



**Sem:** SPRING 2024 **Class Day/Time:** Wednesday 12:45 pm – 3:45pm

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**Instructor:** Dr. Alice Li **E-mails:** li.815@osu.edu

**Office Hours:** by appointment **Location:** Fisher 500, in-person

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### **Course Description:**

This course is required for all marketing PhD students. In this course, students will delve into understanding consumer and firm behaviors, enabling them to provide insights to support managerial decision-making in various areas like market structure, market demand, pricing, advertising, product design, and distribution.

This course integrates diverse estimation techniques from fields ranging from economics to statistics to computer science. Throughout the course, students will be exposed to some classic empirical modeling papers as well as recent award-winning and highly cited ones. By doing so, they will grasp the fundamental concepts of marketing modeling and learn how to address substantive marketing problems effectively. Through reading empirical papers from prestigious marketing and economics journals, students will gain familiarity with various research topics and methods discussed in class.

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### **Course Learning Outcomes:**

1. Familiarize students with a broad range of literature in empirical marketing modeling. In this course, students will actively participate in weekly in-person meetings that encompass a wide range of topics, ensuring they stay informed about the latest developments in empirical research in the field. These meetings will help students stay up-to-date with the rapidly evolving landscape of marketing modeling and remain engaged with cutting-edge methods and findings in the domain.
  2. Facilitate critical evaluation of the literature. This course will equip students with the ability to critically evaluate modeling papers and identify attributes of high-quality research. By doing so, they will build a strong foundation for their initial research endeavors and gain essential background knowledge required for their doctoral dissertations.
  3. Prepare students to stimulate new research ideas and develop new research papers. Each student will be required to deliver an oral presentation towards the end of the semester. This opportunity to present and discuss research findings is of immense significance in the professional life of marketing researchers. We will offer a constructive and supportive environment for students to develop new research papers.
  4. Understand and navigate the review process. The review process is a critical step in scholarly publication in reputable journals. Students will gain insights into the various stages of the review process and learn about the expectations and criteria that reviewers use to assess research papers. By understanding the review process, students will be better equipped to prepare their research papers in a manner that aligns with the expectations of the academic community. They will learn to address reviewer feedback, make necessary revisions, and enhance the overall quality and rigor of their work.
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## Required Texts/Materials:

Any required reading material will be posted on Carmen.

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## Communication:

I will use your name-dot-numbers OSU email address for official communication.

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## Evaluation Criteria:

The total grade is 100 points.

Graded Components	% of Total	Type
Course Paper	40 %	N ↑
Weekly Participation and Discussion	30 %	O ↕
Review and Response Letter	30%	N ↑

**Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.**

**Independent Work [N ↑]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [C ↕]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

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## Course Format:

This is an in-person class with a 3-hour weekly session, each focusing on a designated topic. Some topics may span multiple weeks. At the end of this syllabus, I will provide a list of papers for each week's reading. The class will revolve around discussions, and it is expected that each student reads all required material before every meeting.

The first 30 minutes of each meeting will be dedicated to interactions with students, assisting them with their course papers. We will work on ideation and literature review during the initial part of the semester and provide continued feedback in the latter part. Following this, I will spend another 30 minutes providing a lecture on the relevant modeling methods frequently used for the topic under discussion. The remaining time will be used to delve deeply into the content of 3 papers related to the topic. However, in some weeks, such as when we have guest lecturers or need to allocate time for review and response letters, we may only discuss 2 papers in those weeks.

Each week, 2-3 students will present papers with accompanying slides, which should be submitted on Carmen prior to class. Additionally, students will be required to submit various other assignments throughout the course, including ideation, literature review, presentation slides, and a written report for the course paper, a review report for a double-blinded paper, and a response letter to the review team. The details and guidelines for each submission will be provided separately below for clarity.

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## Graded Component Details:

### Course Paper (40 pts in total with interim submissions)

- *Idea Generation (5 pts, due before the 1st meeting):*
  - You will have the opportunity to describe 2-3 ideas for a research project. Each idea should be presented in a concise yet comprehensive manner, allowing for an in-depth discussion with the class. While describing each idea, be sure to highlight why it is intriguing and relevant to the field of study.
  - By sharing and discussing these ideas during the first class meeting, you will set the stage for a dynamic and collaborative learning experience throughout the course. The initial brainstorming session will not only foster creativity but also encourage critical thinking among all participants.
- *Literature Review (5 pts, due before the 9th meeting):*
  - Choose one of the ideas you have generated and proceed with a comprehensive literature review. Investigate the existing knowledge about this particular topic: What has already been studied and

documented? Identify the research methods commonly employed in this area. Also, determine the unanswered questions or gaps in the current body of knowledge. How would you position your work along with the existing literature? Consider how your approach could add value to the existing literature, potentially filling gaps or shedding new light on the subject matter. This exercise will help you develop a clear vision for your research direction and its potential contributions to the field.

- **Presentation (15 pts, during the 14th meeting)**
  - The students will have the opportunity to present their research projects to their classmates and receive valuable feedback. Prepare a concise presentation, aiming to spend no more than 20 minutes explaining your research project to your peers. Ensure your presentation includes a clear research objective, a brief review of relevant literature, the proposed conceptual framework (if applicable), the intended data collection method, the model you plan to employ in addressing your research question, and the implications of the research.
  - During the presentation, each student will be expected to actively engage with other presenters. Specifically, each student must ask at least one question to each presenter and provide constructive suggestions about their research ideas. Active participation in discussions is an essential aspect of being a proficient scholar. This process allows the students to practice formulating and answering questions while also responding to answers in a supportive environment.
- **Written Research Proposal (15 pts, due in one week after the 14th meeting)**
  - The research proposal should encompass all the content presented during the presentation, along with the new developments made based on the feedback received during and after the presentation. It is expected to be approximately 20 pages long and should adhere to the formatting guidelines specified by *Marketing Science*.
  - This research proposal serves as a significant opportunity for you to develop and refine a research idea that holds potential for future research endeavors within your area of interest. The paper should showcase your ability to synthesize information, critically analyze data, and present your findings in a scholarly and rigorous manner.

#### ***Weekly Participation and Discussion (30 pts, throughout the semester)***

- During the course, each student will be assigned 3 papers and responsible for leading the discussion for these papers. For each assigned paper, students are required to prepare a deck of slides, aiming for a timeframe of 20 minutes.
- Send your slides to the instructor at least 2 hours before the class meeting.
- It is important to note the goal of these discussions is to foster constructive dialogue, focusing on the papers' content, methodologies, and contributions, rather than critiquing or criticizing them. We encourage a positive and engaging learning environment.

#### ***Review and Response Letter***

- ***Review a paper (due before 4th meeting, 15 pts)***
  - Pretend you were invited by *Marketing Science* to review the manuscript below. Submit a two-page review report to the AE.
  - ❖ Paper to be reviewed: Liu, YiChun Miriam, Joachim Büschken, Bryan Orme, and Greg M. Allenby. "An Integrated Model for Conjoint, MaxDiff and Fixed Point Rating Data." Working Paper.
- ***Responding to Journal Review (due before 7th meeting, 15 pts)***

- Pretend you were the author of the manuscript being reviewed at *Marketing Science*. Submit a response letter to the review team for the paper above. Real review comments will be distributed at the beginning of the semester.

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Grades for all components of the course will be converted to percentages and averaged using the weights given above. Your final grade will be computed using the OSU standard grading scheme summarized below.

<b>E</b>	<b>D</b>	<b>D+</b>	<b>C-</b>	<b>C</b>	<b>C+</b>	<b>B-</b>	<b>B</b>	<b>B+</b>	<b>A-</b>	<b>A</b>
<60%	≥60%	≥67%	≥70%	≥73%	≥77%	≥80%	≥83%	≥87%	≥90%	≥93%

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### **Students with Disabilities**

Any student who feels she/he may need accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities. It is your responsibility to discuss this with me well in advance of any assignments/exams, not, for example, the day before or the day of an exam.

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### **Honor Code**

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

**In this course, it is also expected that each student will behave in a manner that is consistent with the Fisher Honor Statement, which reads as follows:**

"As a member of the Fisher College of Business Community, I am personally committed to the highest standards of behavior. Honesty and integrity are the foundations from which I will measure my actions. I will hold myself accountable to adhere to these standards. As a future leader in the community and business environment, I pledge to live by these principles and celebrate those who share these ideals."

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

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### **Academic Conduct:**

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Policies, Services  
and Resources  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate Handbook  
and QuickLinks  
([www.bsalinks.com](http://www.bsalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



University Healthy and Safety Guidelines can be found at [safeandhealthy.osu.edu/](http://safeandhealthy.osu.edu/) For disability services, go to [slds.osu.edu](http://slds.osu.edu) or contact [slds@osu.edu](mailto:slds@osu.edu).

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### **Tentative Reading List and Class Schedule**

The reading list is organized based on topics, where various approaches can be applied to address research questions within each topic. Topics are further categorized into two groups. The first category pertains to aspects “external to the firm,” which involves exploring marketing environments, including customers, competition/market structure, and company/industry dynamics. The second category centers on “internal to the firm’s marketing policies,” encompassing the 4P elements: Price, Promotion, Distribution, and Product. Our course will first explore the marketing environment (customers, competition/market structure, company/industry) before delving into marketing tactics (product, promotion, distribution, and price), as the marketing environment sets the context and constraints that influence the optimal choice of marketing tactics.

Before the start of the semester, I will invite students to share their most interesting papers and topics. I will make every effort to incorporate their interests into the reading list and help them derive the maximum benefit from this course.

### **Acknowledgment:**

This syllabus and the selection of papers were derived from Dr. Carl Mela’s PhD seminar: Special Topics in Quantitative Marketing. For over a decade, Carl has graciously shared his course materials with several instructors teaching this course.

I’m also thankful to the following guest lecturers for contributing as a guest lecturer and providing valuable help in curating the reading list:

Greg Allenby, Inyoung Chae, Yiting Deng, Ryan Dew, Jeff Dotson, Max (Mingyu) Joo, Hyowon Kim, Mingyung Kim, Sungjin Kim, Miriam Liu, Liye Ma, Min Tian, Shane (Xing) Wang, and Sherry Wang.

***Before attending each meeting, please read all papers included in guest lecturer’s readings, in-class discussion, and other reading in that week.***

## 1. Overview of Empirical Marketing Models (Week 1, Jan 10)

Guest speaker: Greg Allenby @ 1pm

Readings:

Allenby, Greg. "Bayesian Battles." Chapter 3 in Dawn Iacobucci (ed.) (2022), "Reflections of Eminent Marketing Scholars", Foundations and Trends® in Marketing: Vol. 16, No. 1–2, pp 1–307.

In-Class Discussion:

- Li, Hongshuang (Alice), and P.K. Kannan. "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment." *Journal of Marketing Research* 51, no. 1 (2014): 40–56.
  - Presented by Alice
- Mela, Carl F., Jason Roos, and Yiting Deng. "A keyword history of marketing science." *Marketing Science* 32, no. 1 (2013): 8-18.
- Gupta, Sachin, Peter Danaher, Vikas Mittal, and Maureen Morrin. "A Manuscript's Journey Through Peer Review: Insights from Almost 3,000 Editorial Decisions at the Journal of Marketing Research." *Journal of Marketing Research*, forthcoming 2023.
- Wies, Simone, Alexander Bleier, and Alexander Edeling. "Finding goldilocks influencers: How follower count drives social media engagement." *Journal of Marketing* 87, no. 3 (2023): 383-405.
  - Presented by Nancy

## 2. Data Granularity and Data Fusion (Week 2, Jan 17)

Guest speaker: Mingyung Kim @ 1pm on Jan 17

Topic: Data Granularity selection

Readings:

Kim, Mingyung, Eric T. Bradlow, Raghuram Iyengar (2023), "A Bayesian Dual-Network Clustering Approach for Selecting Data and Parameter Granularities," Working Paper.

Mingyung will share: how I get interested in research on data granularity and (2) future projects I plan to work

In-Class Discussion:

- McCarthy, Daniel Minh, and Elliot Shin Oblander. "Scalable Data Fusion with Selection Correction: An Application to Customer Base Analysis." *Marketing Science* (2021).
  - Presented by Max
- Kim, Hyowon, and Greg M. Allenby. "Integrating textual information into models of choice and scaled response data." *Marketing Science* 41, no. 4 (2022): 815-830.
  - Presented by Judy

Other Reading for Review and Response:

- Liu, YiChun Miriam, Joachim Büschken, Bryan Orme, and Greg M. Allenby. " An Integrated Model for Conjoint, MaxDiff and Fixed Point Rating Data." Working Paper.

### 3. Conjoint Analysis and Product Design (Week 3, Jan 24)

Guest speaker: Jeff Dotson @ 1pm on Jan 24

Readings:

Dotson, Jeffrey P., Mark A. Beltramo, Elea McDonnell Feit, and Randall C. Smith (2023), "Brands, Images, and Other Complex Attributes in Conjoint," Working Paper.

In-Class Discussion:

- Allenby, Greg M., Nino Hardt and Peter E. Rossi (2019) "Economic Foundations of Conjoint Analysis," in Handbook of the Economics of Marketing, JP Dube and Peter Rossi, editors, Elsevier. 151-192
- Liu, YiChun Miriam, Jeff D. Brazell, and Greg M. Allenby. "Non-linear pricing effects in conjoint analysis." Quantitative Marketing and Economics 20, no. 4 (2022): 397-430.
- Kim, Dong Soo, Roger A. Bailey, Nino Hardt, and Greg M. Allenby. "Benefit-based conjoint analysis." Marketing Science 36, no. 1 (2017): 54-69.
  - Presented by Mengmeng

### 4. Assessing Consumer Preferences – Topic Models(Week 4, Jan 31)

In-Class Discussion:

- Büschken, Joachim, and Greg M. Allenby. "Sentence-Based Text Analysis for Customer Reviews." Marketing Science 35, no. 6 (2016): 953-975.
  - Presented by Max
- Liu, Jia, and Olivier Toubia. "A Semantic Approach for Estimating Consumer Content Preferences from Online Search Queries." Marketing Science 37, no. 6 (2018): 930-952.
  - Presented by Judy
- Timoshenko, Artem, and John R. Hauser. "Identifying Customer Needs from User-Generated Content." Marketing Science 38, no. 1 (2019): 1-20.

Guest speaker: YiChun Miriam Liu at 9:30am-10:15am on Feb 1

Readings:

Liu, YiChun Miriam, Joachim Büschken, Bryan Orme, and Greg M. Allenby. " An Integrated Model for Conjoint, MaxDiff and Fixed Point Rating Data." Working Paper.

## 5. Choice Models (Weeks 5, Feb 7)

Guest speaker: Dong Soo Kim @ 1pm on Feb 7

Readings:

Chintagunta, P. K. and H. S. Nair (2011), “Structural Workshop Paper – Discrete-Choice Models of Consumer Demand in Marketing,” *Marketing Science*, 30 (6), 977-996.

Kim, D. S., S. Lee, T. Hur, J. Kim, and G. M. Allenby (2023), “A Direct Utility Model for Access Costs and Economies of Scope,” *Management Science*, articles-in-advance.

In-Class Discussion:

- Guadagni, Peter M., and John D. C. Little. “A Logit Model of Brand Choice Calibrated on Scanner Data.” *Marketing Science*, (1983): 203-238.
  - Presented by Nancy
- Hur, Taegyu, and Greg M. Allenby. “A Choice Model of Utility Maximization and Regret Minimization.” *Journal of Marketing Research* 59, no. 6 (2022): 1235-1251.
  - Presented by Cheng Yu

## 6. Customer Management (Week 6, Feb 14)

In-Class Discussion:

- Netzer, Oded, James M. Lattin, and Vikram Srinivasan. “A Hidden Markov Model of Customer Relationship Dynamics.” *Marketing Science* 27, no. 2 (2008): 185-204.
  - 2015 ISMS Long Term Impact Award; 2008 John Little Best Paper Award; 2008 Frank M. Bass Outstanding Dissertation Award
  - Presented by Cheng Yu
- Ascarza, Eva. “Retention Futility: Targeting High-Risk Customers Might be Ineffective.” *Journal of Marketing Research* 55, no. 1 (2018): 80–98.
  - Winner of the 2018 Paul Green Award and the 2023 O’Dell Award.
  - Presented by Indeesh
- Li, Hongshuang (Alice), P.K. Kannan, Siva Viswanathan, and Abhishek Pani. “Attribution Strategies and Return on Keyword Investment in Paid Search Advertising.” *Marketing Science* 35, no. 6 (2016): 831-848.

## 7. Price (Week 7, Feb 21)

Price, at one point, was a more common domain of empirical research in marketing than advertising because there was ample data from stores' point-of-sale systems. In recent years, advertising has become more prominent owing to data capture in digital advertising. Nonetheless, the estimation of price response remains an active area of research including its policy implications for consumer welfare and more recently how to price advertising.

Guest speaker: Greg Allenby @ 1pm on Feb 21

Discussion on reviewing and responding to reviews.

In-Class Discussion:

- Erdem, Tülin, Glenn Mayhew, and Baohong Sun. "Understanding Reference-Price Shoppers: A Within- and Cross-Category Analysis." *Journal of Marketing Research* 38, no. 4 (2001): 445-457.
- Kim, Sungjin, Clarence Lee, and Sachin Gupta. "Bayesian Synthetic Control Methods." *Journal of Marketing Research* 57, no. 5 (2020): 831–852.
  - Winner of the 2020 Paul Green Award
  - Presented by Judy
- Seiler, Stephan, Anna Tuchman, and Song Yao. "The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects." *Journal of Marketing Research* 58, no. 1 (2021): 22–49.
  - Paul E. Green Award Finalist, 2022
  - Presented by Indeesh

## 8. IO (Week 8, Feb 28)

Guest speaker: Sherry Wang @ 1pm on Feb 28

Readings:

Zhao, Yi, Sha Yang, Vishal Narayan, and Ying Zhao. "Modeling consumer learning from online product reviews." *Marketing science* 32, no. 1 (2013): 153-169.

In-Class Discussion:

- Berry, Steven, James Levinsohn, and Ariel Pakes. "Automobile Prices in Market Equilibrium." *Econometrica* 63, no. 4 (1995): 841-890.
- Akerberg, Daniel A. "Empirically distinguishing informative and prestige effects of advertising." *RAND Journal of Economics* (2001): 316-333.
  - Presented by Nancy
- Bagwell, Kyle. "The economic analysis of advertising." *Handbook of industrial organization* 3 (2007): 1701-1844.

## 9. Ad Measurement (Week 9, Mar 6)

### In-Class Discussion:

- Sahni, Navdeep S. “Advertising Spillovers: Evidence from Online Field Experiments and Implications for Returns on Advertising.” *Journal of Marketing Research* 53, no. 4 (2016): 459–478.
  - Presented by Cheng Yu
- Johnson, Garrett A., Randall A. Lewis, and Elmar I. Nubbemeyer. “Ghost Ads: Improving the Economics of Measuring Online Ad Effectiveness.” *Journal of Marketing Research* 54, no. 6 (2017): 867-884.
  - Winner of the 2017 Paul Green Award and the 2022 O’Dell Award.
  - Presented by Yuan
- Gordon, Brett R., Florian Zettelmeyer, Neha Bhargava, and Dan Chapsky. “A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook.” *Marketing Science* 38, no. 2 (2019): 193–225.
- Moon, Sangkil, Wagner A. Kamakura, and Johannes Ledolter. “Estimating promotion response when competitive promotions are unobservable.” *Journal of Marketing Research* 44, no. 3 (2007): 503-515.

## 10. Week 10 is reallocated to 3 guest lecturers

## 11. Advertising Targeting and Other Promotional Tools (Week 11, Mar 27)

Guest speaker: [Min Tian @ 1pm on Mar 27](#)

### Readings:

[Tian, Min, Paul R. Hoban, and Neeraj Arora. “What Cookie-Based Advertising Effectiveness Fails to Measure.” Forthcoming at \*Marketing Science\* \(2023\).](#)

### In-Class Discussion:

- Ansari, Asim, and Carl F. Mela. “E-customization.” *Journal of marketing research* 40, no. 2 (2003): 131-145.
  - Winner of the 2003 Paul Green Award.
  - Presented by Yuan
- Lambrecht, Anja, and Catherine Tucker. “When Does Retargeting Work? Information Specificity in Online Advertising.” *Journal of Marketing Research* 50, no. 5 (2013): 561-576.
  - Winner of the 2013 Paul Green Award and the 2018 O’Dell Award.
  - Presented by Indeesh
- Deng, Yiting, and Carl F. Mela. “TV Viewing and Advertising Targeting.” *Journal of Marketing Research* 55, no. 1 (2018): 99-118.
- Montoya, Ricardo, Oded Netzer, and Kamel Jedidi. “Dynamic allocation of pharmaceutical detailing and sampling for long-term profitability.” *Marketing Science* 29, no. 5 (2010): 909-924.
  - Honorable Mention, 2006 Alden G. Clayton Doctoral Dissertation Competition

## 12. Place and Consumer Purchase Journey (Week 12, Apr 3)

Place involves all aspects of making goods available to consumers. A topic of recent interest in managing the tradeoffs between digital and brick-and-mortar channels.

In-Class Discussion:

- Ansari, Asim, Carl F. Mela, and Scott A. Neslin (2008), “Customer Channel Migration,” *Journal of Marketing Research*, 45 (February), 60–76.
- Wang, Kitty, and Avi Goldfarb. “Can Offline Stores Drive Online Sales?” *Journal of Marketing Research* 54, no. 5 (2017): 706–719.
  - Presented by Mengmeng
- Montgomery, Alan L., Shibo Li, Kannan Srinivasan, John C. Liechty (2004), “Modeling Online Browsing and Path Analysis Using Clickstream Data,” *Marketing Science*, 23 (4), 579–95.
- Li, Hongshuang (Alice), and Liye Ma. “Charting the Path to Purchase Using Topic Models.” *Journal of Marketing Research* 57, no. 6 (2020): 1019-1036.
  - Presented by Max

## 13. Emerging Methods (Week 13, Apr 10)

In-Class Discussion:

- Dew, Ryan, Asim Ansari, and Olivier Toubia. “Letting logos speak: Leveraging multiview representation learning for data-driven branding and logo design.” *Marketing Science* 41, no. 2 (2022): 401-425.
  - Presented by Yuan
- Ma, Liye, and Baohong Sun. “Machine learning and AI in marketing—Connecting computing power to human insights.” *International Journal of Research in Marketing* 37, no. 3 (2020): 481-504.
- Liu, Xiao, Dokyun Lee, and Kannan Srinivasan. “Large-scale cross-category analysis of consumer review content on sales conversion leveraging deep learning.” *Journal of Marketing Research* 56, no. 6 (2019): 918-943.
  - Presented by Judy
- Athey, Susan, and Guido W. Imbens. “Machine learning methods that economists should know about.” *Annual Review of Economics* 11 (2019): 685-725.

## 14. Student Presentations (Week 14, Apr 17)