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UNIVERSITÄT
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Seminar „Advanced Empirical Analysis in Marketing"

I. Type of seminar

Students in this research seminar will deal with selected state-of-the art methods for analyzing data. Each method will be applied to an appropriate data set. This research seminar has a focus on **methods and analytical** skills.

This seminar is designed to provide a state-of-the art overview of theory, methodology and practices in the empirical methods of marketing. Further, students will acquire relevant tools to be prepared for writing a research based master thesis. This will be supported by an obligatory **workshop on academic research** as well as an obligatory **workshop on presentation skills**. Besides the short presentation, we encourage active participation and interaction between students as important prerequisites for training of these skills.

II. Topics and introductory reading material

Topic 1	**Distribution comparison methods: Application to simulated data**
	We are often faced with observed data for which a normal distribution is assumed when using the data e.g., in a linear regression. In order to evaluate the actual difference between the observed distribution and the assumed normal distribution, several methods can be applied such as earth mover's distance or Kolmogorov Smirnov test. It is the goal of this thesis to compare different methods determining the difference between observed distribution and the assumed normal distribution. Therefore, the participants should search for relevant methods, apply them to the simulated data set provided and analyze their advantages and disadvantages relative to each other.
Literature	Pagan, A., and A. Ullah (1999); Nonparametric Econometrics, Cambridge University Press. Gibbs, A. L., and Su, F. E. (2002): On Choosing and Bounding Probability Metrics, International Statistical Review, 70(3), 419-435.

Topic 2	**Drivers of online prices: Empirical analysis of time series data**

In general, online prices of durable goods decrease over time. However, there are also short term variation to these prices. The question arises where these short-term variations originate. Potential factors might be economic situation, technological developments, competition, weather, etc. Further, differences in these variations might be apparent with across brands and categories. It is the goal of this thesis to explore different drivers and analyze their impact on online prices for several brands and product categories.

Literature

Murray, K. B., Di Murro, F., Finn, A. and Popkowski Leszczyc, P. (2010): The effect of Weather on Consumer Spending, Journal of Retailing and Consumer Services, 17, 512-520.

Degeratu, A. M., Rangaswamy, A. and Wu, J. (2000): Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes, International Journal of Research in Marketing, 17, 55-78.

Grewal, D. and Marmorstein, H. (1994), "Market price variation, perceived price variation, and consumers' price search decisions", Journal of Consumer Research, Vol. 21(4), 453-60.

Topic 3	**Price-usage effects: Empirical analysis of panel data**

Research has emphasized on the effect of prices on consumers' purchase decisions. However, it is still not clear whether there are price effects on the post purchase behavior. The goal of this thesis is to analyze if and to what extent paid prices have an influence on the later usage of products. The analysis will be based on a comprehensive panel dataset in the field of digital videogames.

Literature

Tellis, G. J. (1986): Beyond the Many Faces of Price: An Integration of Pricing Strategies, in: Journal of Marketing, 50(4), 146-160.

Liu, Y., Cheng, H. K., Tang, Q. C., Eryarsoy, E. (2011): Optimal software pricing in the presence of piracy and word-of-mouth effect, in: Decision Support Systems, 51(1), 99-107.

Wooldridge, J. M. (2002). Econometric Analysis of Cross Section and Panel Data. Cambridge, MA.: MIT Press, Chapters.

III. Dates

01.02. – 14.03.2016	Online Application
08.04.2016	2 pm – 7 pm Kick-off, Topic assignment and Workshop „Academic Writing", room tba
22.04.2016	2 pm – 6 pm Introduction to data analysis, PC Labor, Nauklerstr. 47
17.06.2016	12 noon Seminar thesis is due (Chair of Marketing Office, Nauklerstr. 47) Containing 2 versions of the seminar paper with adhesive strips and one electronic version of the seminar paper incl. analyses and files.
29.06.2016	8 am – noon Workshop "Presentation Skills" (Part 1) and Case Study Announcement, room tba
30.06.2016	10 am – 2 pm Feedback Session (Nauklerstr. 47)
01.07.2016	8 am – noon Workshop "Presentation Skills" (Part 2), room tba
06.07.2016	6 pm Upload Abstract in ILIAS
09.07.2016	6 pm Upload Presentation in ILIAS
11.07.2016	Seminar (all day), room tba
12.07.2016	Seminar (all day), room tba

IV. Course credits

Students can obtain course credit (9 ECTS). To obtain course credit students must meet at the following criteria:

- Students participate in all meetings listed above
- Students submit their 12 page thesis on time
- Students present their thesis during the seminar
- Students actively participate during the seminar

Tübingen, January 19, 2016