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MARCH - JULY 2021



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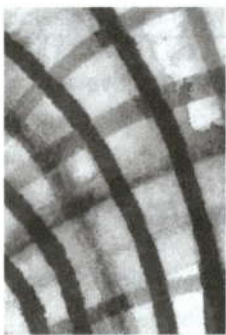
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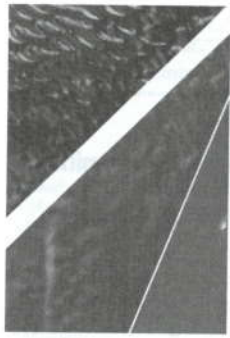
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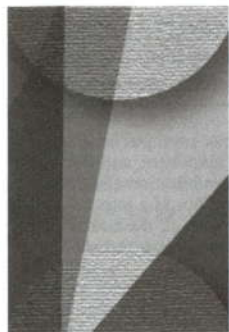
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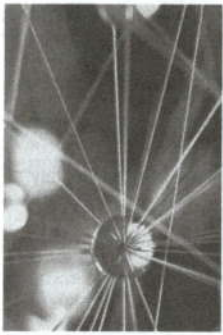
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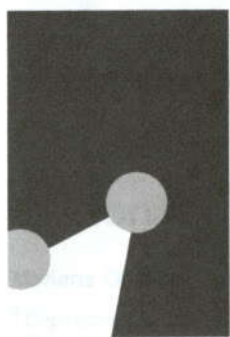
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- 1 Frontiers: Algorithmic Collusion: Supra-competitive Prices via Independent Algorithms**  
Karsten T. Hansen, Kanishka Misra, Mallesh M. Pai  
We show that the long-run prices from independent machine learning algorithms depend on the informational value of price experiments. If low, the long-run prices are consistent with the static Nash equilibrium; however, if high, the long-run prices are supra-competitive.
- 13 Frontiers: Moment Marketing: Measuring Dynamics in Cross-Channel Ad Effectiveness**  
Jia Liu, Shawndra Hill  
This paper provides the first empirical evidence on whether and why TV-moment-based search advertising could be effective for optimizing sponsored search advertising for both TV-advertised brands and their competitors.
- 23 The Effect of Home-Sharing on House Prices and Rents: Evidence from Airbnb**  
Kyle Barron, Edward Kung, Davide Proserpio  
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- 48 The Impact of Coupons on the Visit-to-Purchase Funnel**  
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- 62 Preference Learning and Demand Forecast**  
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- 80 The End of the Express Road for Hybrid Vehicles: Can Governments' Green Product Incentives Backfire?**  
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- 101 When Franchisee Service Affects Demand: An Application to the Car Radiator Market and Resale Price Maintenance**  
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**Special Issue:** Testing for Life?: Regimes of Governance in Diagnosis and Screening

**Guest Editors:** Alan Petersen and Kiran Pienaar

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Are We Creating Outcomes Similar to Power Sector by Proliferating Metro Rail Across Cities in India? 7

*Kumar V. Pratap*

Metro rails mitigate pollution and congestion problems in crowded Indian cities and are therefore a priority of the Government. However, they are also very expensive to build and operate, making their operations loss-making. With the increasing proliferation of metro rails and their continuous losses, there would be a need for repeated bailout packages for the metro rail sector in India, similar to the power sector case. A number of measures can be taken to mitigate this outcome, as apparent from the example of Hong Kong Metro.

### RESEARCH

Infection Testing at Scale: An Examination of Pooled Testing Diagnostics 13

*Tarun Jain and Bijendra Nath Jain*

In pandemics or epidemics, public health authorities need to rapidly test a large number of individuals without adequate testing kits. We propose a testing protocol to accelerate infection diagnostics by combining multiple samples, and in case of positive results, re-test individual samples. The key insight is that a negative result in the first stage implies negative infection for all individuals. We show that this protocol reduces the required number of testing kits, especially when the infection rate is low. However, the protocol has costs in additional time for returning test results, as well as an increased number of false negatives.

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*Meghna Verma and B. R. Naveen*

Pandemics like COVID-19 result in a disruption in the lifestyle and buying pattern of a consumer and also adversely impact the global economy. This study focuses on understanding the factors that influence consumers' buying behaviour and models them to understand the causal relationship using partial least square- structural equation modelling. An online survey was carried out between 30th March 2020 and 18th April 2020. Findings of the study indicate that economic nationalism, lockdown sentiments and sustainable approach, and product-specific ethnocentric behaviour tendency significantly influence the willingness to buy country brands and products.

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Social Transformation of Indian Tribal Community: Unlocking the Potential by providing Access to Healthcare 41

*Ravichandran Narasimhan and Malay Patel*

The case documents the evolution of an eye care hospital promoted by not-for profit organization located in Mandvi, District-Surat, close to the tribal community of Gujarat state, India. The managerial challenge before the board of trustees is to carefully balance (a) The purpose for which the trust was created, (b) the gap between the ground realities and the need in the relevant tribal community (c) the accomplishments of the eye hospital so far.

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