

SUMMER 2021**Multi-methods and Empirical Modeling****SHANE WANG, PH.D.****KRAFT PROFESSOR IN MARKETING**E-mail: xwang@ivey.uwo.ca

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Learning objectives:

The purpose of this course is to introduce students the key questions and most common methods used in marketing. We will read papers that build on rigorous theory and methods to study important marketing problems. For students in consumer behavior track, you are expected to understand and use multi-methods in studying consumer relevant phenomena. For students in quant and strategy track, you are expected to have a deep understanding the econometrics, machine learning and other modeling techniques. The course will cover many substantive topics in marketing that connect to your research agenda. We will engage in detailed discussion of the assigned papers on their research questions, techniques and business implications.

Grading:

In Class Discussion	20%
Assignments	50%
Final Presentation	30%
Total	100%

Session 1: Introduction

1. Grewal, Rajdeep, Sachin Gupta, Rebecca Hamilton (2020), “The Journal of Marketing Research Today: Spanning the Domains of Marketing Scholarship,” *Journal of Marketing Research*, 57 (6), 985-998.
2. Wang, Xin (Shane), Neil Bendle, Feng Mai, June Cotte (2015), “The Journal of Consumer Research at Forty: A Historical Analysis,” *Journal of Consumer Research*, 42(1), 5-18.
3. Wang, Xin (Shane), Jun Hyun (Joseph) Ryoo, Neil Bendle, Praveen Kopalle (2021), “The Role of Machine Learning Analytics and Metrics in Retailing Research,” *Journal of Retailing*, forthcoming.
4. Wedel, Michel and P.K. Kannan (2016), “Marketing Analytics for Data-Rich Environments,” *Journal of Marketing*, 80 (6), 97-121.
5. Ma, Liye and Baohong Sun (2020), “Machine Learning and AI in Marketing - Connecting Computing Power to Human Insights,” *International Journal of Research in Marketing*, 37(3), 481-504.

Session 2: Empirical Generalization: Meta-Analysis

1. You, Ya, Gautham G. Vadakkepatt, Amit M. Joshi (2015), “A Meta-Analysis of Electronic Word-of-Mouth Elasticity,” *Journal of Marketing*, 79 (March), 19–39.
2. Weingarten, Even and Joseph K Goodman (2021), “Meta-Analyzing Experiential Consumption,” *Journal of Consumer Research*, 47(6), 855–877.
3. McShane, B.B. and Böckenholt, U. (2017), “Single Paper Meta-analysis: Benefits for Study Summary, Theory-testing, and Replicability,” *Journal of Consumer Research*, 43(6), 1048-1063.
4. Khamitov Mansur, Xin (Shane) Wang, Matthew Thomson (2019), “How Well Do Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities,” *Journal of Consumer Research*, 46 (3), 435-459.

Session 3: Fields Experiments

1. Sahni, Navdeep S., (2016), “Advertising Spillovers: Evidence from Online Field Experiments and Implications for Returns on Advertising,” *Journal of Marketing Research*, 53 (4), 459-478.
2. Gordon, Brett R., Florian Zettelmeyer, Neha Bhargava, Dan Chapsky (2019), “A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook,” *Marketing Science*, 38 (2): 193-225.

3. Johnson, Garrett A., Randall A. Lewis, and Elmar I. Nubbemeyer (2017), “Ghost Ads: Improving the Economics of Measuring Online Ad Effectiveness,” *Journal of Marketing Research*, 54 (6), 867-884.
4. Lu, Shijie, Dai Yao, Xingyu Chen, and Rajdeep Grewal (2021), “Do Larger Audiences Generate Greater Revenues under Pay What You Want? Evidence from a Live Streaming Platform,” *Marketing Science*, forthcoming.

Session 4: Word-of-mouth (part 1): Consumer

1. Seiler, Stephan, Song Yao, and Wenbo Wang (2017), “Does Online Word of Mouth Increase Demand? (And How?) Evidence from a Natural Experiment,” *Marketing Science*, 36 (6), 838-861.
2. Nguyen, Peter, Xin (Shane) Wang, Xi Li and June Cotte (2021), “Reviewing Experts’ Restraint from Extremes and its Impact on Service Providers,” *Journal of Consumer Research*, 47(5), 654-674.
3. Allard, Thomas, Lea H. Dunn, and Katherine White (2020), “Negative Reviews, Positive Impact: Consumer Empathetic Responding to Unfair Word-of-Mouth,” *Journal of Marketing*, 84(4), 86-106.
4. Proserpio, Davide, and Georgios Zervas (2017), “Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews,” *Marketing Science*, 36 (5): 645-665.

Session 5: Word-of-mouth (part 2): Market

1. Chintagunta, Pradeep K., Shyam Gopinath, and Sriram Venkataraman (2010), “The Effects of Online User Reviews on Movie Box Office Performance: Accounting for Sequential Rollout and Aggregation Across Local Markets,” *Marketing Science*, 29 (5), 944–57.
2. Lu, Shijie, Xin (Shane) Wang, Neil Bendle (2020), “Does Piracy Create Online Word-of-Mouth? An Empirical Analysis in Movie Industry,” *Management Science*, 66(5), 2140-2162.
3. Ryoo, Jun Hyun (Joseph), Xin (Shane) Wang, and Shijie Lu (2021), “Do Spoilers Really Spoil? Using Topic Modeling to Measure the Effect of Spoiling Movie Reviews on Box Office Revenue,” *Journal of Marketing*, 85(2), 70-88.

Session 6: Social Media

1. Chevalier, Judith A., Yaniv Dover, and Dina Mayzlin (2018), “Channels of Impact: User Reviews When Quality Is Dynamic and Managers Respond,” *Marketing Science*, 37 (5): 688-709.

2. Sun, Monic, and Feng Zhu (2013), “Ad Revenue and Content Commercialization: Evidence from Blogs,” *Management Science*, 59 (10): 2314–2331.
3. Valsesia, Francesca, Davide Proserpio, and Joseph C. Nunes (2020), “The Positive Effect of Not Following Others: How Influencers on Social Media Convey Autonomy to Signal Status,” *Journal of Marketing Research*, 57(6), 1152-1168.
4. Anderson, Eric T., Simester, Duncan I. (2014), “Reviews Without a Purchase: Low Ratings, Loyal Customers, and Deception,” *Journal of Marketing Research*, 51 (3), 249–69.

Session 7: Text Mining (Part 1)

1. Hovy Dirk, Shiri Melumad and J. Jeffrey Inman (2021), “Wordify: A Tool for Discovering Consumer Vocabularies,” *Journal of Consumer Research*, forthcoming.
2. Netzer, Oded, Ronen Feldman, Jacob Goldenberg and Moshe Fresko (2012), “Mine Your Own Business: Market Structure Surveillance through Text Mining,” *Marketing Science*, 31 (3), 521-543.
3. Humphreys, Ashlee and Rebecca Jen-Hui Wang (2018), “Automated Text Analysis for Consumer Research,” *Journal of Consumer Research*, 44 (6), 1274–1306.
4. Berger, Jonah, Ashlee Humphreys, Stephan Ludwig, Wendy W. Moe, Oded Netzer, and David A. Schweidel (2020). “Uniting the Tribes: Using Text for Marketing Insight,” *Journal of Marketing*, 84 (1), 1-25.

Session 8: Text Mining (Part 2)

1. Tirunillai Seshadri and Gerard J. Tellis (2014), “Mining Marketing Meaning from Online Chatter: (2014) Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation,” *Journal of Marketing Research*, 51(4), 463-479.
2. Puranam, Dinesh, Vishal Narayan, and Vrinda Kadiyali (2017), “The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors,” *Marketing Science*, 36 (5), 726-746.
3. Timoshenko, Artem and Hauser, John R. (2019), “Identifying Customer Needs from User-Generated Content,” *Marketing Science*, 38 (1), 1-20.

Session 9: Beyond Text: Unstructured Data

1. Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel (2018), “Video Content Marketing: The Making of Clips,” *Journal of Marketing*, 82(4), 86-101.

2. Wang, Xin (Shane), Shijie Lu, Xi Li, Mansur Khamitov, and Neil Bendle (2021), “Audio Mining: The Role of Vocal Tone in Persuasion,” *Journal of Consumer Research*, forthcoming.
3. Li Xi, Mengze Shi, Xin (Shane) Wang (2019), “Video Mining: Measuring Visual Information Using Automatic Methods,” *International Journal of Research in Marketing*, 36 (2), 216-231.
4. Liu Liu, Daria Dzyabura, and Natalie Mizik (2019), “Visual Listening In: Extracting Brand Image Portrayed on Social Media,” *Marketing Science*, 39(4), 669-686.

Session 10: Machine Learning and Deep Learning

1. Ascarza, E. (2018), “Retention Futility: Targeting High-Risk Customers might be Ineffective,” *Journal of Marketing Research*, 55(1), 80-98.
2. Chen, Yixing, Ju-Yeon Lee, Shrihari Sridhar, Vikas Mittal, Katharine McCallister, and Amit G. Singal (2020), “Improving Cancer Outreach Effectiveness through Targeting and Economic Assessments: Insights from a Randomized Field Experiment,” *Journal of Marketing*, 84 (3), 1–27.
3. Liu Xiao, Dokyun Lee, and Kannan Srinivasan (2019), “Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning,” *Journal of Marketing Research*, 56 (6), 918-943.
4. Kim, Sungjin, Clarence Lee, and Sachin Gupta (2020), “Bayesian Synthetic Control Methods.” *Journal of Marketing Research*, 57 (5): 831–52.

Session 11: Marketing-Finance & Decision Making

1. Ajay Kalra, Xiao Liu and Wei Zhang (2020), “The Costly Zero Bias in Target Retirement Fund Choice,” *Journal of Consumer Research*, Volume 47 (December) 500-522.
2. Oded Netzer, Alain Lemaire and Michal Herzenstein (2019), “When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications,” *Journal of Marketing Research*, 56(6), 960-980.
3. Wang, Yanwen, Muxin Zhai, and John Lynch (2021), “Untouchable Lockbox or Rainy-Day Fund? The Effect of Generosity of Employers' Retirement Plan Contributions on Leakage from Cashing Out at Job Separation,” working paper.

Session 12: AI & Digitalization

1. Luo, X, Tong S, Fang Z, Qu Z. (2019), “Frontiers: Machines versus Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases,” *Marketing Science*, 38 (November), 937–947.

2. Zhang, Qiang, Wenbo Wang, and Yuxin Chen (2020), “Frontiers: In-Consumption Social Listening with Moment-to-moment Unstructured Data: The Case of Movie Appreciation and Live Comments,” *Marketing Science*, 39 (2), 285 -295.

Session 13: Final Presentation