

## **15.838 Research Seminar in Marketing, Spring 2015**

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The portion taught by me is primarily general examination preparation for Xinyu Cao and Xiang Song<sup>1</sup>. Other students are welcome to attend. The portions taught by Profs. Prelec and Zhang will be more tradition.

Location and schedule are to be arranged. We will not be following the posted schedule for the overall seminar. We will move at the pace necessary to cover the material in preparation for the general examination.

### **Goal of the Seminar**

I am experimenting with a new format this year for 15.838. The seminar combines the usual general examination reading list with a series of focused meetings to cover the material. As such, the list of readings is longer than would normally be expected. My goal is to prepare you for the general examination. Questions in a general examination are often more general than those that are focused on a single paper. We will cover as much of this material as is feasible in the time allotted, perhaps spending less time on the two books and on the material we covered in Spring 2014.

In addition to the papers listed below, we may also cover the reading lists provided by Profs. Little and Zhang, when they are available.

Except for the two books, I have put all of these readings in a Dropbox folder. I have ordered copies of the Payne, but you are expected to obtain the Shadish, Cook, and Campbell.

### **Mechanics of the Seminar**

Xinyu and Xiang, and anyone else who wants to participate, are responsible for discussing all of the material in each of the sections. All of this material is fair game for the general examination. Except for the books, which can be read quickly, this is less than two papers per week for the semester. It should be feasible.

For each paper (and the two books), I will choose by coin flip a primary, secondary, and, if there is interest, a tertiary presenter. (The commentaries for structural models and for the limits of attraction are considered to be part of the respective papers.) The primary presenter will present the following bulleted items. The secondary presenter will augment these topics with any material he/she prepared but was not covered by the primary presenter.

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<sup>1</sup> I've listed Xinyu and Xiang alphabetically by last name.

- quick summary of the paper
- key lessons that are learned from reading the paper
- implications of the paper for one style of research (after first articulating the style)
- a question to ask another student based on concepts used in the paper (as if in a general examination)

There may also be additional assignments. For example, for “Design of Research,” pick a potential research topic and (1) write a short (less than one page) questionnaire to measure a key construct to test the theory and (2) design a quasi-experiment to test the theory. For the latter, simply assume you could get the data you need.

You will also need to write a review of the Liu, Montgomery, and Srinivasan paper – the only unpublished paper in the list. This will be practice for the general examination. The due date is to be decided.

To get more practice reviewing and to get started for Part II of the general examination, you will each write a five-page proposal for Part II research and write a review of the other person’s five-page proposal. We may augment this review writing exercise if necessary.

We will cover the following topics in order, unless otherwise indicated.

## **Design of Research**

1. Little, John D. C. (1970), “Models and Managers: The Concept of a Decision Calculus” *Management Science*, 16 (8), April, 466-85. Reprinted 2004.
2. Urban, Glen L. “An Autobiographical Essay: When I Stop Learning, I Will Leave”, *Journal of Marketing*, 66, 4 (October 2002), 118-124
3. Payne, Stanley (1951), *The Art of Asking Questions*, (Princeton, NJ: Princeton University Press). (I turn to this book whenever I write a questionnaire. I’ve ordered copies from Amazon. My treat.)
4. Shadish, William R., Thomas D. Cook, and Donald T. Campbell (2002), *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*, (New York, NY: Houghton Mifflin, Inc.). (This book is the classic, based on the work done by Don Campbell in the 1960s and 1970s. It is a key reference for social science experiments. Worth buying.)
  - Chapter 1. Experiments and Generalized Causal Inference
  - Chapter 2. Statistical Conclusion Validity and Internal Validity
  - Chapter 3. Construct Validity and External Validity
  - Chapter 4. Quasi-Experimental Designs That Either Lack a Control Group or Lack Pretest Observations on the Outcome
  - Chapter 5. Quasi-Experimental Designs That Use Both Control Groups and Pretests

## **Developing Measures (Classic ideas that are still accepted conceptually, although the formal statistical analysis methods have improved. Well-known in marketing.)**

5. Churchill, Gilbert A., Jr. (1979), "A Paradigm for Developing Better Measures of Marketing Constructs," *Journal of Marketing Research*, 16 (February), 64-73.
6. Peter, J. Paul (1979), "Reliability: A Review of Psychometric Basics and Recent Marketing Practices," *Journal of Marketing Research*, 16 (February), 6-17.
7. Peter, J. Paul (1981), "Construct Validity: A Review of Basic Issues and Marketing Practices," *Journal of Marketing Research*, 18 (May), 133-145.
8. Calder, Bobby (1977), "Focus Groups and the Nature of Qualitative Research," *Journal of Marketing Research*, 14, 3, (August), 353-364.

## **Constructive Preferences (Review of material discussed in Spring 2014)**

9. Bettman, James R., Mary Frances Luce, and John W. Payne (1998), "Constructive Consumer Choice Processes," *Journal of Consumer Research*, 25, 3, (December), 187-217.
10. Simonson, Itamar (2008), "Will I like a "Medium" Pillow? Another Look at Constructed and Inherent Preferences," *Journal of Consumer Psychology*, 18, 155-169.
11. Hauser, John R., Songting Dong, and Min Ding (2014), "Self-Reflection and Articulated Consumer Preferences," *Journal of Product Innovation Management*, 31, 1, 17-32.
12. Frederick, Shane., Leonard Lee, and Ernest Baskin (2014), "The Limits of Attraction," forthcoming, *Journal of Marketing Research*, 51, 4, (August), 487-507.
  - a. Yang, Sybil and Michael Lynn (2014), "More Evidence Challenging the Robustness and Usefulness of the Attraction Effect," *Journal of Marketing Research*, 51, 4, (August), 508-513.
  - b. Simonson, Itamar (2014), "Vices and Virtues of Misguided Replications: The Case of Asymmetric Dominance," *Journal of Marketing Research*, 51, 4, (August), 514-519.
  - c. Huber, John W. Payne and Christopher P. Puto (2014), "Let's Be Honest About the Attraction Effect," *Journal of Marketing Research*, 51, 4, (August), 520-525.
13. Gigerenzer, Gerd and Daniel G. Goldstein (1996), "Reasoning the Fast and Frugal Way: Models of Bounded Rationality," *Psychological Review*, 1003, 4, 650-669.

## **Structural Models**

14. Chintagunta, Pradeep, Tulin Erdem, Peter E. Rossi and Michel Wedel (2006), "Structural Modeling in Marketing: Review and Assessment," *Marketing Science*, 25, 6, (November-December), 604-616.
  - a. Guo, Liang (2006), "Removing the Boundary Between Structural and Reduced Form Models," Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 629-632
  - b. Hartmann, Wesley R. (2006), "Comment on Structural Modeling in Marketing:

- Review and Assessment,” Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 620-621.
- c. Mazzeo, Michael J. (2006), “Marketing Structural Models: `Keep it Real,’” Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 617-619.
  - d. Punj, Girish (2006), “Structural Modeling in Marketing: Some Future Possibilities,” Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 622-624.
  - e. Srinivasan, Kannan (2006), “Empirical Analysis of Theory-Based Models in Marketing,” Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 635-637.
  - f. Sun, Baohong (2006), “Dynamic Structural Consumer Models and Current Marketing Issues,” Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 625-628.
  - g. Chan, Tat Y. (2006), “Commentary on Structural Modeling in Marketing: Review and Assessment,” Invited commentary on Chintagunta-Erdem-Rossi-Wedel, *Marketing Science*, 25, 6, (November-December), 633-634.
15. Lin, Song, Juanjuan Zhang, and John R. Hauser (2015), “Learning from Experience, Simply,” forthcoming, *Marketing Science*.
  16. Toubia, Olivier and Andrew Stephen (2013), “Intrinsic vs. Image-Related Utility in Social Media: Why Do People Contribute Content to Twitter?,” *Marketing Science*, 32(3), 368-392.
  17. Belloni, Alexandre, Mitchell J. Lovett, William Boulding, and Richard Staelin (2012), “Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers,” *Marketing Science*, 31, 4, 621-636.<sup>2</sup>
  18. Liu, Xiao, Alan Montgomery, and Kannan Srinivasan (2014), “Overdraft Fees: Creating Pricing and Product Design Strategies with Big Data,” Working paper, (October).<sup>3</sup>

### **Structural Models from the Perspective of Economists – A Debate<sup>4</sup>**

19. Angrist, Joshua D. and Jorn-Steffen Pischke (2010), “The Credibility Revolution In Empirical Economics: How Better Research Design Is Taking The Con Out Of Econometrics.” *Journal of Economic Perspectives*, 24, 2, (Spring), 3-30.
20. Einav, Liran and Jonathan Levin (2010), “Empirical Industrial Organization: A Progress Report,” *Journal of Economic Perspectives*, 24, 2, (Spring), 145-162.
21. Keane, Michael P. (2010), “A Structural Perspective On The Experimentalist School,” *Journal of Economic Perspectives*, 24, 2, (Spring), 47-58.

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<sup>2</sup> Depending upon progress, we may cover two out of three from 15 through 17.

<sup>3</sup> This paper is designated for the practice written review.

<sup>4</sup> In this section, one person will be asked to argue for structural models and the other person will be asked to argue against structural models using only the arguments raised in the five readings.

22. Nevo, Aviv and Michael D. Whinston (2010), "Taking The Dogma Out Of Econometrics: Structural Modeling And Credible Inference," *Journal of Economic Perspectives*, 24, 2, (Spring), 69-82.
23. Sims, Christopher A. (2010), "But Econometrics Is Not An Experimental Science," *Journal of Economic Perspectives*, 24, 2, (Spring), 59-68.
24. Stock, James H. (2010), "The Other Transformation In Econometric Practice: Robust Tools For Inference," *Journal of Economic Perspectives*, 24, 2, (Spring), 83-94.

### **Some Older Personal Favorites/Behavioral (but only if we have time)**

25. Hauser, John R., Glen L. Urban, and Bruce Weinberg (1993), "How Consumers Allocate their Time When Searching for Information," *Journal of Marketing Research*, 30, 4, (November), 452-466.
26. Hauser, John R. (1986), "Agendas and Consumer Choice," *Journal of Marketing Research*, 23, 2, (August), 199-212.

### **Standards**

In keeping with MIT Sloan policy we will adhere to Values at MIT Sloan. See <https://mysloan.mit.edu/offices/deans/values/Pages/default.aspx>.