

Allen G. Aaronson Department of Marketing and International Business
MKT 88800-01: Selected Topics in Marketing: Marketing Models
Meeting Day: Wednesdays, 2:30 pm to 4:30 pm
Location: 12-223

<p>Instructor</p> <p>Office Contact Information</p> <p>Office Hours</p>	<p>Karthik Sridhar, Assistant Professor in Marketing</p> <p>12-253, Vertical Campus Office Phone: (646) 312-3280 E-mail: Karthik.Sridhar@baruch.cuny.edu Wednesdays 1:00 pm – 2:00 pm and By Appointment</p>
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Course Materials:

Required:

- Angrist, Joshua D. and Jorn -Steffen Pischke (2008), *Mostly Harmless Econometrics: An Empiricist's Companion*, Princeton University Press, NJ
- Gertler et al. (2011), *Impact Evaluation in Practice*

I have uploaded the pdfs of the above books into our course portal in Blackboard. It can be found under course documents. Please note that the pdfs were obtained from public access domains.

Additional Resources:

- a) Ben-Akiva, Moshe and Steven R. Lerman (1985), *Discrete Choice Analysis: Theory and Application to Travel Demand*, Cambridge, MA: MIT Press. – One copy for the class can be obtained for this semester from the library
- b) Train, Kenneth E. (2003), *Discrete Choice Methods with Simulation*, Cambridge University Press – Can be accessed from <https://eml.berkeley.edu/books/choice2.html>
- c) Greene, William H. (1993), *Econometric Analysis*, New York, NY: Macmillan Publishing Company. – if you need additional materials from this book, please ask me for a copy.

Course Description:

This seminar class is designed to provide you with an understanding into types of models

employed in empirical marketing research. Specifically, we will focus on different schools of thought in marketing and econometrics, namely, the “causal/experimentalist”, the “structural”, and the “behavioral” schools of thought. We will traverse through research papers and chapters that can provide you with an understanding into these aforementioned areas while exposing you to:

- Data acquisition and inadequacy Challenges
- Modelling Challenges
- Endogeneity and other model identification challenges
- Publishing Challenges

Structure: We start with a discussion on the experimental approach which is dominating empirical research today. We will go through publications on DID models, its applications and the use of Machine Learning for causal inference. We will delve into the use of text analytics in marketing research before moving on the papers employing the structural paradigm.

Assessment Components and Criteria:

The course format consists of paper presentations, discussions, assignments and a final project. Specific grading components are as given below:

Paper Presentations (30% of the grade)

Students will be assigned to present a paper either every week or every other week (depending on the enrollment). The papers will be assigned in advance. Students who are presenting should prepare for a 30-minute presentation that shows a deep understanding of the paper (including estimation techniques in the appendix). Particular attention should be placed on understanding how the identification is achieved for the models. You should be prepared to answer/ defend your answer in class with respect to the above.

Discussions (20% of the grade)

Students are expected to come to class having read all assigned readings for the week. Please note that when students are listening to a presentation by their peer they are expected to contribute by discussing the paper and think of ways to extend the paper. All students should submit a 2-3 page summary every week of the papers scheduled for presentation. The summary need not include the paper that the student is presenting.

Assignments (20% of the grade)

Assignments will be disbursed in addition to the readings to give students exposure into empirical modeling and challenges. Students are expected to utilize the knowledge obtained by them in the seminar classes to execute the problems and challenges put forth in the assignment.

Research Idea and accompanying Paper (30% of the grade)

The paper should identify an empirical question and outline the procedure by which you would solve the problem. Then, an econometric/statistical model should be proposed. Once again, please pay special attention to model identification, endogeneity issues, data challenges, etc. This paper should be viewed as a major project and should be of publishable quality. However, I do not expect you to publish this paper at the end of the semester. What I envisage is that with more work during the other semesters and the summer, you can develop a working draft of the paper which will be then of publishable quality. You will present your paper on the last day of class. You can of course use some of your existing work for this purpose if it fits the bill.

Late Submission Policy: A 20% reduction from max points awarded will be implemented for each day of later submission. For instance, if you miss a deadline and are 1 day late in submission you or your group will be graded on 80% of max points for the submission. If you miss a deadline and are 2 days late in submission you or your group will be graded on 60% (reduction of 2X20%) of max points for the submission. If you are late by 5 days then you are better off NOT submitting the deliverable.

Course Website: The BLACKBOARD site is the course website for this class. If you are enrolled for the class you will be able to sign onto this site using your CUNYFirst user id and password. Once you log on, select the courses folder, and if you are registered for this course, you should see it listed. This site contains a lot of material for the class including:

- the syllabus
- Pdfs of required textbooks
- Weekly Readings and objectives
- Summary submission portals
- Assignment guidance materials and submission portal
- A record of your grades in this class.

Course Guidelines:

Student email policy: Often times, students find it more convenient to contact their instructors via email, rather than visiting them during office hours. **If, however, you contact me by email, you can expect a response no sooner than 24 hours after the email is received.** If you wait until the last minute to contact me (regarding submissions, presentations and doubts), it is unlikely that I will respond back to you in time. You need to plan your submissions and preparation for tests well in advance.

Classroom Support Services: Students with documented disabilities who require academic adjustments for this class are requested to contact the support services office to register their needs. Please do take initiative to talk to me about your needs as well. While not required, it is in the best interest of the student to have this conversation early in the semester. In order to receive academic adjustments, paperwork from support services must be provided to document this need. Baruch has a continuing commitment to providing reasonable accommodations for students with disabilities. Like so many things this fall, the need for accommodations and the process for arranging them have been altered by COVID-19 and the safety protocols currently in place. Students with disabilities who may need some accommodation in order to fully participate in this class should contact Student Disability Services as soon as possible at disability.services@baruch.cuny.edu

I look forward to getting to know you better. Here's to a productive and exciting semester together!

Tentative Schedule

This may change during the course of the semester based on class progress.

Week and Meeting Date	Topics for the week	Activity
Week 1 8/31	Introductions	We will introduce our selves to each other. I give you an overview of some of my work and tools I use. In addition, we will discuss various topics like job market, review process, academic career etc. We will complete scheduling of paper presentations for the semester.
Week 2 9/7	Understanding Experimental Paradigm	<p>Angrist, J.D. and J.S. Pischke (2010), “The Credibility Revolution in Empirical Economics: How Better Research Design is Taking the Con out of Econometrics”, <i>Journal of Economic Perspectives</i>, 24(2), 3-30.</p> <p>Keane, M.P. (2010), “A Structural Perspective on the Experimentalist School”, <i>Journal of Economic Perspectives</i>, 24(2), 47-58.</p> <p>Chapters 1 and 2 from Angrist, J.D. and J.S. Pischke (2008) Questions about Questions and The Experimental Ideal.</p> <p>Chapter 1 of Gertler et al. (2011), <i>Impact Evaluation in Practice: Impact Evaluation: Why Evaluate?</i></p>
Week 3 9/14	Important Techniques in the Experimental Paradigm	<p>Chapter 3 of Gertler et al. (2011), <i>Impact Evaluation in Practice: Causal Inference and Counterfactuals</i></p> <p>Chapter 5 of Gertler et al. (2011), <i>Impact Evaluation in Practice: Regression Discontinuity Design</i></p> <p>Chapter 6 of Gertler et al. (2011), <i>Impact Evaluation in Practice: Differences-in-Differences</i></p> <p>Chapter 7 of Gertler et al. (2011), <i>Impact Evaluation in Practice: Matching Methods</i></p>
Week 4 9/21	Applications in Experimental Paradigm	<p>Anderson, M. and Magruder, J. (2012), “Learning from the Crowd: Regression Discontinuity Estimates of the Effects of an Online Review Database,” <i>Economic Journal</i>, 122: 957–989.</p> <p>Mealli, F. and C. Ramoichini (2012), “Evaluating the Effects of University Grants by Using Regression Discontinuity Designs”, <i>Journal of the Royal Statistical Society (Series A)</i>, 175(3), 775-798.</p> <p>ABDULKADİROĞLU A, ANGRIST JD, YUSUKE NARITA, PATHAK P. Breaking Ties: Regression Discontinuity Design Meets Market Design. <i>Econometrica</i>. 2022;90(1):117-151.</p> <p>Feng Y (Katherine), Claggett JL, Karahanna E, Kar Yan Tam. A</p>

		Randomized Field Experiment to Explore the Impact of Herding Cues as Catalysts for Adoption. <i>MIS Quarterly</i> . 2022;46(2):1135-1163
Week 5 9/28	Applications in Experimental Paradigm	<p>Kim JH, Kim M, Kwak DW, Lee S. Home-Tutoring Services Assisted with Technology: Investigating the Role of Artificial Intelligence Using a Randomized Field Experiment. <i>Journal of Marketing Research (JMR)</i>. 2022;59(1):79-96.</p> <p>Richard Friberg, Mark Sanctuary (2017) The Effect of Retail Distribution on Sales of Alcoholic Beverages. <i>Marketing Science</i> 36(4):626-641.</p> <p>Huang Q., V.R. Nijs, K. Hansen, E. T. Anderson (2012), "Wal-Mart's Impact on Supplier Profits", <i>Journal of Marketing Research</i>, 49(2), 131-143.</p> <p>Friberg, Richard, and Erik Grönqvist. 2012. "Do Expert Reviews Affect the Demand for Wine?" <i>American Economic Journal: Applied Economics</i>, 4 (1): 193-211</p>
Week 6 10/5	NO CLASS Background reading on Machine Learning will be provided through Blackboard	
Week 7 10/12	Machine Learning and Causality	<p>Ellickson, Paul B. and Kar, Wreetabrata and Reeder, III, James C., Estimating Marketing Component Effects: Double Machine Learning from Targeted Digital Promotions (May 20, 2022). <i>Marketing Science</i>, Forthcoming</p> <p>Iyengar R, Park Y-H, Yu Q. The Impact of Subscription Programs on Customer Purchases. <i>Journal of Marketing Research</i>. April 2022.</p> <p>McFowland III E, Gangarapu S, Bapna R, Tianshu Sun. A Prescriptive Analytics Framework for Optimal Policy Deployment Using Heterogeneous Treatment Effects. <i>MIS Quarterly</i>. 2021;45(4):1807-1832</p> <p>Luo X, Lu X, Li J. When and How to Leverage E-commerce Cart Targeting: The Relative and Moderated Effects of Scarcity and Price Incentives with a Two-Stage Field Experiment and Causal Forest Optimization. <i>Information Systems Research</i>. 2019;30(4):1203-1227.</p> <p>Intro to assignment</p>
Week 8 10/19	Endogeneity	<p>Background Reading: Introduction to Instrument Variables</p> <p>Required Reading: Manchanda, P., P.E. Rossi and P. K. Chintagunta (2004), "Response Modeling with Non-Random Marketing Mix," <i>Journal of Marketing Research</i>, 41 467-478.</p> <p>Rutz OJ, RE Bucklin, GP Sonnier (2012), "A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising,"</p>

		<p><i>Journal of Marketing Research</i>, 49(3), 306–319.</p> <p>Montaguti E., S.A. Neslin and S. Valentini (2015), “Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment” <i>Marketing Science</i>,</p> <p>Petrin A. and K. Train (2010), “A Control Function Approach to Endogeneity in Consumer Choice Models,” <i>Journal of Marketing Research</i>, 47(1), 3-13.</p>
Week 9 10/26		<p>Assignment Submission and Presentation</p> <p>Project Idea Discussion</p>
Week 10 11/2	Structural Models	<p>Instructor project presentation Topic: To Be Announced. I will discuss a project that I am working on along with a deep dive into methods, data and code.</p>
Week 11 11/9	Structural Models	<p>Background Reading: Keane, M.P. (2010), “A Structural Perspective on the Experimentalist School”, <i>Journal of Economic Perspectives</i>, 24(2), 47-58.</p> <p>Required Reading: Dae-Yong Ahn, Jason A. Duan, Carl F. Mela (2016) Managing User-Generated Content: A Dynamic Rational Expectations Equilibrium Approach. <i>Marketing Science</i> 35(2):284-303</p> <p>Paul B. Ellickson, Sanjog Misra, (2011) Structural Workshop Paper—Estimating Discrete Games. <i>Marketing Science</i> 30(6):997-1010.</p> <p>Hui Li, Kannan Srinivasan (2019) Competitive Dynamics in the Sharing Economy: An Analysis in the Context of Airbnb and Hotels. <i>Marketing Science</i> 38(3):365-391.</p> <p>Shijie Lu, Sha Yang (2017) Investigating the Spillover Effect of Keyword Market Entry in Sponsored Search Advertising. <i>Marketing Science</i> 36(6):976-998.</p>
Week 12 11/16	Breakaway Topics	<p>David P Daniels, Daniella Kupor, The Magnitude Heuristic: Larger Differences Increase Perceived Causality, <i>Journal of Consumer Research</i>, 2022</p> <p>Leif Brandes, Yaniv Dover, Offline Context Affects Online Reviews: The Effect of Post-Consumption Weather, <i>Journal of Consumer Research</i>, 2022</p> <p>Erdem and Swait (2008), Brand Equity as a signaling phenomenon, <i>JCP</i>, 7(2), 131-157.</p>

		<p>Luffarelli, J., Delre, S.A. & Landgraf, P. How has the effect of brand personality on customer-based brand equity changed over time? Longitudinal evidence from a panel data set spanning 18 years. <i>J. of the Acad. Mark. Sci.</i> (2022)</p> <p>Students give free choice papers for week 14.</p>
<p>Week 13 11/23</p>	<p>Breakaway Topics</p>	<p>Cambria et al. A Practical Guide to Sentiment Analysis</p> <p>Chapter 2: Many Facets of Sentiment Analysis</p> <p>Chapter 4: Challenges in Sentiment Analysis</p> <p>Ashlee Humphreys, Rebecca Jen-Hui Wang, Automated Text Analysis for Consumer Research, <i>Journal of Consumer Research</i>, Volume 44, Issue 6, April 2018, Pages 1274–1306</p> <p>Francisco Villarroel Ordenes, Dhruv Grewal, Stephan Ludwig, Ko De Ruyter, Dominik Mahr, Martin Wetzels, Cutting through Content Clutter: How Speech and Image Acts Drive Consumer Sharing of Social Media Brand Messages, <i>Journal of Consumer Research</i>, Volume 45, Issue 5, February 2019, Pages 988–1012</p>
<p>Week 14 11/30</p>		<p>Free Choice</p>
<p>Week 15 12/7</p>		<p>Project Presentation</p>