

# Thesis Supervision

*Lachlan Deer*

*Last Updated: 07 January, 2019*

## Master's Theses

### 2019

- Dynamic Pricing Under Demand Uncertainty

### 2018

- The Impact of Social Media Generated Word of Mouth on the Demand for Movies
- The Impact of Word of Mouth on the Demand for Experience Goods: An Empirical Analysis

### 2015

- Product Bundling with Mutlidimensional Consumer Search

## Bachelor's Theses

### 2018

- Nested Logit Demand Estimation with Aggregate Market Shares
- Does Advertising Respond to Consumer Sentiment? Evidence from the Film Industry
- An Emprical Analysis of Pre-release Word of Mouth on New Product Performance
- Social Spillovers and Consumer Learning in the Movie Industry

### 2016

- How does Television Effect Family Outcomes?
- Advertising Strategies in Oligopolstic Markets: When and Where to Advertise

### 2015

- The Economics of Net Neutrality: An Application to the U.S. Policy Debate
- Pulsing Advertising Content: An Empirical Analysis of the Hungarian Mobile Market