

MARKET MEASUREMENT AND ANALYSIS

Special ORSA/TIMS Conference

Graduate School of Business
Stanford University

March 26-28, 1979

Co-Chairpersons:

David B. Montgomery

Dick R. Wittink

Final Program

NOTE: ALL SESSIONS WILL MEET AT THE STANFORD LAW SCHOOL.

Monday, March 26

8:15 - 9:15

"Some Case Histories of Econometric Studies in
Marketing: What Really Happened?"

Room 190

Frank M. Bass (Purdue)

"A Causal Market Forecasting System: Theory and
Application"

Samual S. Oren, Michael H. Rothkopf, and
Richard D. Smallwood (Xerox Palo Alto Research
Center)

9:30 - 10:30

"Pricing of Industrial Products"

Room 190

John Frey (Du Pont)

"When Is a Price Not a Price?"

John D. C. Little (M.I.T.)

11:00 - 12:00

"Forecasting New Product Sales in the Absence of
Prior Sales Data"

Room 190

William H. Lawton (Eastman Kodak)

"Pillsbury's New Product Measurement System"

Malcolm A. McNiven (Pillsbury)

1:30 - 3:00

Concurrent Sessions

Session A

"Advertising and the Diffusion of New Products"
Dan Horsky (Rochester)

Room 190

"When Advertising Means Higher Prices"
Paul W. Farris and David J. Reibstein (Harvard)

"Measuring the Time-Varying Response to Marketing
Communication Instruments"
Gary M. Erickson (Wharton) and David B.
Montgomery (Stanford)

Session B

"Measurement and Parameter Stability in a
Multi-Wave Consumer Panel"

Room 95

John U. Farley, (Columbia), Jerrold Katz, (Simmons
College), Donald R. Lehmann, (Columbia), and
Russell S. Winer (Columbia)

"Information Theoretic Models for Controlled
Forecasting in Marketing"
David B. Learner and Frederick Phillips (MRCA)

"A Comparison of Alternative Approaches to
Forecasting Brand Choice"
Manoj Agarwal (SUNY-Binghamton) and Brian T.
Ratchford (SUNY-Buffalo).

3:30 - 5:00

Concurrent Sessions

Session A

"Defining an Industry:
George H. Haines, Jr., Montrose S. Sommers,
and Jacques C. Bourgeois (Toronto)

Room 190

Panel on Forensic Marketing
Moderator: David B. Montgomery (Stanford)
Panelists: Frank M. Bass (Purdue)
G. David Hughes (North Carolina)
Carl Jacobson (MAC Inc.)
Subrata Sen (Rochester)

Session B

"Development and Testing of a Site Evaluation
Model for Retail Chains"
Brian Lee Wilson (John S. Thompson and Co.)

Room 95

"Designing Persuasive Communication Campaigns:
A Multimessage Communication Model"
Jeffrey E. Danes (Connecticut)

"Applications of Conjoint Analysis to Pricing
Problems."
Patrick Robinson (Robinson Associates)

Tuesday, March 27 Concurrent Sessions All Day

8:30 - 10:00

Session A

Room 190

"Cumulative Advertising Effects: A New Approach
for an Old Problem"

Pierre M. Windal (Sherbrooke) and
Doyle L. Weiss (U. of British Columbia)

"Measurement of the Dynamic Effects of
Marketing Variables with Transfer Function
Analysis"

Dominique M. Hanssens (U.C.L.A.)

"An Approach to Building Competitive Sales
Response Models: Multiple Time Series Analysis:
Robert P. Leone (U. of Texas at Austin)

Session B

Room 95

"Measurement of Consumer Values Using Computer
Interactive Techniques"

Richard M. Johnson (John Morton Co.)

"Concept/Product Evaluation Via An Analytical
Hierarchy Approach"

Yoram Wind and Thomas Saaty (Wharton)

"Predictive Validity of Alternative Aggregation
Schemes in Conjoint Analysis"

David B. Montgomery and Dick R. Wittink (Stanford)

10:30 - 12:00

Session A

Room 190

"Measuring Advertising Effects Using Continuous
Consumer Purchase Panel Data and Monthly
Schedules of Advertising Insertions"

Abel P. Jeuland (Chicago)

"Timing of Advertising Efforts and Allocation
Over Media in a Situation with Important
Carry-Over Effects"

Berend Wierenga (Wageningen - The Netherlands)

"Advertising Lag Effects in the Brewing Industry"

John McCann (Duke) and Edward S. Ojdana, Jr.
(Olympia Brewing Co.)

Session B

"Choosing Multiple Items from a Product Class"
Leigh McAlister (Washington)

Room 95

"Preference Modeling of Managerial Marketing
Decision Making"
Phillippe Cattin and Daniel Sarel (Connecticut)

"Managerial Decision Support Based on a Disaggregate
Model of Consumer Choice"
Imran Currim and Dick R. Wittink (Stanford)

1:30 - 3:00

Session A

"Empirical Testing of a General Stochastic
Model of Market Behavior"

Room 190

Albert C. Bemmaor (Chicago)

"The Design of a Stochastic Model for the
Analysis of Price Promotions"
John Keon (New York University)

"Empirical Issues in the Implementation of a
Decision Relevant Multivariate Model of Consumer
Purchase Behavior"
J. Morgan Jones (U.C.L.A.) and Frederick S.
Zufryden (U.S.C.)

Session B

"Allocation of Marketing Resources Among
Alternative Mix Elements"

Room 95

Vithala R. Rao and Darious Jal Sabavala (Cornell)

"Relating Market Share Behavior to the Main and
Interactive Components of a Firm's Marketing Mix"
Roger J. Best and George C. Hozier, Jr. (Arizona)

"An Empirical Market Share Model for Budget
Allocation"
Jagdish Sheth (Illinois)

3:30 - 5:00

Session A

"Segmentation with Multiple Criterion Variables"
Douglass MacLachlan and Johny K. Johansson (Washington)

Room 190

"An Empirical Comparison of Aggregation Criteria
for Developing Market Segments"
Harold G. Elrod and Russell S. Winer (Columbia)

"Projecting Future Demand Via Analysis of Market
Segment Behavior"
John McCann (Duke)

Session B

Panel on Experimentation

Room 95

Moderator: Charles B. Weinberg (Stanford)

Panelists: John Frey (Du Pont)
John D. C. Little (M.I.T.)
Alan Sawyer (Ohio State)
Gerald Sheehan (Olympia Brewing Co.)
Al Rohloff (MSA)

Wednesday, March 28

8:30 - 10:00

Concurrent Sessions

Session A

"Development and Marketing of a Consumer Panel"
A. Marvin Roscoe (AT&T) and Jagdish Sheth (Illinois)

Room 190

"The Reliability of Alternative Commercially
Available Data"
Manfred Wenning, Edgar Topritzhofer, and Udo Wagner
(U. of Vienna)

"The Role of Microcomputers in Marketing Research"
Lawrence Crosby and F. Paul Wyman (Nebraska)

Session B

"Judgmental Parameterization of Conditional
Forecasting Models"
Charles W. McClelland

Room 95

"Judgement Based Marketing Decision Models:
When and How They Should Be Used?"
Dipankar Chakravarti (Florida), Andrew Mitchell
(Carnegie-Mellon), and Richard Staelin (Carnegie-
Mellon)

"Judgement Based Marketing Models"
Shelby McIntyre (Santa Clara)

10:30 - 12:00

Panel on Data Systems

Room 190

Moderator: Dick R. Wittink (Stanford)

Panelists: J. Dennis Bender (Proctor & Gamble)
Robert Copper (Pillsbury)
William Hawkes (Nielsen)
David Learner (MRCA)
Dennis Murphy (Olympia)
A. Marvin Roscoe (AT&T)

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Special Interest Conference On
MARKET MEASUREMENT AND ANALYSIS

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List of Participants

Clark R. Abrahams
StatComp

Herman Cain
Pillsbury Company

Manoj K. Agarwal
SUNY at Binghamton

Phillippe Cattin
University of Connecticut

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The Upjohn Co.

Depanker Chakravarti
University of Florida

James H. Barnes, Jr.
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Richard D. H. Chen
AT&T Long Lines

Frank M. Bass
Purdue University

James N. Clapper
Wake Forest University

Donald Beech
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Darral G. Clarke
Brigham Young University

Albert C. Bemmoar
University of Chicago

Henry J. Claycamp
International Harvester Company

J. Dennis Bender
Proctor & Gamble

Robert Copper
Pillsbury Company

Roger J. Best
University of Arizona

Lawrence A. Crosby
University of Nebraska, Lincoln

James L. Boeberitz
Chrysler Corporation

Les Crum
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University of Connecticut

Jacques C. Bourgeois
Carlton University, Ontario

Joe Dewbre
Land O'Lakes, Inc.

Richard Brannin
Kaiser-Permanente Medical

Joe Dodson
N. W. Ayer ABH International

Donald R. Bruns
Clorox Company

Vernon P. Dorweiler
Standard Oil (Indiana)

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Gary M. Erickson
University of Pennsylvania

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Uziel Frydman
R. J. Reynolds Tobacco

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Dominiquem Hanssens
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William J. Hawkes, Jr.
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University of Chicago

Johnny K. Johansson
University of Washington

Richard M. Johnson
John Morton Co.

Robert Johnson
Armour Dial

J. Morgan Jones
UCLA

Michael B. Jones
National Car Rental

N. P. Kamdar
General Foods

John W. Keon
New York University

Charles B. Kitz
Ford Motor Company

Mary Ann Kriewald
University of Santa Clara

William H. Lawton
Eastman Kodak

David B. Learner
MRCA

Donald R. Lehmann
Columbia University

Dorothy Leonard-Barton
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Robert P. Leone
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Richard N Lerner
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Pillsbury Company

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AT&T Long Lines

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AT&T Long Lines

Alan Sawyer
Ohio State University

Andrew Mitchell
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Olympia Brewing Company

Dennis Murphy
Olympia Brewing Company

✓ Jagdish N. Sheth
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Richard Smallwood
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Shmuel S. Oren
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✓ Vithala R. Rao
Cornell University

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Mead Corporation

Brian T. Ratchford
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Mike Tennity
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Proctor & Gamble

Robert M. Wallace
Management Decision Systems

✓ Charles B. Weinberg
Stanford University U.S.C.

William D. Wells
Needham, Harper & Steers

Berend Wierenga
University of Wageningen, Holland

✓ Albert R. Wildt
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Brian Lee Wilson
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✓ Yoram (Jerry) Wind
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*Conference Coordinators

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