

OPIM955 – Research Seminar in Information Strategy and Economics (ISE)
Spring, 2017 (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). Some are larger than others and I may designate a couple as required as a result. 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 March 13). The final paper should be

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 for example: <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.

“conference length” (~15-20 pages) and include a comprehensive literature review as well as preliminary results. Topic is flexible, and can include making well-defined progress on an existing project. It should have some type of information economics or information systems flavor.

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

Topic List (and session order)

(1/23) Introduction: ISE/Economics of Digitization & Information Goods Economics

(1/30) Information Goods Applications/Start Business Value of IT

After that we will proceed to cover the following topics:

Complementarities/IT and Organizations

Search and Price Dispersion

Reputation and Recommender Systems

Thinking About Opportunities/Project Ideas

Single Sided Networks/Network Externalities

Two-Sided Markets and Platforms

Social Networks

Electronic Auctions and Markets

Service Markets

Advertising Markets and Keyword Auctions

Privacy and Security

The last day is April 24. We will use exam time or reading days for project presentations. There will be no final exam.