

**PROPOSAL: MARKETS, REGULATION AND COMPETITION IN THE U.S.
GREETING CARD INDUSTRY**

**Fiona Scott Morton, Professor of Economics
Yale School of Management**

The project is in the area of Industrial Organization, which broadly covers markets, regulation, and competition. This summer I will supervise an in-depth exploration of one particular market with a focus on identifying and characterizing the players and how they compete. The market is the US greeting-card industry. The research assistant will use media and library sources to learn about the manufacturers, their size and strategy (quality, targeting) and information about their market shares, profitability, etc. I am also interested in finding data on prices of cards over time or across brands. Further, I am interested in the nature of the contracts between manufacturers and retailers in terms of prices, exclusivity of a brand or line, service, full-line stocking, and store brands.

The goal of the project is to understand the dynamics of the industry with a view towards using the industry as an example in the classroom, and/or learning which issues might be interesting to research in more depth. With my help, the research assistant will prepare a document that describes the data collected and provides economic analysis of the data.

The skills needed for the position are familiarity with excel and a willingness to pursue different kinds of leads in search of information, both data-intensive, text, non-profit (library, census), and for-profit (analyst reports, consulting reports). Having taken a class in Industrial Organization would be terrific, but not necessary.