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Part IIB, Paper 9  
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## **Empirical Studies in Industrial Organization**

### Course Description

This part of the Industry paper covers research methods in applied empirical industrial organization. The primary focus will be on the use of econometric analysis and data both for descriptive and measurement purposes, and to test the predictions of economic theories. Papers that demonstrate the various methods will be discussed in detail with an emphasis on data, sources of identification, and estimation techniques. The first goal of this part of the paper is to apply the insights of industrial organization theory to understand important issues observed in the real business world. The second goal is to understand the practical challenges of empirical applications of theory.

### Recommended Readings

Pepall, L, Richards, D, and Norman, G (2005). Industrial Organization: Contemporary Theory and Practice, Thomson Intl. 3<sup>d</sup> ed.

\*Church, J. and Ware, R. (2000). Industrial Organization: A Strategic Approach, Mc Graw Hill.

Motta M (2004) Competition Policy: Theory and Practice, Cambridge University Press.

\*Perloff, Karp and Golan, (2007) Estimating Market Power and Strategies, Cambridge University Press.

### Lecture Topics

Lecture 1	Introduction – Structure-Conduct-Performance Paradigm
Lecture 2	NEIO and Industry Models of Market Power
Lecture 3	Differentiated Products Structural Models – AIDS model
Lecture 4	Differentiated Products Structural Models – Random Utility models
Lecture 5	Detecting Collusion
Lecture 6	R&D and Market Structure
Lecture 7	Advertising, Information and Market Power
Lecture 8	Contracts, Incentives and Organization Structure

### Supervisions

A list of supervision exercises is available on: <http://www.sel.cam.ac.uk/personal/genakos/>