Industrial Organization I: Reading List

I. Imperfect Competition: Background


A. Test of Market Power


B. Differentiated Products


C. Demand and Supply Estimation


Berry, Steven, and Philip Haile, “Nonparametric Identification of Multinomial Choice Demand Models with Heterogeneous Consumers,” Mimeo, Yale University, (2010).


**D. Welfare Analysis of New Goods**


**II. Imperfect Competition: Policy**

**A. Mergers**


B. **Collusion**


III. Imperfect Competition: Applications and Extensions

A. Two-Sided Markets, Platforms, and Network Effects


Fradkin A. 2015. Search frictions and the design of online marketplaces. Working Paper, MIT.


### B. Consumer Search and Imperfect Information


C. Spatial Search Frictions


D. Price Discrimination


E. **Product Quality**


IV. Organization of Production

A. Theory of the Firm and Vertical Integration


**B. Vertical Contracts and Relationships**


C. *Procurement, Auctions and other Mechanisms*


V. Productivity

A. Measuring Productivity


VI. Entry and Market Structure

A. Market Structure and Strategic Entry


B. Product Design and Positioning


C. Strategic Entry Deterrence and Predation


IX. Dynamic Models

A. Industry Dynamics: Theory and Evidence


B. Single Agent Dynamic Models


C. Dynamic Models of Imperfect Competition (in Winter Quarter)


