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The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 18 May 2023 at 13:00 CEST** in room **P-201/202**
at the **School of Economics and Business, University of Ljubljana** and via **Zoom** platform

Authors:

Jie Zhang & Michel Wedel
University of Maryland

will present the articles:

Strategic Merchant Competitions and Growth Opportunities for Small Deal Platforms (Jie Zhang)
Bayesian Analysis of Consumer Behavior Experiments With BANOVA Using Worked Examples (Michel Wedel)

Strategic Merchant Competitions and Growth Opportunities for Small Deal Platforms
Retail deal platforms have become a popular E-commerce venue for merchants to sell products at (deep) discounts and for shoppers to search for and purchase products with attractive savings. Against the backdrop of large E-commerce operators in this space, a growing number of small deal platforms are emerging globally. Yet many questions regarding how to manage and grow these small businesses remain unanswered. In this study, we examine several growth opportunities for small deal platforms by assessing the impact of alternative platform policies on payoffs for different players on such a platform. Our investigation takes into account strategic competitions among merchants and the interplays between merchants, shoppers, and the platform operator in a two-sided market. To this end, we construct a dynamic game model in which each merchant decides the number of deals offered and depth of discount based on its expectations of other merchants' decisions and future profit streams, and a consumer demand model that endogenizes the effects of merchant decisions on the market size. We estimate the models using data from a start-up retail deal platform and conduct counterfactual simulations to identify several mutually beneficial growth opportunities.

Bayesian Analysis of Consumer Behavior Experiments With BANOVA Using Worked Examples
An introduction to a software package Michel Wedel has developed with a former PhD student --- BANOVA, which is meant to make Bayesian analyses of experimental data easy and accessible to behavioral researchers.

Please register for the free seminar at http://raziskave.ef.uni-lj.si/a/1544
by Wednesday, 17 May 2023.
Access details will be sent prior to the event to signed up users.
We look forward to seeing you!