**Leading Discussions on Papers**

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|  | Session | Paper | Assignment |
| 1 | 3 | Guadagni , Peter M. and John D. C. Little (1983), “[A Logit Model of Brand Choice Calibrated on Scanner Data](http://www.jstor.org/stable/184043),” [*Marketing Science*](http://www.jstor.org/action/showPublication?journalCode=marketingscience)2(3), 203-238.\* |  |
| 2 | 3 | Gupta, Sunil (1988), “[Impact of Sales Promotions on When, What, and How Much to Buy](http://www.jstor.org/stable/3172945),” *Journal of Marketing Research*, 25 (November), 342-355.\* |  |
| 3 | 3 | Bucklin, Randolph E. and James M. Lattin (1991), “[A Two-State Model of Purchase Incidence and Brand Choice](http://www.jstor.org/stable/183873),” *Marketing Science*, 10 (Winter), 24-40.\* |  |
| 4 | 3 | Hutchinson, J. W., Kamakura, W. A., & Lynch Jr, J. G. (2000). “[Unobserved heterogeneity as an alternative explanation for “reversal” effects in behavioral research](http://www.jstor.org/stable/10.1086/317588#fndtn-full_text_tab_contents)”. Journal of Consumer Research, 27(3), 324-344. |  |
| 5 | 4 | Kamakura, Wagner A. and Gary J. Russell (1989), “[A Probabilistic Choice Model for Market Segmentation and Elasticity Structure](http://faculty.fuqua.duke.edu/~kamakura/My%20Reprints/A%20probabilistic%20choice%20model%20for%20market%20segmentation%20and%20elasticity%20structure.pdf),” *Journal of Marketing Research*, 26 (November), 379-390.\* |  |
| **6** | **4** | **Rossi, Peter E., Robert E. McCulloch and Greg M. Allenby (1996), “**[**The Value of Purchase History Data in Target Marketing**](http://research.chicagobooth.edu/marketing/databases/dominicks/docs/1996_The_Value_of.pdf)**,” *Marketing Science*, 15, 4, 321-340.\*** | Hierarchical Bayes |
| **7** | **4** | **Chintagunta, Pradeep K. , Dipak C. Jain and Naufel J. Vilcassim (1991), “**[**Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data**](http://www.jstor.org/pss/3172782)***” Journal of Marketing Research*, 28, (4) (Nov), pp. 417-428.\*** | Simulated Maximum Likelihood |
| 8 | 5 | Keane Michael P. (1997) , “[Modeling Heterogeneity and State Dependence in Consumer Choice Behavior](http://www.jstor.org/stable/1392335),” [J*ournal of Business & Economic Statistics*](http://www.jstor.org/action/showPublication?journalCode=jbusieconstat) 15 (3), 10-327.\* |  |
| 9 | 5 | Erdem, Tulin and Michael Keane (1996), “[Decision-Making Under Uncertainty: Capturing Dynamic Brand Choice Processes in Turbulent Consumer Markets](http://www.jstor.org/stable/184181),” *Marketing Science,* 15 (1), 1-20.\* |  |
| 10 | 5 | Du, Rex and Wagner Kamakura (2012), “[Quantitative Trendspotting](http://www.bauer.uh.edu/rexdu/quantitative%20trendspotting.pdf),” *Journal of Marketing Research*, 49 (4), 514-536\* |  |
| 11 | 6 | Netzer, Oded, James M. Lattin and V. Srinivasan (2008), “[A Hidden Markov Model of Customer Relationship Dynamics](http://mktsci.journal.informs.org/cgi/reprint/27/2/185),” *Marketing Science*,” 27 (2), 185-204.\* |  |
| 12 | 6 | Ascarza, Eva and Bruce Hardie (2013) “[A Joint Model of Usage and Churn in Contractual Settings](https://www0.gsb.columbia.edu/mygsb/faculty/research/pubfiles/4587/Ascarza_JointModel.pdf),” *Marketing Science*, 32 (4), 570-590.\* |  |
| 13 | 7 | Fader, Peter S., Bruce G.S. Hardie, and Ka Lok Lee (2005), “[RFM and CLV: Using Iso-Value Curves for Customer Base Analysis](http://marketing.wharton.upenn.edu/documents/research/Rfm_clv_2005-02-16_accepted.pdf),” *Journal of Marketing Research*, 42 (November), 415–30. |  |
| 14 | 7 | Fader, Peter S., Bruce G. S. Hardie, and Jen Shang (2010), “[Customer-Base Analysis in a Discrete-Time Noncontractual Setting](http://marketing.wharton.upenn.edu/documents/research/Fader_et_al_mksc_10.pdf),” *Marketing Science*, 29 (November–December), 1086—1108. |  |
| 15 | 8 | Anderson, Eric and Duncan Simester (2004), “[Long-Run Effects of Promotion Depth on New versus Established Customers: Three Field Studies](https://pubsonline.informs.org/doi/pdf/10.1287/mksc.1030.0040),” *Marketing Science*, 23 (1), 4-20. |  |
| 16 | 8 | Blake, Thomas, Chris Nosko, and Steven Tadelis (2015), "[Consumer Heterogeneity and Paid Search Effectiveness: A Largescale Field Experiment,"](http://faculty.haas.berkeley.edu/stadelis/BNT_ECMA_rev.pdf)*Econometrica*83.1 (2015): 155-174. |  |
| 17 | 8 | Gordon, Brett, R., Florian Zettelmeyer, Neha Bhargava, and Dan Chapsky (2017), “[A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3033144),” Kellogg Working paper. |  |
| 18 | 9 | Netzer, Oded, Ronen Feldman, Jacob Goldenberg and Moshe Fresko (2012), “[Mine Your Own Business: Market Structure Surveillance through Text Mining](https://www0.gsb.columbia.edu/mygsb/faculty/research/pubfiles/4468/Mine_own_business.pdf),” *Marketing Science*,31 (3),521-543. |  |
| 19 | 9 | Tirunillai, Seshadri, and Gerard J. Tellis. "[Mining Marketing Meaning From Online Chatter: Strategic Brand Analysis of Big Data using Latent Dirichlet Allocation](http://gtellis.net/Publications/LDA.pdf)." *Journal of Marketing Research* 51.4 (2014): 463-479. |  |
| 20 | 10 | Manski Charles (1993) “[Identification of Endogenous Social Effects: The Reflection Problem](http://fisher.osu.edu/~schroeder.9/AMIS900/Manski1993.pdf),” Review of Economic Studies 60(3): 531–542. |  |
| 21 | 10 | Harikesh Nair, Puneet Manchanda and Tulikaa Bhatia. (2010). “[Asymmetric Social Interactions in Prescription Behavior: The Role of Opinion Leaders](http://web.ebscohost.com/ehost/pdfviewer/pdfviewer?sid=c312537c-8359-494f-998f-116659ad2207%40sessionmgr112&vid=2&hid=126),” *Journal of Marketing Research*, Vol. 47 (5), 883-895. |  |
| 22 | 10 | Godes and Mayzlin (2004), “[Using Online Conversations to Study Word-of-Mouth Communication](http://www.jstor.org/stable/10.2307/30036688),” *Marketing Science*, 23 (4), 545-560. |  |
| 23 | 11 | Villas-Boas, Miguel and Russell S. Winer (1999), “[Endogeneity in Brand Choice Models](http://www.jstor.org/stable/10.2307/2634842)”, *Management Science*, 45 (10), 1324-1338. |  |
| 24 | 11 | Manchanda, Puneet, Pradeep K. Chintagunta, and Peter E. Rossi (2004), “[Response Modeling with Nonrandom Marketing-mix Variables](http://www.jstor.org/stable/30164711),” *Journal of Marketing Research,* 41 (4), 467-478. |  |
| 25 | 11 | Misra, Sanjog and Harikesh Nair (2011), ''[A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation](http://faculty-gsb.stanford.edu/nair/documents/MisraNair_StrucuralSalesforceEstimationFieldImplementation.pdf)”**.** *Quantitative Marketing and Economics,* 9 (3), September, 211-225. |  |
| 26 | 11 | Rossi, Peter (2014), “[Even the Rich Can Make Themselves Poor: A Critical Examination of IV Methods in Marketing Applications](https://pubsonline.informs.org/doi/pdf/10.1287/mksc.2014.0860),” *Marketing Science*, 33(5), 655-672. |  |