



EDEN DOCTORAL SEMINAR

ON

**BUILDING MODELS
FOR
MARKETING DECISIONS**

**EIASM, Groningen
August 21 –25, 2017**

PROGRAMME

Objectives

The seminar is intended for Ph.D. students and young scholars interested in the implementation of rigorous methods and techniques in marketing. Students and scholars participating at the seminar

- will be introduced to the model building process and be exposed to its most important steps, including specification, estimation, hypothesis testing and validation;
- will be trained in designing and testing descriptive, predictive and normative models;
- will be presented real case illustrations of the Marketing Science approach, all borrowed from the faculty's most recent field experience;
- will be exposed to time series analysis.

Programme

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Monday, August 21

Session 1:	09.00-10.30	Prof. Jaap Wieringa – Introduction to models and model building in marketing (1) Topics: history, classification, problems, process, etc.
Session 2:	11.00-12.30	Prof. Jaap Wieringa – Introduction to models and model building in marketing (2)
Session 3:	13.30-15.00	Prof. Jaap Wieringa – Specification issues
Session 4:	15.30-17.00	Prof. Jaap Wieringa – Continued

Tuesday, August 22

Session 5:	9.00-10.30	Prof. Jaap Wieringa – Exercises
Session 6:	11.00-12.30	Prof. Jaap Wieringa – Modeling markets: the future
Session 7:	13.30-15.00	Prof. Jaap Wieringa – Parameterization: data collection, estimation methods (GLS)
Session 8:	15.30-17.00	Prof. Jaap Wieringa – Computerclass and exercises

Wednesday, August 23

Session 9:	9.00-10.30	Prof. Jaap Wieringa – Discussion about the exercises
Session 10:	11.00-12.30	Prof. Jaap Wieringa – Validation Issues
Session 11:	13.30-15.00	Prof. Jaap Wieringa – Exercises - continued
Session 12:	15.30-17.00	Prof. Jaap Wieringa – Model examples

Thursday, August 24

Session 13:	09.00-10.30	Prof. Marnik Dekimpe – Modeling Dynamic Effects: The Koyck Model & Extensions
Session 14:	11.00-12.30	Prof. Marnik Dekimpe – Continued
Session 15:	13.30-15.00	Prof. Marnik Dekimpe – Traditional Uses of Time Series Models: Arima & Transfer-Function Models
Session 16:	15.30-17.00	Prof. Marnik Dekimpe – Granger Causality

Friday, August 25

Session 17:	9.00-10.30	Prof. Marnik Dekimpe – VAR Models and Persistence Modeling
Session 18:	11.00-12.30	Prof. Marnik Dekimpe – Unit-Root Testing
Session 19:	13.30-15.30	Prof. Marnik Dekimpe – Cointegration & Error-Correction Models
Session 20:	15.30-17.00	Prof. Marnik Dekimpe – Models for Business-Cycle Influences / Time Series Models in Marketing: the Future

We use the book: Modeling Markets (Leeftang, Wieringa, Bijmolt, Pauwels, 2015), and a reader of recent publications.