

**Volume 60, Issue 6, June 2014**

[Add to Favorites](#) | [Track Citation](#) | [View Abstracts](#) | [Download Citation](#) | [Email](#)

[Select All](#)

---

**Management Insights**

---

 **Management Insights**

Michael F. Gorman

60(6), pp. iv–vii

Published Online: June 10, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1993>

[Citation](#) | [Full Text](#) | [PDF \(80 KB\)](#) | [Permissions](#)

---

**Introduction to Special Issue**

---

 **Introduction to the Special Issue on Business Analytics**

Dimitris Bertsimas, Eric Bradlow, Noah Gans, Alok Gupta

60(6), pp. 1351–1351

Published Online: June 10, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1990>

[Citation](#) | [Full Text](#) | [PDF \(49 KB\)](#) | [Permissions](#)

---

**Research Articles**

---

 **Tie Strength, Embeddedness, and Social Influence: A Large-Scale Networked Experiment**

Sinan Aral, Dylan Walker

60(6), pp. 1352–1370

Published Online: April 21, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1936>

[Preview](#) | [Abstract](#) | [References](#) | [PDF \(1352 KB\)](#) | [Permissions](#)

 **Simultaneously Discovering and Quantifying Risk Types from Textual Risk Disclosures**

Yang Bao, Anindya Datta

60(6), pp. 1371–1391

Published Online: April 11, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1930>

[Preview](#) | [Abstract](#) | [References](#) | [PDF \(2880 KB\)](#) | [Supplemental](#) | [Permissions](#)

 **Path to Purchase: A Mutually Exciting Point Process Model for Online Advertising and Conversion**

Lizhen Xu, Jason A. Duan, Andrew Whinston

60(6), pp. 1392–1412

Published Online: April 16, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1952>

[Preview](#) | [Abstract](#) | [References](#) | [PDF \(412 KB\)](#) | [Permissions](#)

 **An Empirical Analysis of Digital Music Bundling Strategies**

Brett Danaher, Yan Huang, Michael D. Smith, Rahul Telang

60(6), pp. 1413–1433

Published Online: May 5, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1958>

[Preview](#) | [Abstract](#) | [References](#) | [PDF \(307 KB\)](#) | [Permissions](#)

- 
- Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information**  
Santiago Gallino, Antonio Moreno  
60(6), pp. 1434–1451  
Published Online: April 16, 2014  
<http://dx.doi.org/10.1287/mnsc.2014.1951>  
Preview | Abstract | References | PDF (248 KB) | Permissions
- 
- Big Data Investment, Skills, and Firm Value**  
Prasanna Tambe  
60(6), pp. 1452–1469  
Published Online: June 10, 2014  
<http://dx.doi.org/10.1287/mnsc.2014.1899>  
Preview | Abstract | References | PDF (591 KB) | Permissions
- 
- Estimating Demand for Mobile Applications in the New Economy**  
Anindya Ghose, Sang Pil Han  
60(6), pp. 1470–1488  
Published Online: April 23, 2014  
<http://dx.doi.org/10.1287/mnsc.2014.1945>  
Preview | Abstract | References | PDF (507 KB) | Permissions
- 
- A General Multiple Distributed Lag Framework for Estimating the Dynamic Effects of Promotions**  
Eelco Kappe, Ashley Stadler Blank, Wayne S. DeSarbo  
60(6), pp. 1489–1510  
Published Online: March 20, 2014  
<http://dx.doi.org/10.1287/mnsc.2013.1856>  
Preview | Abstract | References | PDF (3655 KB) | Supplemental | Permissions
- 
- On Theoretical and Empirical Aspects of Marginal Distribution Choice Models**  
Vinit Kumar Mishra, Karthik Natarajan, Dhanesh Padmanabhan, Chung-Piaw Teo, Xiaobo Li  
60(6), pp. 1511–1531  
Published Online: May 5, 2014  
<http://dx.doi.org/10.1287/mnsc.2014.1906>  
Preview | Abstract | References | PDF (358 KB) | Permissions
- 
- Real-Time Optimization of Personalized Assortments**  
Negin Golrezaei, Hamid Nazerzadeh, Paat Rusmevichientong  
60(6), pp. 1532–1551  
Published Online: April 16, 2014  
<http://dx.doi.org/10.1287/mnsc.2014.1939>  
Preview | Abstract | References | PDF (352 KB) | Permissions
- 
- Business Analytics for Flexible Resource Allocation Under Random Emergencies**  
Mallik Angalakudati, Siddharth Balwani, Jorge Calzada, Bikram Chatterjee, Georgia Perakis, Nicolas Raad, Joline Uichanco  
60(6), pp. 1552–1573  
Published Online: April 3, 2014  
<http://dx.doi.org/10.1287/mnsc.2014.1919>  
Preview | Abstract | References | PDF (340 KB) | Permissions
- 
- When Does the Devil Make Work? An Empirical Study of the Impact of Workload on Worker Productivity**  
Tom Fangyun Tan, Serguei Netessine  
60(6), pp. 1574–1593

Published Online: April 21, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1950>

[Preview](#) | [Abstract](#) | [References](#) | [PDF \(263 KB\)](#) | [Permissions](#)

---

**Website Morphing 2.0: Switching Costs, Partial Exposure, Random Exit, and When to Morph**

John R. Hauser, Guilherme (Gui) Liberali, Glen L. Urban

60(6), pp. 1594–1616

Published Online: May 9, 2014

<http://dx.doi.org/10.1287/mnsc.2014.1961>

[Preview](#) | [Abstract](#) | [References](#) | [PDF \(2160 KB\)](#) | [Supplemental](#) | [Permissions](#)

---