

SICS

SUMMER INSTITUTE IN COMPETITIVE STRATEGY

Haas School of Business

University of California, Berkeley

Co-Sponsored by

IMIO, Institute for Management, Innovation, and Organization,
University of California, Berkeley

ISMS, INFORMS Society for Marketing Science

MSI, Marketing Science Institute

Teradata Center for Customer Relationship Management at
Duke University

Program

Monday, July 26, 2004

6:30-8:30pm Reception, Faculty Club

Tuesday, July 27

9:10-9:15am
Welcome

9:15-10:30am

*“Inferring the Impact of Seller Choices on Bidding Behavior in Internet Auctions:
A Hedonic Approach”*

Tat Chan (Washington University, St. Louis), Vrinda Kadiyali (Cornell University), and Young-
Hoon Park (Cornell University)

Discussant: Randolph Bucklin (UCLA)

11:00am-12:20pm

“Collusion with Persistent Cost Shocks”

Kyle Bagwell (Columbia University) and Susan Athey (Stanford University)

Discussant: Sridhar Moorthy (University of Toronto)

1:30-2:50pm

“Marketing of Conspicuous Goods: A Competitive Analysis”

Wilfred Amaldoss (Duke University) and Sanjay Jain (University of Maryland)

Discussant: David Godes (Harvard University)

3:10-4:30pm

“Brand Awareness and Price Competition in Online Markets”

Michael R. Baye (Indiana University) and John Morgan (University of California, Berkeley)

Discussant: Ram Rao (University of Texas, Dallas)

Wednesday, July 28

9:10-10:30am

“A Structural Model of Bid-Submission Decisions”

Robert H. Porter (Northwestern University) and J. Douglas Zona (Cornerstone Research)

Discussant: Jean-Pierre Dubé (University of Chicago)

11:00am-12:20pm

“Advertising Budgets in Competitive Environments”

Nolan H. Miller (Harvard University), and Amit I. Pazgal (Washington University, St. Louis)

Discussant: Debu Purohit (Duke University)

1:30-2:50pm

“Are Slotting Allowances Efficiency-Enhancing or Anti-Competitive? An Empirical Investigation”

K. Sudhir (Yale University), and Vithala Rao (Cornell University)

Discussant: Greg Shaffer (University of Rochester)

3:10-4:30pm

“Lead-Time, Uncertainty, and Channel Decision Making”

Eyal Biyalogorsky (University of California, Davis) and Oded Koenigsberg (Columbia University)

Discussant: Birger Wernerfelt (MIT)

Thursday, July 29, “CRM day”, sponsored by the Teradata Center for Customer Relationship Management at Duke University

9:10-10:30am

“Fair Target”

Tony Cui (University of Pennsylvania), Jagmohan Raju (University of Pennsylvania), and Z. John Zhang (University of Pennsylvania)

Discussant: Olivier Toubia (MIT)

11:00am-12:20pm

“Choice and Usage of Local Telephone Calling Plans”

Sridhar Narayanan (University of Chicago), Pradeep Chintagunta (University of Chicago), and Eugenio J. Miravete (University of Pennsylvania)

Discussant: Lakshman Krishnamurthi (Northwestern University)

1:30-2:50pm

“Bias and Variance in Value Function Estimates”

Shie Mannor (MIT), Duncan Simester (MIT), Peng Sun (Duke University), and John Tsitsiklis (MIT)

Discussant: Seethu Seetharaman (Washington University, St. Louis)

3:10-4:30pm

“Service Escape: Profiting from Customer Cancellations”

Jinhong Xie (University of Florida) and Eitan Gerstner (University of California, Davis)

Discussant: Elie Ofek (Harvard University)

Friday, July 30

9:10-10:30am

“The Effect of Product Line Renewal and Proliferation on Competitors”

Marion Debruyne (Emory University), David J. Reibstein (University of Pennsylvania), and Karl Ulrich (University of Pennsylvania)

Discussant: Michaela Draganska (Stanford University)

11:00am-12:20pm

“Modeling Disequilibrium Behaviors in Pricing and Entry Games”

Hai Che (University of California, Berkeley), Teck Ho (University of California, Berkeley), and Thomas Palfrey (California Institute of Technology)

Discussant: Robert Blattberg (Northwestern University)

1:30-2:50pm

“An Empirical Study of the Negotiated Prices of New Cars: A Structural Approach”

Yuxin Chen (New York University), Sha Yang (New York University), and Ying Zhao (Hong Kong University of Science and Technology)

Discussant: Dick Wittink (Yale University)

3:10-4:30pm

“Selling an Opaque Product Through an Intermediary: The Case of Disguising One’s Product”

Scott Fay (University of Florida)

Discussant: Chakravarthi Narasimhan (Washington University, St. Louis)

6:00pm Conference dinner

Saturday, July 31

9:10-10:30am

“Fill the Gap, Focus, Attack, or Stimulate: Retail Category Management Strategies with a Store Brand”

Rex Du (Duke University), Eunkyu Lee (Syracuse University), and Richard Staelin (Duke University)

Discussant: Rajiv Lal (Harvard University)

11:00am-12:20pm

“Channel Bargaining with Retailer Asymmetry”

Anthony Dukes (University of Aarhus), Esther Gal’Or (University of Pittsburgh), and Kannan Srinivasan (Carnegie-Mellon University)

Discussant: Steven Shugan (University of Florida)

1:30-2:50pm

“Quantifying the Benefits of Entry into Local Phone Service”

Nicholas Economides (New York University), Katja Seim (Stanford University), and V. Brian Viard (Stanford University)

Discussant: Dina Mayzlin (Yale University)

3:10-4:30pm

“The Value of Brand Image in Social Interaction”

Dmitri Kuksov (Washington University, St. Louis)

Discussant: Steven Tadelis (Stanford University)

5:15pm Drinks at the Faculty Club