Applications of Behavioral Economics in Marketing

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Course Overview

There is a growing interest among researchers in marketing to apply the concepts and tools of behavior economics in studying marketing problems. The goal of this seminar is to provide Ph.D. students an overview of the recent development in this emerging research area along with in-depth discussions on the main research focuses and methodological issues. Students will learn both the analytical modeling methods and the econometric modeling methods adopted by researchers in this area. This seminar aims to enrich students’ understanding of the quantitative research approach and enable them to build analytical and/or empirical models to incorporate well-established consumer behavioral theories and findings in addressing various marketing issues.

Students are expected to read the papers in the required reading list given below before the seminar and participate actively in class discussions. Both quantity and quality of the class participation matter. The final grade (pass/no pass) will be determined by class participation (70%) as well as an individual homework (30%) to be distributed during the seminar.

Schedule and Required Reading

Day 1 (December 2nd)

Morning: Overview and Reference Dependent Utility (9am-12pm)


Afternoon: Regret (2pm-5pm)


Day 2 (December 3rd)

Morning: Time Inconsistency (9am-12pm)


Afternoon: Fairness (1:30pm-4:30pm)


Day 3 (December 6th)

Morning: Behavioral Game (9am-12pm)


Afternoon: Other Areas (1:30-4:30pm)

