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E52-453 (x3-6641)

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15.013 — INDUSTRIAL ECONOMICS FOR STRATEGIC DECISIONS

FALL 2009

This subject is designed to provide a working knowledge of the analytical tools of industrial economics that bear most directly on the strategic decisions that firms must make. The kinds of decisions that will be of interest to us include: pricing and output; advertising; investment in new production capacity; the introduction of new products, brands, and quality variations; investments in R&D; and the use of patents. Throughout the course, our emphasis will be on industry structure, its relationship with the way firms interact strategically, and its implications for market power. The analysis of industry structure, strategic interactions among rival sellers, and strategies for entering an industry, or for deterring entry or controlling its impact, will be covered with a mix of theory and case material.

Students taking this course should have a good background in microeconomics — specifically, course 15.010 or its equivalent. In addition, some background in finance (course 15.401 or the equivalent) is strongly recommended.

No textbook will be assigned for this course. However, a set of readings and cases should be purchased from Copy Technology Center, which is in the basement of the Sloan Building.

Grading in the course will be based on four different aspects of your performance:

- *Classroom participation* (28% of grade) — All students are expected to have read the assigned materials, to attend class, and to participate actively in class discussions.
- *Strategic oligopoly game* (15% of grade) — You and your teammate will be graded on your performance in this semester-long game. Your performance will be measured relative to the overall average performance of both sections of 15.013, not the performance of your industry.
- *Exercises* (32% of grade) — We will assign 9 written “exercises” over the course of the semester. *You are only required to turn in 8 of these exercises.* (If you do all 9, we will drop the lowest grade.) You may do these exercises individually or in groups of up to three students.
- *Final exam* (25% of grade) — This will be an in-class exam.

Class Attendance: Students are expected to attend all classes, and to arrive in class promptly. Students are also expected to have done the required reading and be prepared to participate actively in class discussion. I will begin most classes by “cold calling” on two or three students.

Laptop Computers: Given the importance of classroom participation, we ask that you do *not* open your laptop computer during class. There are only two exceptions to this rule: (1) presentations and discussions of exercises, where spreadsheets or other results are on your computer; (2) students with special needs (e.g., handwriting difficulties), who get permission in advance to use their computers.

Group Work: *You are expected to participate fully in any exercise or other assignment that has your name on it. It is absolutely unacceptable to “rotate” assignments among members of a group, or to take credit for an assignment in which you were not substantially involved. You may allocate the work needed to complete an assignment (e.g., one person does the internet research, another develops a spreadsheet model, etc.), but every member of the group must be substantially involved in the assignment.*

DATES TO REMEMBER

<i>Monday, September 14</i>	Please turn in a short (1- or 2-paragraph) “biography” describing your background and interests. Include a photograph (your biocard photo is fine), and the <i>phonetic spelling</i> of your name.
<i>Wednesday, September 16</i>	Exercise 1 is due. In addition, you should turn in a note on your choice of partner for the strategic oligopoly game.
<i>Monday, September 28</i>	Yom Kippur. NO CLASS. However, trial play of strategic oligopoly game due by 5:00pm.
<i>Monday, October 5</i>	First real play of strategic oligopoly game must be submitted by 5:00pm. With a few exceptions, game will be played every <i>Monday</i> .
<i>Monday, October 12</i>	NO CLASS, Columbus Day. However, game play to be submitted by 5:00pm.
<i>Tuesday, October 13</i>	Regular class. (Monday schedule.)
<i>Monday, October 19</i>	NO CLASS, SIP week. However, game play must still be submitted by 5:00pm.
<i>Wednesday, October 21</i>	NO CLASS, SIP week
<i>Wednesday, November 11</i>	NO CLASS, Veterans Day
<i>Friday, December 4</i>	Last play of strategic oligopoly game.
<i>Monday, December 7</i>	FINAL EXAM (90 minutes, in-class).
<i>Wednesday, December 9</i>	Debriefing, and results of strategy game. Discussion of additional topics as time permits.

TENTATIVE OUTLINE

- Sept 9** *Wed* Introduction: Sources and Uses of Market Power. Overview of the course. Market structure, market power and the value of the firm. Strategic decisions that affect market structure and market power.
- Sept 14** *Mon* Intertemporal Production Constraints and Market Power. How the dynamics of cost affects pricing and market power. The production and pricing of depletable resources. Production and pricing with a learning curve. The learning curve in the strategic oligopoly game. Effects of uncertainty over future market conditions. The option value of oil reserves.
- Read: R. Pindyck & D. Rubinfeld, *Microeconomics*, Section 15.8.
 Lecture Notes on Intertemporal Production and Pricing,
 Sections 1 – 4.
- Turn in brief biography.*
Be prepared to answer questions on learning curve and oil well problem.
- Sept 16** *Wed* Market Structure and Evolution. The evolution of a mature industry: Market structure and firm behavior in the beer industry. Market definition: What is the “beer market”? Introduction to attribute space and its use in market definition. Advertising and brand differentiation. How much to advertise? Competing through price versus advertising.
- Read: R. Pindyck & D. Rubinfeld, *Microeconomics*, Section 11.6.
 Readings on beer.
 Lecture Notes on Market Definition and Concentration.
 “Which Brew for You?” *Consumer Reports*, August 2001.
- Exercise 1 due.*
Hand in choice of game partner.
- Sept 21** *Mon* Market Structure and Evolution (continued). The evolution of an emerging industry: The Internet and electronic commerce. Brief overview of Internet structure. Connectivity (“peering”) in the Internet backbone. Platform-mediated networks and effects of network externalities. Internet music stores as two-sided platforms.
- Read: Note on Internet Economics and Market Structure.
 “Platform-Mediated Networks: Definitions and Core Concepts,”
 pp.1-17. [HBS Case #9-807-049]

- Sept 23** *Wed* Market Structure and Evolution (continued). Internet music stores and the market for music downloads. Market definition: downloads vs. CDs. Apple's iPods and iTunes: pricing and compatibility decisions. Demand "stickiness" and market power.
- Read: Apple, Inc.: iPods and iTunes. [Ivey Case #9B05M046]
Readings on Internet music stores.
- Exercise 2 due.*
- Sept 28** *Mon* Yom Kippur - No Class. However, trial play of strategic oligopoly game is due by 5:00pm.
- Sept 30** *Wed* Market Structure and Evolution: Information and Industry Transformation. How does the greater availability of information affect industry structure? Can information technology transform entire industries? Will I.T. transform the medical industry? Asymmetric information in the medical industry. Analysis of WebMD.
- Read: "WebMD (A)." [HBS Case #9-701-007]
"WebMD (B)." [HBS Case #9-701-133]
Readings on WebMD.
- Exercise 3 due.*
- Oct 5** *Mon* Vertical Structure. The implications of vertical structure for market power. Decisions involving buyers and suppliers. Monopsonistic price discrimination in theory and practice — the market for timber. "Build versus buy" decisions. The use of territorial exclusivity — the soft drink industry. Double marginalization in the market for college textbooks.
- Read: Lecture Notes on Vertical Structure, Sections 1 – 3.
Pindyck & Rubinfeld, Sections 10.5 & 10.6
- First real play of Strategic Oligopoly Game.*
- Oct 7** *Wed* Part I. Vertical Structure (continued). The economics of franchising. Company-owned outlets versus franchised outlets. The free rider problem in franchising.
- Part II. Game Theory and Strategic Competition. Review of game-theoretic models of oligopolistic behavior, and development of tools and insights useful for strategic analysis. Rationalizable strategies. The war of attrition.
- Read: Lecture Notes on Vertical Structure, Section 4.
Lecture Notes on Game Theory, Section 1.
- Exercise 4 due.*

- Oct 12** *Mon* Columbus Day, No Classes. However, game play is due by 5:00pm.
- Oct 13** *Tue* Game Theory and Strategic Competition (continued). Continued discussion of game-theoretic models and their application. The use of promises, binding commitments, threats, and retaliations. Competing via price versus quantity. Unravelling in the repeated Prisoners' Dilemma: Retail store pricing. Decision making with asymmetric information, and the role of uncertainty. Does better information make a firm better off? Applications to Strategic Oligopoly Game.
- Read: R. Gibbons, "An Introduction to Applicable Game Theory," *Journal of Economic Perspectives*, Winter 1997.
Lecture Notes on Game Theory, Sections 2 – 3. (Section 4 is optional).
- Oct 14** *Wed* Strategic Entry Decision under Uncertainty. First-mover advantage with "experience goods." Gillette's introduction of the Sensor and the Mach 3 razors. Rational (and irrational) responses to entry. Analyzing and predicting the behavior of new entrants. Learning from an entrant. The option to invest and the value of waiting. The disposable diaper industry. Diapers as an "experience good."
- Read: Lecture Notes on Entry and Reaction to Entry, Section 2-4.
"The Disposable Diaper Industry in 2003" [HBS Case #9-703-491]
"Kao Corporation." [HBS Case #9-591-012]
A. Dixit and R. Pindyck, *Investment Under Uncertainty*, pp. 26-48.
- Exercise 5 due.*
- Oct 19** *Mon* NO CLASS (SIP Week)
- However, play of strategic oligopoly game is due by 5:00pm.*
- Oct 21** *Wed* NO CLASS (SIP Week)
- Oct 26** *Mon* Part I: Information and the Strategic Timing of Investments. Additional material on real options. Learning from nature and learning from others: oil, real estate, and R&D. Investment cascades and "wisdom after the fact." Rational bubbles.
- Part II: Strategic Competition in the Airline Industry. Market definition in the airline industry. Competitive practices in the long run and the short run. Capacity decisions and route structure. Pricing behavior and profitability.
- Read: Lecture Notes on Information and Strategic Timing of Investments.
Readings on Airlines.

- Oct 28** *Wed* Strategic Competition in the Airline Industry (continued). Continued discussion of short-run and long-run dynamics of the airline industry. Entry, predation, and price wars. Discussion of American Airlines Value Pricing.
- Read: “American Airlines Value Pricing” (A) [HBS Case #9-594-001] and (B) [HBS Case #9-594-019].
- Exercise 6 due.*
- Nov 2** *Mon* Bargaining and Contracting: The Commercial Aircraft Industry. Game-theoretic models of bargaining. The durable goods monopolist problem. Introduction to the commercial aircraft industry. The cost structure of the Boeing 777.
- Read: Lecture Notes on Game Theory, Section 5.
 Readings on Commercial Aircraft Industry.
- Nov 4** *Wed* Bargaining and Contracting: The Commercial Aircraft Industry (continued). Competition between Boeing and Airbus in the sale of commercial aircraft. Bargaining between aircraft manufacturers and airlines. Boeing-Airbus-Delta Airlines bargaining exercise in class.
- Exercise 7 due.*
- Nov 9** *Mon* Deterrence via Bundling and Brand Proliferation. The use of bundling to deter entry and gain market power. Pricing and bundling complementary goods. Product line pricing. Bundling and monopoly leveraging. Bundling in the computer software industry: Microsoft in operating systems and office suites. Bundles competing against bundles.
- Read: Lecture Notes on Bundling and Brand Proliferation: Sections 1-2.
- Nov 11** *Wed* Veterans Day, no classes.
- Nov 16** *Mon* Deterrence via Bundling and Brand Proliferation (continued). Discussion of attribute space and its use in economic analysis. Local competition among brands in attribute space. Choosing the attributes for new brands. Brand proliferation, entry deterrence, and market power. Analysis of the breakfast cereal industry.
- Read: Lecture Notes on Bundling and Brand Proliferation (complete).
 “The Ready-to-Eat Breakfast Cereal Industry in 1994 (A).” [HBS Case #9-795-191]

Nov 18 *Wed* Network Externalities and Market Structure. How network externalities can affect market structure and market power, and implications for pricing, advertising, and investment. Market “tipping” and consumer holdout: compact disks, digital audio tape, and DVDs. Connectivity and compatibility. Compatibility in applications software. Strategic pricing decisions: the “DOS-MAC” market. Pharmaceutical markets: product-specific versus brand-specific externalities.

Read: S. Besen and J. Farrell, “Choosing How to Compete: Strategies and Tactics in Standardization,” *Journal of Economic Perspectives*, Spring 1994.

Lecture Notes on Network Externalities, (Section 4 is optional).

“Philips’ Compact Disk Introduction (A).” [HBS Case #9-792-035]

Exercise 8 due.

Nov 23 *Mon* Network Externalities and Market Structure (continued). Credit card networks as two-sided platforms. Economics of the credit and bank card industry. “Chicken and egg problems” in the evolution of card networks. Acquirers, issuers, and the interchange rate. The development of debit cards. Competition among card networks. “Duality” and competition in card issuance. Pricing and profitability. The impact of electronic money. Competition and market dynamics in card issuance. Discussion of Capital One Financial Corporation.

Read: D. Evans and R. Schmalensee, *Paying with Plastic*, 2nd Edition, MIT Press, 2005, Chapters 1, 3 and 9.

“Capital One Financial Corporation.” [HBS Case #N9-700-124]

Nov 25 *Wed* Pricing Strategies. Mark-up pricing in oligopolistic markets. Product line pricing revisited. Pricing with network externalities: static and dynamic. The DOS-MAC simulation. Strategic aspects of buying and selling on the spot market versus long-term contracting.

Read: Lecture Notes on Pricing

Nov 30 *Mon* R&D, Patenting, and Licensing. Implications of R&D and innovation for industry evolution and market structure. The race to innovate. Making the R&D investment decision: strategic and non-strategic aspects. Sleeping patents and the decision to adopt a new innovation. Licensing decisions.

Read: Lecture Notes on R&D and Patent Licensing.

Exercise 9 due.

- Dec 2*** *Wed* R&D, Patenting, and Licensing (continued). Continued discussion of R&D and patent licensing decisions. Licensing to raise prices vs. licensing to lower prices. Complementary patents: cross-licensing versus the formation of “patent pools.” Intel in computer processors.
- Read: Lecture Notes on R&D and Patent Licensing.
- Dec 4*** *Fri* Last play of Strategic Oligopoly Game. Submit by 5:00pm
- Dec 7*** *Mon* **FINAL EXAM.**
- Dec 9*** *Wed* Wrap-Up Class. Results of strategic oligopoly game – meet your competitors! General discussion of topics related to course.