

The Economics of Collective Brands

(in English)

Professor Avraham SIMHON
Professor,
Department of Agricultural
Economics and Management,
Robert H. Smith Faculty of Agricultural,
Food and Environment,
The Hebrew University of Jerusalem, Israel



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Biography:

Professor Simhon received his PhD in Economics from University of Minnesota in USA in 1992 and completed a Post-doctoral fellowship at Hebrew University in 1994. He has been appointed as Professor in The Hebrew University of Jerusalem since 2012. His research works have been appeared in many journals and he is also a reviewer for various journals such as American Economic Review and American Journal of Agricultural Economics and International Economic Review.

Abstract:

We analyze the effect of a shared brand name, such as geographical names, on incentives of otherwise autonomous firms to establish a reputation for product quality. On the one hand, brand membership provides consumers with more information about past quality and therefore can motivate reputation building when the scale of production is too small to motivate reputation formation by stand alone firms. On the other hand, sharing a brand name may motivate free riding on the group's reputation, reducing investment in quality. We identify conditions under which collective branding delivers higher quality than is achievable by stand alone firms.

All Are Welcome

For enquiry: 26167381 (Grazie)