

Econometric Method Comparison in Marketing Literature Analysis

A Deep Dive into Diff-in-Diff and Intention-to-Treat Analyses: A Methodological Examination in the Realm of Digital Marketing

In the rapidly evolving field of digital marketing, the need for robust and precise analytical methods is paramount. The progression in marketing strategies necessitates a deeper understanding of the comparative efficiency and appropriateness of different econometric methods, particularly, the Difference-in-Differences (Diff-in-Diff) and Intention-to-Treat (ITT) analyses. These methods serve as potent tools in dissecting complex market dynamics and deriving actionable insights.

The objective of this master thesis is to embark on an analytical journey where you will be tasked with the meticulous assessment of existing papers published in FT50-ranked or VHB JourQual A/A+ journals, focusing on the utilization of Diff-in-Diff and ITT analyses in marketing literature. Your task is to critically examine these methods from an econometric perspective, outlining the advantages and disadvantages and discerning the contexts where one method may be preferred over the other.

Deliverables:

1. Comprehensive literature review highlighting the current fields in the utilization of Diff-in-Diff and ITT analyses in marketing literature.
2. Detailed comparison of the methods, including a thorough analysis of their advantages and disadvantages.
3. Conclusions and recommendations for future research and practical implications in the field of digital marketing.

Related Literature:

- Brynjolfsson, E., Li, D., & Raymond, L. R. (2023). *Generative AI at work* (No. w31161). National Bureau of Economic Research.
- Zhang, S., Mehta, N., Singh, P. V., & Srinivasan, K. (2021). Frontiers: Can an artificial intelligence algorithm mitigate racial economic inequality? an analysis in the context of airbnb. *Marketing Science*, 40(5), 813-820.
- Ahmadi, I., Abou Nabout, N., Skiera, B., Maleki, E., & Fladenhofer, J. (2023). Overwhelming targeting options: Selecting audience segments for online advertising. *International Journal of Research in Marketing*.
- [Science Direct](#)

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