OPIM955 – Research Seminar in Information Strategy and Economics (ISE)
Spring, 2016 (1 cu)

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Meeting Time: M 3-6PM

Overview

This course provides an overview of the relevant economics, strategy, information systems and other research literature necessary to do research in the field of Information Strategy and Economics (ISE). [1] While it is intended as a "first course" for OPIM doctoral students in ISE, it may also be useful for students who are engaged in research or plan to do research related to information technology in other disciplines.[2] The topics this semester will be divided into three broad areas: economics of information technology and organizations, information goods, and network economics. The principal workload will be regular readings and class participation, as well as a term paper. The course presumes familiarity with intermediate microeconomics and basic statistics/econometrics, although the theoretical foundations for the papers discussed will be reviewed as part of the class.

The workload for the class involves:

1) **Class Discussions.** Regular attendance and active participation is necessary for a productive class experience.   For students in special circumstances we will arrange a regular schedule of attendance that may not include all sessions. Active participation presumes you have done the readings which will be available electronically on Canvas a week prior to the session along with a reading guide outlining study questions.

2) **Short Papers/Problems**. Most sessions will have a short question or problem. These need to be completed prior to class and placed in the assignment submission folder on Canvas.   Students are permitted to skip 2 (out of 11) over the course of the semester. As such, they need to be done before class (no late submissions). They should be straightforward and will be graded lightly.

3) **Research Paper**. There will be a research paper due as part of the class. A three slide proposal is due by mid-semester (tentatively scheduled for presentation on 2/29). The final paper should be "conference length" (~15-20 pages) and include a comprehensive literature review as well as

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[1] For an introduction to the scope and participants of this field see: http://www.wiseconf.org/. Click on "Previous Years", pick one, and look at the "Program" link.   A closely related group is the NBER digitization conference (there are two events a year, with the larger one in the summer). See
http://conference.nber.org/confer/2015/SI2015/PRIT/PRITprg.html

[2] In the past, the course has been taken by OPIM, Marketing, Healthcare and Business and Public Policy doctoral students as well as a few MBAs and engineering students.

preliminary results.   Topic is flexible, and can include making well-defined progress on an existing project.

Grading will be roughly split between in-class performance, short papers, and the research paper.

Topic List (and session order)

(1/13) (Note Unusual Day): Introduction: ISE/Economics of Digitization
(1/25) Information Goods: Pricing, Bundling and Versioning
(2/1) Business Value of IT
(2/8) Complementarities/IT and Organizations
(2/15) Search and Price Dispersion
(2/22) Reputation and Recommender Systems
(2/29) Thinking About Opportunities/Project Ideas
(3/7) No Class – Spring Break
(3/14) Single Sided Networks/Network Externalities
(3/21) Two-Sided Markets and Platforms
(3/28) Social Networks
(4/4) Electronic Auctions and Markets/Service Markets
(4/11) Advertising Markets and Keyword Auctions
(4/18) Privacy and Security
(4/25) Course Conclusions

Note: There are a total of 11 short exercise opportunities plus the proposal (2/29). There **is** a short exercise due on the first day but not for Privacy/Security or the course conclusion day (at the moment). All of the short exercises are available on the (private) extended syllabus so you can make intelligent choices about what to skip.

Note also: All readings, short exercises and discussion questions will be posted on Canvas at least a week before class including the first day.