MARKETING SCIENCE, Volume 30, Issue 1, Published: 2011

**Week 14: Your Terms Papers are Due!!!**

“Pricing with Cookies: Behavior-Based Pricing Discrimination and Spatial Competition”, by Choe, C., King, S., and Matsushima, N, Management Science 64 (12), Published: 2018

“Behavior-Based Pricing in Vertically Differentiated Industries”, by: Rhee, K-E. and Thomadsen, R., Management Science, 63 (8), Published: 2017

“Collusion by Algorithm: Does Better Demand Prediction Facilitate Coordination Between Sellers?”, by: Miklós-Thal, J. and Tucker, C., MANAGEMENT SCIENCE, Volume 65, Issue 4, Published: 2019


**SUPPORT SERVICES**


[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]
If you are pregnant, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek religious accommodations, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7. You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does not have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu.

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/
If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]

[Rutgers Counseling and Psychological Services–New Brunswick: http://rhscaps.rutgers.edu/]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]

[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of **legal** services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc]

[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]

[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

(Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.)