ECON 600

Research Project 1

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| Instructions | |  |
| *Complete your Research Project 1 in a Word document, APA formatted, and then submit it in the Assignment section of the classroom by midnight, EST, Day 7. The instructions concerning this assignment as well as the grading rubric are reproduced below.*  Pricing strategy varies significantly across different market structures. The pricing guidelines in a monopoly market are relatively straightforward. Since the company is the only producer offering the product, it can mark-up the price as far as the customer can bear. The pricing strategies for a producer operating in a perfect competition structure are also fairly intuitive. They are price takers, and hence price is set at the marginal cost of the product. This is due to the fact that there are many firms offering nearly identical products. However, there is optimal pricing for the market structures offering differentiated products with many competitors (oligopoly) or a few producers (monopolistic competition). These are much more complex and involved. It has been stated that differentiation in products that creates differences in customer valuation is the most prevalent type of competition. In such markets pricing strategies may include the three C's of cost, competition, and customer.  Develop a paper detailing an analysis of market structures and relating pricing strategies that are suitable for each of these structures. Furthermore, include a real world example of pricing strategy for a specific company by identifying its market structure.  Your paper should be around 10 double spaced pages, in APA Format and structured as follows:  Cover page with a running head   Abstract  1. Perfect Competition   1.1. Description   1.2. Pricing Strategies  2. Monopolistic competition   2.1. Description   2.2. Pricing Strategies  3. Oligopoly    3.1. Description   3.2. Pricing Strategies  4. Monopoly   4.1. Description   4.2. Pricing Strategies  5. Case Study  6. Conclusion  References  Your paper needs to include at least three scholarly sources, i.e. peer reviewed articles. I strongly recommend the use of the APUS library for these sources, as most acceptable resources can only be found in protected databases. |

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Research Project 2

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| Instructions | |  |
| Complete your Research Project 2 in a Word document, APA formatted, and then submit it in the Assignment section of the classroom by midnight, EST, Day 7. The instructions concerning this assignment as well as the grading rubric are reproduced below.  In 2009 the American auto industry was in a dire economic state. Chrysler was in Chapter 11, GM was on the brink of bankruptcy, and Ford's future was at best uncertain. The demise of the U.S. auto industry would have a devastating impact on our national economy and specifically the economies of Michigan and Ohio.  Economists occasionally use Porter's five forces framework when making a qualitative evaluation of a firm's strategic position. According to Porter, his model should be used at the industry level, defined as a marketplace in which similar or closely related products or services are marketed. This research paper requires the application of Porter's Five Forces Model to the auto industry.  Porter's analytical framework consists of those forces that affect a producer's ability to serve its customers and make a profit. A change in any of these five forces requires a re-assessment of the marketplace. The five forces include:  1) **The threat of substitute products**: The existence of close substitute products (i.e., high elasticity of demand) increases the propensity of customers to switch to alternatives in response to price increases.  2) **The threat of the entry of new competitors**: Unless there are significant barriers to entry, profitable markets that yield high returns will attract firms (i.e., perfect competition), effectively decreasing profitability.  3) **The intensity of competitive rivalry**: As in the case of oligopoly markets, rivals may choose to compete aggressively, non-aggressively or in non-price dimensions.  4) **The bargaining power of customers**: The ability of customers to put the firm under pressure due to availability of existing substitute products, buyer price sensitivity, uniqueness of the products, etc.  5) **The bargaining power of suppliers**: The cost of factors of production (e.g. labor, raw materials, components, and services such as expertise) provided by suppliers can have a significant impact on a company's profitability. As such suppliers may refuse to work with the firm or charge excessively high prices for unique resources.  **References**  Porter, M.E. (1979) "How competitive forces shape strategy", Harvard Business Review, March/April 1979.  Porter, M.E. (1980) "Competitive Strategy", The Free Press, New York, 1980.  Porter, M.E. (1985) "Competitive Advantage", The Free Press, New York, 1985.  Develop a detailed paper applying Porter's Five Forces Model to the American automotive industry, with a focus on the U.S. market.  Your paper needs to include at least three scholarly sources, i.e. peer reviewed articles. I strongly recommend the use of the APUS library for these sources, as most acceptable resources can only be found in protected databases.  Your paper should be about 10 double spaced pages, in APA format, and structured as follows:  1. Cover page with a running head 2. Abstract 3. Introduction to the Auto Industry 3.1. Industry Definition 3.2. Industry Profile 3.3. Industry Market Structure 3.4. Future Outlook  4. Porter's Five Forces Strategy Analysis as it applies to the Auto Industry 4.1. Bargaining Power of Buyers 4.2. Bargaining Power of Suppliers  4.3. Competitive Rivalry in the Industry 4.4. Threat of New Entrants 4.5. Threat of Substitutes  5. Conclusion 6. References |

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NLB8 CLASS

ASSIGNMENT 1 2PGS

Remember to submit your work following the file naming convention FirstInitial.LastName\_M01.docx. For example, J.Smith\_M01.docx. Remember that it is not necessary to manually type in the file extension; it will automatically append.

**Start by reading and following these instructions:**

1. Quickly skim the questions or assignment below and the assignment rubric to help you focus.

2. Read the required chapter(s) of the textbook and any additional recommended resources. Some answers may require you to do additional research on the Internet or in other reference sources. Choose your sources carefully.

3. Consider the course discussions so far and any insights gained from it.

4. Create your Assignment submission and be sure to cite your sources if needed, use APA style as required, and check your spelling.

**Assignment:**

1. Looking at an information system, what are the management, organization, and technology components?

2. How can complementary assets be beneficial for an organization from the standpoint of productivity?

3. Compare the similarities and differences between MIS, DSS, TPS and ESS systems.

4. Describe how a current organization uses social systems to help with the productivity output of a firm.

5. What are the differences between intranets and extranets? Why would an organization want both of these implemented within their organization?

**ASSIGNMENT 2 2PGS**

**Start by reading and following these instructions:**

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2. Read the required chapter(s) of the textbook and any additional recommended resources. Some answers may require you to do additional research on the Internet or in other reference sources. Choose your sources carefully.

3. Consider the discussion and the any insights you gained from it.

4. Create your Assignment submission and be sure to cite your sources, use APA style as required, check your spelling.

**Assignment:**

1. Define the components of the Porter’s competitive forces model and describe how it could be used effectively to the benefit of an organization you know well.

2. How do businesses use value chains to discover opportunities?

3. Describe the positive and negative impacts on societal quality of life due to the use of computers and information systems?

4. List three different ethical principles one should employ when confronted with an ethical conflict, and explain their use employing an example you have personally experienced.

5. With different types of computer systems available, how can these be used to sustain competitive organizational advantage?

**ASSIGNMENT 3 2 PGS**

**Start by reading and following these instructions:**

1. Quickly skim the questions or assignment below and the assignment rubric to help you focus.

2. Read the required chapter(s) of the textbook and any additional recommended resources. Some answers may require you to do additional research on the Internet or in other reference sources. Choose your sources carefully.

3. Consider the discussions and the any insights gained from it.

4. Create your Assignment submission and be sure to cite your sources, use APA style as required, check your spelling.

**Assignment:**

1. What are crucial indicators that would suggest open source software be used? Explain.

2. Describe the evolving mobile platform and the role grid computing appears to be playing.

3. Provide at least two examples of software mash ups and why they bring competitive advantage?

4. What are the key benefits and limitations of a relational DBMS?

5. What are data audits? Why do organizations need to have these done?