

ECO 461-001: Market Structure and Antitrust Policy

Fall 2016

Potential topics for research paper assignment:

- Evaluate the vertical chain of production in an industry. What stages of production are characterized by arms-length market transactions and what stages are characterized by more permanent connections between firms?

“Alcoa Will Divide in Two,” WSJ 9/29/15,

<http://search.proquest.com.ezproxy.uky.edu/docview/1717166149/F74E32548C5D4B3APQ/58?accountid=11836>

“Blind Side Scores Big for India Producer,” WSJ 12/4/09,

<http://search.proquest.com.ezproxy.uky.edu/docview/399138336/D5C9A85E246F4F66PQ/77?accountid=11836>

“Authors Feel Pinch in Age of E-Books,” WSJ 9/28/10,

<http://search.proquest.com.ezproxy.uky.edu/docview/755078696/4C9BA6174FDC433EPQ/3?accountid=11836>

- Do upstream manufacturers try to exert vertical control over downstream distributors and retailers?

“Burger King Franchisees Can’t Have It Their Way,” *Wall Street Journal*, 1/21/10,

<http://ezproxy.uky.edu/login?url=http://search.proquest.com/docview/399142145/13873AA0B0474F2D72F/49?accountid=11836>

“Store Appeals Price Ruling,” WSJ 4/16/10,

<http://www.wsj.com/articles/SB10001424052748703670004575616970096632254>

“Tyson Hatches a New China Strategy,” *Wall Street Journal*, 12/10/13,

<http://ezproxy.uky.edu/login?url=http://search.proquest.com/docview/1466378730/35212C2760384ABCPQ/70?accountid=11836>

- Evaluate a merger or acquisition that worked or one that didn’t work. What were the synergies or lack thereof? Evaluate the stock market performance of the firms prior to the merger and after the merger.

“Pipeline Giants Agree to Merge for \$32.6 Billion,” WSJ 9/29/15,

<http://search.proquest.com.ezproxy.uky.edu/docview/1717166134/F74E32548C5D4B3APQ/59?accountid=11836>

“FedEx-TNT Express Deal Clears Hurdle in Europe,” WSJ 1/9/16,

<http://search.proquest.com.ezproxy.uky.edu/docview/1755404735/EC3EED371FA34052PQ/67?accountid=11836>

“Albertsons Regains Stores,” WSJ 11/25/15,
<http://search.proquest.com.ezproxy.uky.edu/docview/1735861888/13D8295CBC1A4980PQ/71?accountid=11836>

- Analyze a market where firms have pricing power and practice price discrimination. What methods do firms use to sort customers and price according to willingness to pay?

“The Price You Pay Depends on Time and Day,” WSJ 12/14/15,
<http://search.proquest.com.ezproxy.uky.edu/docview/1748541844/63BEC48FDE7A4BE5PQ/60?accountid=11836>

“Attention, ‘Discount Junkies’,” WSJ 1/29/14, p. B1:
<http://search.proquest.com.ezproxy.uky.edu/docview/1640656018/282BDA0784EC4495PQ/60?accountid=11836>

- Analyze a market where a firm has monopoly power and prices accordingly.

“Monsanto Draws Antitrust Scrutiny,” WSJ 3/11/10,
<http://search.proquest.com.ezproxy.uky.edu/docview/399155543/E720E1EFC1C946D3PQ/68?accountid=11836>

“The Complex Anatomy of a Drug Price,” WSJ, 12/9/15.
<http://search.proquest.com.ezproxy.uky.edu/docview/1746810875/BA22CB528BCC4A24PQ/1?accountid=11836>

“Drug’s Price Sparks Lawsuit,” WSJ 12/19/14,
<http://search.proquest.com.ezproxy.uky.edu/docview/1637859583/1CE0C7EF84FE4F48PQ/80?accountid=11836>

- Analyze the product space in an industry and how firms locate themselves in product space. How do firms differentiate their products, and what role does advertising play?

“Two Behemoths at Lager Heads,” Lexington Herald-Leader 7/21/12,

“Pepsi Defends Strategy,” WSJ 2/11/11,
<http://search.proquest.com.ezproxy.uky.edu/docview/851231968/B9494D709C304A0FPQ/71?accountid=11836>

“Under Armour Bets on Fashion Line,” WSJ 9/14/16,
<http://search.proquest.com.ezproxy.uky.edu/docview/1819079692/C2A88C96AF6E476DPQ/71?accountid=11836>

- Evaluate an industry for potential entry by our company. Analyze the structure of the industry. Is there room for another efficient-sized competitor? How will existing firms react to a new entrant?

“Coffins Made with Brotherly Love Have Undertakers Digging In,” *WSJ* 8/25/10,
<http://search.proquest.com.ezproxy.uky.edu/docview/746746465/35309757AE74E9BPQ/2?accountid=11836>

“The Transportation Trustbuster,” *WSJ*, 1/26/13, p. A13:
<http://ezproxy.uky.edu/login?url=http://search.proquest.com/docview/1281305292/13FC477390B2C7B84CD/34?accountid=11836>

“Dark Skies Ahead for Bombardier’s C Series?” *Industry Week*, 2/16/16,
<http://www.industryweek.com/companies-executives/dark-skies-ahead-bombardier-s-c-series>

- Take an antitrust case and analyze the public policy issues at the core of the case. This could be a price-fixing case, a monopoly case, an anticompetitive merger, etc.

“Antitrust Cops Put Brakes on Two Mergers,” *WSJ* 12/8/15,
<http://search.proquest.com.ezproxy.uky.edu/docview/1746598963/D0EC1B1B5FAE4350PQ/56?accountid=11836>

“U.S. Wary of Major Mergers,” *WSJ* 6/17/16,
<http://search.proquest.com.ezproxy.uky.edu/docview/1797471650/997ED6184C5A44FAPQ/70?accountid=11836>

“EU Slaps Qualcomm with Antitrust Charges,” *WSJ* 12/9/15,
<http://search.proquest.com.ezproxy.uky.edu/docview/1746797966/EF6FA4C2DCD34758PQ/76?accountid=11836>

“Comcast faces DOJ Probe,” *WSJ* 11/25/15,
<http://search.proquest.com.ezproxy.uky.edu/docview/1735861876/13D8295CBC1A4980PQ/64?accountid=11836>

“Beer Megadeal Still Faces Hurdles,” *WSJ* 11/12/15,
<http://search.proquest.com.ezproxy.uky.edu/docview/1732538508/E78CD10DA68942DFPQ/62?accountid=11836>

- Evaluate the nature of rivalry in an oligopolistic industry. What are the ways in which existing firms compete, i.e., do they use price competition, advertising, research and development of new products, etc.? What methods do they use to soften competition with one another?

“Where Airfares Are Taking Off,” *WSJ* 4/11/13,
<http://search.proquest.com.ezproxy.uky.edu/docview/1325306231/6FDB527D5D5E4C92PQ/126?accountid=11836>

“Upstart’s Tactics Allow it to Fly in Friendly Skies of a Big Rival,” *WSJ*, 6/23/99.

<http://ezproxy.uky.edu/login?url=http://search.proquest.com/docview/398729938?accountid=11836>

“Cruise Lines Slash Their Prices as War Fears Rattle Travelers,” *WSJ*, 1/29/03.

<http://online.wsj.com/article/SB1043780266145632024.html>

- Take an international cartel and analyze the nature of the collusive agreement and the external market forces that strain cooperation among members.

“Oil Output Weighs on OPEC,” *WSJ* 8/12/15,

<http://search.proquest.com.ezproxy.uky.edu/docview/1703126675/B06C141F654E4F4DPQ/91?accountid=11836>

“Rifts Shake Oil Cartel, Setting off Price War,” *WSJ* 10/4/14,

<http://search.proquest.com.ezproxy.uky.edu/docview/1577854262/98393DD4FED94CF3PQ/4?accountid=11836>

“EU Accepts Pricing Pledges from Container Carriers,” *WSJ* 7/8/16,

<http://search.proquest.com.ezproxy.uky.edu/docview/1802302218/D1AD2078B8964A4EPQ/137?accountid=11836>

“Asian Group Tries to Stem Rubber’s Swoon,” *WSJ* 2/11/14,

<http://search.proquest.com.ezproxy.uky.edu/docview/1496874484/80869F8E17A54215PQ/105?accountid=11836>

- Analyze an industry in an economy in transition from central planning/socialism to market/capitalism regarding the economic forces that will come into play shaping the future of the industry.

“Vietnam to Sell Stakes in Brewers,” *WSJ* 9/14/16,

<http://search.proquest.com.ezproxy.uky.edu/docview/1819036278/C2A88C96AF6E476DPQ/80?accountid=11836>

“Chinese Dilemma: 170 Auto Makers,” *WSJ*, 4/10/13, p. B10:

<http://ezproxy.uky.edu/login?url=http://search.proquest.com/docview/1324932853/13FC446E2464EF90B07/105?accountid=11836>

“China Isn’t Golden for Whirlpool,” *WSJ*, 4/28/11, p. B6:

<http://ezproxy.uky.edu/login?url=http://search.proquest.com/docview/863746367/13FC44BB89AC1166B8/100?accountid=11836>

“IKEA’s India Bet Hits Thicket of Rules,” *Wall Street Journal*, 2/24/16, p. A7:

<http://search.proquest.com.ezproxy.uky.edu/docview/1767558436/24E6EB9FD2854E73PQ/4?accountid=11836>