1. Reliability and Internal Validity

Set 1


Set 2


Set 3


Background Formulae

2. External Validity

Set 1 (read in indicated order)


Set 2 (read in indicated order)


Set 3 (read in indicated order)


Skim if you want. Useful for file for later reading.


3. John D. C. Little

Set 1


Set 2


Set 3


4. Probability Mixing Models

(Morrison-1981 is background for Morrison-Kalwani)


5. Glen L. Urban

Set 1


Set 2


Set 3


6. Theses: Shugan, Simmie, and Wisniewski


7. Theses: Fader, Lattin, and Roberts


Recent O’Dell Award Winner. We will discuss if time permits.


8. Theses: Hulland, Feinberg, Weinberg


9. Theses: Griffin, Abe, (and Hauser)

Set 1


Set 2


Set 3


Background, Skim only.


10. Personal Favorites, Behavioral Papers


Potential Modifications of Syllabus Based on Your Interests

I have left slack in the syllabus to maintain flexibility. Some of these topics may take more than one session or we may want to drop some of the sessions if they seem redundant. For example, we might drop session 10 in favor of having you present your out favorites. If we have time at the end, I would like to work on topics that interest you. For example, some of you are working on projects. You might like a chance to present those projects. There are a lot of fun things to do. My guess is we will have more things to do than there is time to do them. It should be interesting and enjoyable.

There are many other theses that have been published including early papers by Len Lodish, Scott Neslin, Jean-Marie Choffrey, Shlomo Kalish, and Gilles Laurant (not to mention Phil Kotler) as well as later papers by Miguel Villas-Boas, Duncan Simester, Simeon Chow, Eric Anderson, Ronit Bodner, and Florian Zettelmeyer. Alas, time is short, so I have concentrated on the theses I know best (assuming Birger and Dra’en can discuss many of the others at another time).