

Spring 2010

Volume 40, No.2

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SOCIETY FOR MARKETING SCIENCE NEWSLETTER

Spring 2010

Volume 40, No. 2



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Marketing Science 2010

Organizers



Werner Reinartz, Chair



Karen Gedenk, Co-chair



Franziska Voelckner, Co-Chair



[University of Cologne](#)

[Faculty of Management, Economics and Social Sciences](#)

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INFORMS Society for Marketing Science Newsletter

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Published quarterly: Institute for Operations Research and
 the Management Sciences
 7240 Parkway Drive
 Suite 310
 Hanover, MD 21076
 (800)-4IN-FORM

The Editor's Note

The ash clouds from Iceland have come and gone and the sun is once again shining brightly over Europe. Werner Reinartz and his hard working team have prepared the stage for a warm welcome to marketing scientists from all over the world in Cologne, Germany. Grab your bags, families, slides and euros and get ready for a truly unique meet and greet bonanza. Sure, the best models will all be present at the marketing science conference and the important awards will be presented. We provide you a preview of the talks at the session so that you can plan your visit. Enjoy!

We also bring you information on upcoming conferences, news about award winners, faculty hires, and other gossip. Please keep sending us your photos, news, and even share your musings.

B.P.S. Murthi

New Officers of ISMS

We are pleased to welcome two new officers who were elected to the ISMS board.



Kannan Srinivasan (President -Elect)



Min Ding (V.P. Membership)

ANNOUNCEMENTS

Wharton Interactive Media Initiative (WIMI) Announces Research Opportunity

The Wharton Interactive Media Initiative (WIMI) has provided a wonderful research opportunity for interested faculty and doctoral students in partnership with a leading digital communications agency, Organic (www.organic.com). They are making available a dataset that allows research about the effects of digital advertising. The data has a complete three-month sequence of advertising exposures, click-throughs, and conversions for about 2000 web users.

Questions of interest to Organic include:

“How should a successful conversion be attributed back to the different ads a user saw?”

“Is seeing an ad on a particular advertising site (or sequence of sites) more likely to result in conversion?”

“What is the relative contribution of display advertising versus search advertising to ultimate conversion?”

“How quickly does the effect of an ad decay?”

“How should digital advertising campaigns be structured to maximize conversion?”

Interested researchers are invited to submit proposals to WIMI to gain access to this data for research purposes. They have also announced some funding for research support. Please contact WIMI's Research Director, Elea McDonnell Feit (efeit@wharton.upenn.edu) for more information.

The co-directors of the Wharton Interactive Media Initiative are **Eric T. Bradlow** and **Peter S. Fader**.

MSI and ACR bring a conference on “Shopper Marketing” at NYU, June 14-15

Marketing Science Institute and the Association of Consumer Research (ACR) are co-sponsoring a research competition on “Shopper Marketing”. The conference will be hosted by the Stern School of Management at NYU and co-chaired by Professor Russ Winer. More information is available on the MSI website at <http://www.msi.org/conferences/conferences.cfm?conf=111>. This conference is an opportunity for academics and practitioners to come together to discuss the growing importance of these issues.

CONFERENCE ANNOUNCEMENTS

DMEF announces The Direct/Interactive Marketing Research Summit, (San Francisco, CA, October 9-10, 2010)

DEADLINE for submissions : JUNE 1, 2010

The Direct/Interactive Marketing Research Summit, (San Francisco, CA, October 9-10, 2010) provides a forum for direct/interactive marketing and database marketing topics in the areas of research and teaching. There are numerous opportunities for academics to exchange ideas and learn from their colleagues and participating practitioners.

For further information and details, please review the Call for Papers (3-page PDF) at http://www.directworks.org/uploadedFiles/Educators/Research_Summit/CALLFORPAPERS2010.pdf

To submit work, sign on at the Summit's Conference Review System <http://www.conferencereview.com>.

Register with a user name and login password, select "D/IMRS2010," or the "2010 Direct/Interactive Marketing Research Summit." Make sure you have your and your co-authors' contact information (affiliations, emails, etc.) From there, you will be able to select and submit Education topics or Research topics. Direct any questions about the submissions site to <mailto:dmeff@directworks.org>

Abstracts, papers and special topic panel / roundtable session proposals will be selected based on the quality of the research, their ability to extend knowledge in the field, whether they break new ground, and whether they will influence the practice or teaching of direct/interactive or database marketing.

Topics at the Direct/Interactive Marketing Research Summit

The following is not meant to be an exhaustive topic list:

Research topics may include

- Cross-channel and multi-channel marketing management
- Cross-selling economics
- Customer acquisition
- Customer perception of value
- Customer relationship management
- Data mining
- Database marketing
- Integrated marketing communications
- Interactive advertising
- International direct marketing
- Internet/e-commerce
- Lifetime value and customer equity

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- Measuring effectiveness of direct /interactive marketing communications
- New media

Co-chair contacts for the above topics:

Thomas J. Steenburgh, Harvard Business School
Prasad A. Naik, University of California, Davis

Education topics may include

- Creating synergies between research and teaching
- Curriculum development
- Effective teaching techniques
- Integrating new media topics into existing marketing curricula
- Marketing pedagogy
- Pedagogical issues in internet education
- Use of current/emerging technology in the classroom
- Research Topics and Trends in the field translatable to classroom use

Co-chair contacts for the above topics:

James W. Peltier, University of Wisconsin, Whitewater
Lisa D. Spiller, Christopher Newport University

Authors whose work is accepted for the conference receive 25% off the \$200 registration fee (or 25% off the \$100 registration fee if a doctoral candidate submission. Again, please review the Call for Papers (3-page PDF) for details.

In addition, Research Summit attendees gain optional complimentary access to the DMA2010 Annual Conference & Exhibition. Please note: to receive this DMA2010 access you must be a Ph.D. candidate or a full time professor to qualify, and register through the Research Summit website - do not register on the DMA2010 site.

DMA2010 features presentations by leading practitioners, and educational, research and networking opportunities. Visit the Research Summit website for further information.

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CONFERENCE CALL FOR PAPERS

**Quantitative Marketing and Economics Conference
October 22-23, 2010**

UCLA Anderson School of Management, Los Angeles, CA

Deadline for Submitting Papers: **June 1, 2010**

Papers are invited for the eighth QME conference to be held at UCLA Anderson School of Management, on Friday, October 22 – Saturday, October 23, 2010. The conference seeks papers dealing with empirical and theoretical issues in marketing and economics. Papers will be peer-reviewed for potential presentation lasting 45 minutes, with an additional 15 minutes of discussion. The aim of the conference is to stimulate thoughtful discussion through in-depth presentation of research ideas. There will be assigned discussants.

The conference committee will review the submissions. Committee members are Andrew Ainslie (UCLA), Jeremy Fox (Chicago), Avi Goldfarb (Toronto), Ganesh Iyer (UC Berkeley), Sanjog Misra (Rochester), Ron Schachar (Tel Aviv), and Sha Yang (NYU).

Submit papers (.pdf) for review to: Andrew Ainslie andrew.ainslie@anderson.ucla.edu

THE CONFERENCE

Conference space is limited to 100. Registration forms and information about the conference schedule, fees and hotel accommodations will be soon available on the conference website:

<http://research.chicagobooth.edu/marketing/qme/index.aspx>. The registration deadline is October 8th. Early registration is encouraged.

Marketing Dynamics Conference 2010 starts at Istanbul June 21-24.

The Academic Program for the 2010 Marketing Dynamics conference is available on the conference website: <http://mdc2010.asterya.com> / according to Koen Pauwels, the organizer.

Highlights include a tutorial by Prof. dr. Philip-Hans Franses and a keynote address by Nobel Laureate Prof. dr. Daniel McFadden. There are 44 marketing dynamics presentations and an exciting social program.

JOURNAL OF MARKETING RESEARCH
CALL FOR PAPERS

SPECIAL ISSUE ON MARKETING DYNAMICS

Journal of Marketing Research calls for submissions for a special interdisciplinary issue on marketing dynamics. We invite papers that model marketing dynamics resulting from dynamic decision making—that is, decision making in contexts in which current actions on the part of consumers or firms have future consequences. We also invite papers that study the evolution of consumer preferences or the dynamic effects of marketing variables, such as advertising and price promotion.

We invite scholars from marketing, empirical industrial organization, behavioral economics, and decision science to submit papers on marketing dynamics with important substantive consumer welfare, consumer behavior, managerial, and public policy implications to the special issue. We are particularly interested in papers that consider the implications of dynamic considerations for firm policy.

We expect this special issue to lead to significant cross-fertilization across fields and, therefore, to particularly high impact for the papers. The issue is sponsored by universities that have been involved in the Marketing Dynamics Conference, as follows: Boston University, New York University, Özyeğin University, Tilburg University, University of California, Davis, University of California, Los Angeles, University of Groningen, and University of Waikato.

Please submit manuscripts to http://mc.manuscriptcentral.com/ama_jmr and designate “Special Issue on Marketing Dynamics.”

Submission Deadline: February 1, 2011; Expected Publication Date: June 2012

Editor

Tülin Erdem, New York University

Guest Coeditors

Bart Bronnenberg (Tilburg University)

Ariel Pakes (Harvard University)

Peter Rossi (University of Chicago)

Advisory Board to the Special Issue

Marnik Dekimpe, Tilburg University; J.-P. Dubé, University of Chicago; Els Gijsbrechts, Tilburg University; Dominique Hanssens, University of California, Los Angeles; Prasad Naik, University of California, Davis; Koen Pauwels, Özyeğin University; Shuba Srinivasan, Boston University; Harald van Heerde, University of Waikato; Peter Verhoef, University of Groningen; Russ Winer, New York University

**JOURNAL OF MARKETING RESEARCH
CALL FOR PAPERS**

SPECIAL ISSUE OF ON CONSUMERS' FINANCIAL DECISION MAKING

The *Journal of Marketing Research* calls for submissions for a special interdisciplinary issue on consumers' financial decision making. Consumer welfare is strongly affected by household financial decisions large and small: choosing mortgages; saving to fund college education or retirement; using credit cards to fund current consumption; use of very high interest payday loans or tax refund loans; choosing how to "decumulate" savings in retirement, perhaps by use of annuities; deciding how to pay for health care and insurance; and investing in the stock market to increase personal wealth. In all of these domains, consumers are often poorly informed and susceptible to making serious errors that have large personal and societal consequences. Basic research in judgment and decision making, psychology, consumer research, behavioral finance, and behavioral economics can inform our understanding of how consumers actually make such decisions and how consumers can be helped to make better decisions by innovations in public policy, business, and consumer education. We invite scholars from all of these fields to submit papers for the special issue. We also welcome papers about consumer financial decision-making and the law, and empirical papers on public policy interventions that can improve consumers' financial decisions. We expect this special issue to lead to significant cross-fertilization across fields and therefore to papers of particularly high impact. The special issue will be supported by the Russell Sage Foundation and the Alfred P. Sloan Foundation as part of their joint initiative in support of behavioral research on consumer finance.

Please submit manuscripts to http://mc.manuscriptcentral.com/ama_jmr and designate "Special Issue on Consumers' Financial Decision Making."

Guest Editor-in-Chief

John Lynch, University of Colorado-Boulder

Guest Editors

Shlomo Benartzi, UCLA

Stefano DellaVigna, University of California-Berkeley

George Loewenstein, Carnegie-Mellon University

Submission Deadline: **July 30, 2010**

Expected Publication Date: November 2011

CONGRATULATIONS

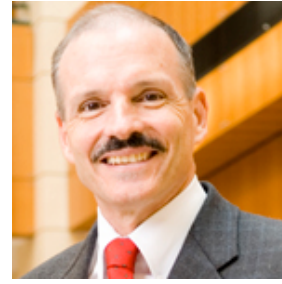
ALL THE AWARD WINNERS



Don Lehmann



Magid Abraham



Roland Rust

Donald R. Lehmann was honored with the Seventh Annual **Buck Weaver Award for Marketing**. This award was established by the MIT Sloan School of Management and sponsored by General Motors Corporation in 2003. The award recognizes individuals who have made important contributions to the advancement of theory and practice in marketing science.

Dr. Magid Abraham received the 2009 **Charles Coolidge Parlin Marketing Research Award**. This award is given to Dr. Abraham in recognition of his substantial contributions and unwavering dedication to the ongoing advancement of marketing research practice. Dr. Abraham is president, CEO and co-founder of comScore, Inc. Prior to co-founding comScore, Dr. Abraham was founder and CEO of Paragren Technologies, Inc., which specialized in delivering large scale Customer Relationship Marketing (CRM) systems for strategic and target marketing, and served as president and COO of Information Resources, Inc., a major international research company.

The Charles Coolidge Parlin Marketing Research Award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on the evolving profession of marketing research over an extended period of time.

Roland Rust won the **Sheth Foundation/Journal of Marketing Award** for the article in the Journal of Marketing that has had the greatest long-term impact on the marketing discipline. The award was given for "Return on Marketing: Using Customer Equity to Focus Marketing Strategy" (with Katherine Lemon and Valarie Zeithaml).

Gerard J. Tellis was awarded the **2009 Lifetime Achievement Award for Contributions to Behavioral Pricing** at the 11th Behavioral Pricing Conference in Orlando, Florida.

V. Kumar and **Denish Shah** have been selected as the recipients of the **2009 MSI/H. Paul Root Award** for their article "Expanding the Role of Marketing: From Customer Equity to Market Capitalization," which appeared in the November 2009 (Vol. 73, No. 6) issue of Journal of Marketing.

2010 William F. O'Dell Award



Baba Shiv, Stanford



Ziv Carmon, INSEAD



Dan Ariely, Duke

The prestigious award for 2010 goes to three researchers, Baba Shiv, Ziv Carmon, and Dan Ariely for their paper “Placebo Effects of Marketing Actions: Consumers May Get What They Pay For,” *Journal of Marketing Research*, 2005

The authors show that marketing actions, such as pricing, can alter the actual efficacy of products. In the context of purchase of an energy drink that is meant to increase mental sharpness, they found that consumers who paid a discounted price for the product obtained lesser benefits from the drink than consumers who paid the full price. They show that this effect is due to consumers’ unconscious formation of expectancies about the effectiveness of the products.

The selection committee consisted of **Russ Winer** (chair), **Greg Allenby**, and **Ravi Dhar**.

The other finalists were :

Min Ding, Rajdeep Grewal, and John Liechty , “Incentive-Aligned Conjoint Analysis” (February 2005);

Nathan Novemsky and Daniel Kahneman, “The Boundaries of Loss Aversion” (May 2005);

Peter S. Fader, Bruce G.S. Hardie, and Ka Kok Lee, “RFM and CLV: Using Iso-Value Curves for Customer Base Analysis” (November 2005);

Debora Viana Thompson, Rebecca W. Hamilton, and Roland T. Rust “Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing” (November 2005).

Paul E Green Award winners



2010 Paul E Green Award

Gal Zauberman, B. Kyu Kim, Selin A. Malkoc, and James R. Bettman are the winners of the 2010 Paul E. Green Award. Their article “Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences,” appeared in JMR August 2009

The selection committee consisted of **Bart Bronnenberg** and **Gita Johar**.

The other finalists were:

Barak Libai, Eitan Muller, and Renana Peres “The Diffusion of Services” (April 2009);

Richard A. Briesch, Pradeep K. Chintagunta, and Edward J. Fox “How Does Assortment Affect Grocery Store Choice?” (April 2009);

Jie Zhang and Michel Wedel “The Effectiveness of Customized Promotions in Online and Offline Stores” (April 2009);

Shuba Srinivasan and Dominique M. Hanssens “Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions” (June 2009);

Jean-Pierre Dubé, Günter J. Hitsch, and Peter E. Rossi “Do Switching Costs Make Markets Less Competitive?” (August 2009);

Ting Zhu, Vishal Singh, and Mark D. Manuszak “Market Structure and Competition in the Retail Discount Industry” (August 2009).

Finalists for Bass Award, Little Award, and Long Term Impact Awards

The finalists for the three awards have been announced. As usual the winner will be announced at the upcoming Marketing Science Conference gala dinner.

Can you guess who the winner(s) will be?

Bass Award Finalists

Brett R. Gordon, for "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," *Marketing Science*, Vol. 28, Number 5, 2009, pp. 846-867

Zsolt Katona, for "Network Formation and the Structure of the Commercial World Wide Web," *Marketing Science*, Vol. 27, No. 5, 2008, pp. 764-778

Kenneth C. Wilbur, for "A Two-Sided, Empirical Model of Television Advertising and Viewing Markets," *Marketing Science*, Vol. 27, No. 3, 2008, pp. 356-378

Little Award Finalists

David Godes and Dina Mayzlin, "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test," *Marketing Science*, Vol. 28, No.4, 2009, pp. 721-739

Brett R. Gordon, "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," *Marketing Science*, Vol. 28, Number 5, 2009, pp. 846-867

John R. Hauser, Glen L. Urban, Guilherme Liberali and Michael Braun, "Website Morphing," *Marketing Science*, Vol. 28, No.2, 2009, pp. 202-223

Robert Jacobson and Natalie Mizik, "The Financial Markets and Customer Satisfaction: Reexamining Possible Financial Market Mispricing of Customer Satisfaction," *Marketing Science*, Vol. 28, No.5, 2009, pp. 810-819

Sridhar Narayanan and Puneet Manchanda, "Heterogeneous Learning and the Targeting of Marketing Communication for New Products," *Marketing Science*, Vol. 28, No.3, 2009, pp. 424-441

Long Term Impact Award Finalists

Yannis Bakos and Eric Brynjolfsson, "Bundling and Competition on the Internet," *Marketing Science*, Vol. 19, No. 1, 2000, pp. 63-82

David R. Bell and James M. Lattin, "Looking for Loss Aversion in Scanner Panel Data: The Confounding Effect of Price Response Heterogeneity," *Marketing Science*, Vol. 19, No. 2, 2000, pp. 185-200

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Timothy J. Gilbride and Greg M. Allenby, "A Choice Model with Conjunctive, Disjunctive and Compensatory Screening Rules," *Marketing Science*, Vol. 23, No. 3, 2004, pp. 391-406

David Godes and Dina Mayzlin, "Using Online Conversations to Study Word-of-Mouth Communication," *Marketing Science*, Vol. 23, No. 4, 2004, pp. 545-560

John G. Lynch, Jr. and Dan Ariely, "Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution," *Marketing Science*, Vol. 19, No. 1, 2000, pp. 83-103

Peter E. Rossi and Greg M. Allenby, "Bayesian Statistics and Marketing," *Marketing Science*, Vol. 22, No. 3, 2003, pp. 304-328

K. Sudhir, "Competitive Pricing Behavior in the Auto Market: A Structural Analysis," *Marketing Science*, Vol. 20, No. 1, 2000, pp. 42-60

K. Sudhir, "Structural Analysis of Manufacturer Pricing in the Presence of a Strategic Retailer," *Marketing Science*, Vol. 20, No. 3, 2000, pp. 244-264

J. Miguel Villas-Boas, "Consumer Learning, Brand Loyalty and Competition," *Marketing Science*, Vol. 23, No. 1, 2004, pp. 134-145

Michel Wedel and Rik Pieters, "Eye Fixations on Advertisements and Memory for Brands: A Model and Findings," *Marketing Science*, Vol. 19, No. 4, 2000, pp. 297-312

Jinhong Xie and Steven M. Shugan, "Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell," *Marketing Science*, Vol. 20, No. 3, 2001, pp. 219-243

Marketing Science Conference, June 17-20, 2010, Cologne, Germany

In the following pages, we present the schedule of presentations at the Marketing Science Conference in Cologne, Germany from June 17 to June 20, 2010.

Marketing Science Conference, June 17-20, 2010, Cologne, Germany

Thursday, June 17th, 2010 8.30-10.00 (TA)

<p>TA01 – Room 02</p> <p>Scientometrics</p> <p>Chair: Johannes Hattula</p> <p>The Citation Rewards to Challenging Commonly Held Beliefs: An Empirical Test of Interesting Propositional Forms <i>Stefan Stremersch, Sofie Vanneste, Isabel Verniers</i></p> <p>Do We Really Understand What the Practice Needs? - How Marketing Scholars and Practitioners Differ in Evaluating Research <i>Johannes Hattula, Sven Reinecke</i></p>	<p>TA02 – Room 04</p> <p>Customer Relationship Management</p> <p>Chair: Pratima Sheorey</p> <p>Strategic CRM Initiatives for Competitive Advantage with Special Reference to Banking Industry in India <i>Neeraj Pandey</i></p> <p>Relationship Orientation, Marketing Capabilities, and Performance: The Role of Customer Relationship Management <i>Prithwiraj Nath, Avinandan Mukherjee</i></p> <p>An Experiential Marketing Perspective in Customer Satisfaction Management <i>Ilaria Dalla Pozza, Julie Leroy</i></p> <p>Consumer Engagement Management using the Experiential Marketing Approach: The AIEDAR Process in Developing Countries (the Indian Perspective) <i>Pratima Sheorey, Supriya Bambawale</i></p>	<p>TA03 – Room 06</p> <p>Advertising: Strategy I</p> <p>Chair: Tilo F. Halaszovich</p> <p>The Impacts of Broad-based vs. Commodity Specific Generic Advertising <i>Jura Liaukonyte, Harry Kaiser, Timothy Richards, Brad Rickard</i></p> <p>Should We use Advertising Awards to Measure Creativity?: Comparing the Value of Self and Award Assessments <i>Scott Koslow, Mark Kilgour, Sheila Sasser</i></p> <p>Measuring the Influence of TV-advertising Spending on the New FMCG Value Share in a Multi-country Comparison <i>Tilo F. Halaszovich, Christoph Burmann</i></p>	<p>TA04 – Room 14</p> <p>User Generated Content: Word-of-Mouth (Special Session)</p> <p>Chair: Donald R. Lehmann</p> <p>What Do People Talk About and Why? How Product and Buzzmarketing Campaign Characteristics Drive Word-of-Mouth <i>Jonah Berger, Eric Schwartz</i></p> <p>Comparing the Roles of Connectivity and Activity in Driving Information Diffusion in Online Social Networks <i>Andrew Stephen, Yaniv Dover, Jacob Goldenberg</i></p> <p>Analyzing Online User-generated Content to Derive Dimensions of Perceived Quality <i>Seshadri Tirunillai, Gerard J. Tellis</i></p> <p>Complexity in Marketing: Future Theoretical and Methodological Directions, New Questions Worth Answering, and an Application to Research on Disadoption <i>Donald R. Lehmann</i></p>
<p>TA05 – Room 15</p> <p>Strategy</p> <p>Chair: Bruno Rego</p> <p>The Neglected Role of Firm Ownership Structure in Market Orientation: Evidence from Emerging Markets <i>Yimin Cheng, Jing Song, Rui Wang</i></p> <p>Creating a Proactive Market Orientation: On its Organizational Antecedents, Contingency Factors and Consequences <i>Dennis Herhausen, Marcus Schoegel</i></p> <p>Balancing Value Creation and Capture: The Case of Business Solution Selling and Pricing <i>Christoph Ihl, Sebastian Bonnemeier</i></p> <p>Trade Off Between Value Creation and Value Appropriation: Financial Implications in Brazil <i>Bruno Rego, Fernando Luce</i></p>	<p>TA06 – Room 16</p> <p>Internet: General I</p> <p>Chair: Peggy Tseng</p> <p>Success of Web Products: The Relationship Between Adoption Routes and Usage <i>Clarence Lee, Elie Ofek, Tom Steenburgh</i></p> <p>"Is it Really Complicated?" Role of Motives in Understanding the Effects of Complexity on Website Evaluations <i>Reetika Gupta, Stephen Gould</i></p> <p>Validating Brand Tracking Data Against Organic Brand Search Trends <i>Jorge Silva-Risso, Donna Hoffman, Thomas P. Novak</i></p> <p>Online Search and Offline Sales: The Role of Category- vs Product-level Consumer Interest <i>Peggy Tseng, Gauri Kulkarni</i></p>	<p>TA07 – Room 17</p> <p>Channels</p> <p>Chair: Xiaoling Li</p> <p>A Decision Model for Analyzing Retailer Procurement Channel of Agricultural Produces <i>I-Ying Chen, Ming-Chih Tsai, Yi-Lung Wang</i></p> <p>Resource-based Coalitions in Marketing Channels: A Cooperative Game Theoretic Analysis <i>Mark Ratchford, Dipankar Chakravarti, Atanu Sinha</i></p> <p>The Important Role of Cognitive Legitimacy and Habitual Institutionalization in Marketing Channels <i>Xiaoling Li, Minxue Huang, Rui Wang</i></p>	<p>TA08 – Room 18</p> <p>Retailing</p> <p>Chair: Benaissa Chidmi</p> <p>Retail Restructuring and the Cost Disease <i>Ward Hanson</i></p> <p>Understanding Service Convenience in the Shopping Center <i>Leslie Yip, Andrew Chan, Alison Lloyd</i></p> <p>Effect of Variety Offering and Price Competition on Demand and Supermarket Performance <i>Benaissa Chidmi, Madiha Zaffou</i></p>

Thursday, June 17th, 2010 8.30-10.00 (TA)

<p>TA09 – Room 19</p> <p>New Products</p> <p>Chair: Pinar Cankurtaran</p> <p>How Technical Newness Predicts Sales across the Product Lifecycle <i>Jaap Wieringa, Soren Salomo, Katrin Talke</i></p> <p>Chance Criterion – Predicting the Success of New Packaged Goods <i>Hanna Römer, Oliver Heil</i></p> <p>The Pattern of Technological Evolution: The Role of Context-dependent Preferences <i>Yuxin Chen, Ozge Turut</i></p> <p>A Meta-analytic Review of Development Speed and New Product Success <i>Pinar Cankurtaran, Abbie Griffin, Fred Langerak</i></p>	<p>TA10 – Room 20</p> <p>Private Labels I</p> <p>Chair: Jong-Ho Lee</p> <p>Switch Marketing and the Retail Pricing of Brands and Private Label Products <i>Ratula Chakraborty, Paul Dobson, Jonathan Seaton</i></p> <p>Economic Contractions & Private-label Success: What Managers Do Versus What They Should Do <i>Lien Lamey, Marnik Dekimpe, Barbara Deleersnyder, Jan-Benedict Steenkamp</i></p> <p>Private Label vs. National Brand Price Sensitivity <i>Nathan Fong, Duncan Simester</i></p> <p>A Study on the Purchase Intention of Premium Private Label Products <i>Jong-Ho Lee, Tony C. Garrett, Sungkyu Lee</i></p>	<p>TA11 – Room 21</p> <p>Econometric Models</p> <p>Chair: Marko Sarstedt</p> <p>The Sense and Non-sense of Hold-out Sample Validation in the Presence of Endogeneity <i>Peter Ebbes, Dominik Papies, Harald van Heerde</i></p> <p>Why Wrong Response Functions Predict Better and Underestimate Optimal Expenditures <i>Steven Shugan</i></p> <p>Disentangling the Effects of Multicollinearity on Segment Retention in Mixture Regression Models <i>Marko Sarstedt, Jan-Michael Becker, Christian Ringle, Franziska Völckner</i></p>	<p>TA12 – Room 22</p> <p>Discrete Games (Special Session)</p> <p>Chair: Sanjog Misra</p> <p>Entry Decisions in the Pharmaceutical Industry <i>Anita Rao</i></p> <p>A Dynamic Quality Ladder Model with Entry and Exit: Exploring the Equilibrium Correspondence using the Homotopy Method <i>Ron Borkovsky, Ulrich Doraszelski, Yaroslav Kryukov</i></p> <p>Bayesian Estimation of Discrete Games of Complete Information <i>Sridhar Narayanan, Wes Hartmann</i></p> <p>Markov Chain Monte Carlo for Incomplete Information Discrete Games <i>Sanjog Misra</i></p>
<p>TA13 – Room 23</p> <p>Pricing I</p> <p>Chair: Rami Zwick</p> <p>The Effect of Buyer's Bargaining Ability on Negotiated Prices and Retailer Margins: A Study of the U.S. Automobile Market <i>Charles Weinberg, Srabana Dasgupta, Xiaohua Zeng</i></p> <p>The Effectiveness of Information Sharing in Asymmetric Buyer-seller Negotiations <i>Abhik Roy</i></p> <p>Consumer Retail Bargaining: An Empirical Study <i>Candy P. S. Fong</i></p> <p>Conditions Under Which "Pay What You Want" is a Profitable Pricing Strategy <i>Rami Zwick, Vincent Mak, Akshay Rao</i></p>	<p>TA14 – Room 24</p> <p>Decision Making I</p> <p>Chair: Siegfried Gudergan</p> <p>The Effect of Activating Time versus Money on Consumer Decision Making <i>Leilei Gao, Lei Su</i></p> <p>Observing the Effects of Heritage on Consumer Choice <i>Sergio Moccia, Oliver Heil</i></p> <p>An Integrated Model of Concrete and Abstract-level Component Activation in Consumers' Mental Representations of Complex Decision Problems <i>Theo A. Arentze, Benedict G.C. Dellaert</i></p> <p>Testing Value Priming: Implicit Value Association Test and Best-worst Value Measurement <i>Siegfried Gudergan, Ian Lings, Anouche Newman, Thorsten Teichert</i></p>	<p>TA15 – Room 25</p> <p>Consumer Behavior</p> <p>Chair: Alexander Fischer</p> <p>Correction for Mood Bias in Product Judgments <i>Chung-Chiang Hsiao, Yi-Wen Chien</i></p> <p>A Cross-cultural Study of Online Dating Site User's Goal-directed Emotions and Relationships with Service Providers <i>Jiyao Xun, Sally McKechnie, Prithwiraj Nath</i></p> <p>Assessing the Salience and Differential Impacts of Reflexive Learning <i>Yiyan Li</i></p> <p>Does Self-performing Matter? The Impact of Motor Actions on Brand Knowledge <i>Alexander Fischer, Tobias Langner</i></p>	

Thursday, June 17th, 2010 10.30-12.00 (TB)

<p>TB01 – Room 02</p> <p>2009-10 ISMS-MSI Practice Prize Competition (Special Session)</p> <p>Chair: Russell Winer</p> <p>Practice Prize Competition</p> <p>Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities <i>Marc Fischer, Sönke Albers, Nils Wagner</i></p> <p>Jetstar: A Dynamic Model of Consumer Choice to Guide Brand Development <i>John Roberts, Peter Danaher, Ken Roberts, Alan Simpson</i></p> <p>Marketing's Profit Impact: Quantifying Online and Offline Funnel Progression <i>Thorsten Wiesel, Joep Arts, Koen Pauwels</i></p> <p>Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities' Variable Annuity Sales <i>V. Kumar (VK), Denish Shah</i></p>	<p>TB02 – Room 04</p> <p>CRM: Managing Customers</p> <p>Chair: Debanjan Mitra</p> <p>Value of Customer Attitude Metrics in Measuring and Managing Customer Lifetime Value <i>Rajkumar Venkatesan, Nalini Ravishanker, Werner Reinartz</i></p> <p>Optimizing Service Productivity <i>Roland T. Rust, Ming-Hui Huang</i></p> <p>Consumer Expectations and Culture: The Effect of Belief in Karma in India <i>Praveen Kopalle, John U. Farley, Donald R. Lehmann</i></p> <p>Satisfaction and Dissatisfaction Proneness: Examining the Effect of Attribute-level Disconfirmation on Changes in Attribute Importance Weights <i>Debanjan Mitra, Gao Wang, Jinhong Xie, Yin Xu</i></p>	<p>TB03 – Room 06</p> <p>Advertising: Strategy II</p> <p>Chair: Hideaki Kitanaka</p> <p>The Optimal Product Line Design in the Presence of Targeted and In-Store Advertising <i>Shan-Yu Chou, Chyi-Mei Chen</i></p> <p>Strategic Roles of Advertising in Distribution Channels <i>Chi-Cheng Wu</i></p> <p>A Model of Demarketing <i>Jeanine Miklos-Thal, Juanjuan Zhang</i></p> <p>A Study on Products' Information Spread to Consumers and Three Communication Modes <i>Hideaki Kitanaka, Shigeru Kido, Jinya Nakamura, Akira Suzuki</i></p>	<p>TB04 – Room 14</p> <p>Impact of User Generated Content I (Special Session)</p> <p>Chair: Paulo Albuquerque</p> <p>Community Leaders or Entertainment Workers? Incentivizing Content Generation in Social Media <i>Peter Zubcsek, Kaifu Zhang</i></p> <p>From Social to Super Brands: The Influence of Personality and Involvement with Active and Passive Consumer Behavior in User Generated Content Websites <i>Margherita Pagani, Ronald Goldsmith, Charles F. Hofacker</i></p> <p>Evaluating Promotional Activities in an Online Two-sided Market of User-generated Content <i>Paulo Albuquerque</i></p> <p>Listen to Your Customers! Using Consumer-Generated Content to Elicit Brand Image <i>Franziska Völckner, Marc Egger, Kai Fischbach, Sonja Gensler, Detlef Schoder</i></p> <p>The "Twitter Effect": Investigating the Impact of Real-time Electronic Word-of-Mouth on the Success of Short Life Cycle Products <i>Thorsten Hennig-Thurau, Caroline Wiertz</i></p>
<p>TB05 – Room 15</p> <p>Strategy: Government Influence</p> <p>Chair: Xiaoyun Chen</p> <p>Price Liberalization in a Retail Setting: Short-run Effects and Long Run Effects <i>Jose M Mugica, Roger R Betancourt, Raquel Chocarro, Monica Cortiñas, Margarita Elorz</i></p> <p>The Impact of Tax Policy Stimulus on Automobile Choice-evidence from Chinese Automobile Industry <i>Xi Chen, Pradeep K. Chintagunta</i></p> <p>How Does Guanxi Affect Firm Capabilities? Typology and Boundary Condition <i>Xiaoyun Chen, Jie Wu</i></p>	<p>TB06 – Room 16</p> <p>Internet: General II</p> <p>Chair: Oliver Emrich</p> <p>Competing for Consumers Online: Setting Optimal Advertising Strategies <i>Taylan Yalcin, Elie Ofek</i></p> <p>Interest-based Internet Advertising and Privacy Concern – How to Increase the Acceptance of a Rising Marketing Phenomenon <i>Nicole Brockmeier, Florian von Wangenheim</i></p> <p>Affiliate Marketing: Setting Optimal Commissions <i>Christian Schulze</i></p> <p>The Virtual Opening of the Value Chain: A Conceptual Model of Customer-firm Interaction on the Internet <i>Oliver Emrich, Thomas Rudolph</i></p>	<p>TB07 – Room 17</p> <p>Channels: Design I</p> <p>Chair: Weon S. Yoo</p> <p>Gains and Losses of Exclusivity in Grocery Retailing <i>Els Gijbrecchts, Marnik Dekimpe, Katrijn Gielens</i></p> <p>Wireless Carriers' Exclusive Handset Arrangements: An Empirical Look at the iPhone <i>Ting Zhu, Pradeep K. Chintagunta, Hongju Liu</i></p> <p>Exclusive Tie-ups for Handsets in the Wireless Industry <i>Upender Subramanian, Jagmohan Raju, Z. John Zhang</i></p> <p>A Meta Analysis of Multi-brand, Multi-Outlet Channel Systems <i>Weon S. Yoo, Rex Du, Eunkyu Lee, Richard Staelin</i></p>	<p>TB08 – Room 18</p> <p>Retailing: Shopper Behavior</p> <p>Chair: Dinesh Gauri</p> <p>Understanding Consumers Conduct at the PoS to Explain Purchase Termination <i>Shyda Valizade-Funder, Oliver Heil</i></p> <p>Modeling Consumer Attention to In-store Prices <i>Sudipt Roy, Tat Chan, Amar Cheema</i></p> <p>Investigating Consumer Response Across Retail Store Formats <i>Ashish Kumar, Ram Bezawada, Karthik Sridhar, Minakshi Trivedi</i></p> <p>An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior <i>Dinesh Gauri, Kusum Ailawadi, Dhruv Grewal, Yu Ma</i></p>

Thursday, June 17th, 2010 10.30-12.00 (TB)

<p>TB09 – Room 19</p> <p>New Products: Adoption</p> <p>Chair: Guillermo Armelini</p> <p>Anticipated Regret, Social Media and New Product Adoption <i>Ping Xiao, Yuxin Chen</i></p> <p>Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach <i>Hans Risselada, Tammo Bijmolt, Peter Verhoef</i></p> <p>Early Adopters: Opinion Leaders or Opinion Keepers? <i>Sarit Moldovan</i></p> <p>Understanding the Role of Opinion Leaders and Less-connected Individuals in the Adoption of a New Technology <i>Guillermo Armelini, Erica Salvaj</i></p>	<p>TB10 – Room 20</p> <p>Private Labels II</p> <p>Chair: Sherif Nasser</p> <p>Sleeping with the Enemy: Does Private-label Production by NB Manufacturers Create Discounter Goodwill? <i>Anne ter Braak, Marnik Dekimpe, Barbara Deleersnyder, Inge Geyskens</i></p> <p>The Impact of "One-stop Shopping" on Competitive Store Brand Strategy <i>Jerath Kinshuk, Tansev Geylani, Z. John Zhang</i></p> <p>Responding to Generics: Fight Back or Throw in the Towel? <i>Sherif Nasser, Chakravarthi Narasimhan, Danko Turcic</i></p>	<p>TB11 – Room 21</p> <p>Bayesian Estimation</p> <p>Chair: Carlos Hernandez</p> <p>Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data <i>Joachim Bueschken, Greg Allenby, Thomas Otter</i></p> <p>Semi-parametric Bayesian Analysis of the Instrumental Variable Problem in Random Coefficient Logit Models using Aggregate Data <i>Yang Li, Asim Ansari</i></p> <p>Bayesian Random Coefficient Logit Models for Large Datasets <i>Carlos Hernandez, Dennis Fok</i></p>	<p>TB12 – Room 22</p> <p>Information and Consumer Choice (Special Session)</p> <p>Chair: Bart Bronnenberg</p> <p>Dynamic Discrete Choice with Heterogeneous Beliefs <i>Paul Ellickson, Sanjog Misra, Harikesh Nair</i></p> <p>Social Ties and User Generated Content: Evidence from an Online Social Network <i>Scott K Shriver, Reto Hofstetter, Harikesh Nair</i></p> <p>Consumer Learning Models with Unstable Product Quality: An Application to Consumers' Decisions to Continue Engaging with Entertainment Products <i>Mitch Lovett, William Boulding, Richard Staelin</i></p> <p>Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium <i>Bart Bronnenberg, Jean-Pierre Dubé, Matthew Gentzkow, Jesse Shapiro</i></p>
<p>TB13 – Room 23</p> <p>Pricing II</p> <p>Chair: Maarten Gijsenberg</p> <p>Design and Pricing of Probabilistic Quality <i>Zelin Zhang, Kissan Joseph</i></p> <p>Uncertain Consumption and Quantity Surcharges in Consumer Non-Durables: an Analytical Model <i>Krishanu Rakshit, Arnab Mukherji, Srinivas Prakhya,</i></p> <p>Price and Advertising Effectiveness over the Business Cycle <i>Maarten Gijsenberg, Marnik Dekimpe, Jan-Benedict Steenkamp, Harald van Heerde</i></p>	<p>TB14 – Room 24</p> <p>Decision Making II</p> <p>Chair: Xianchi Dai</p> <p>Empirical Investigations into Loss Aversion in Consumer Choice of Financial Products <i>Faye Kim, Jaehwan Kim</i></p> <p>Regrets in Switching: The Conflicting Role of Perceived Control <i>Maggie Y. Y. Chu, Lisa C. Wan</i></p> <p>Mere Influence Effect: When Motivation to Influence Drives Decision <i>Xianchi Dai, Leilei Gao, Baba Shiv</i></p>	<p>TB15 – Room 25</p> <p>CB: Perception I</p> <p>Chair: Joseph Lajos</p> <p>Female Consumer Behavior in Malaysia— Religion Perspectives <i>Hui-I Yao, Chih-Chien Cheng</i></p> <p>What is Authenticity? A Synthesis of the Dimensions of Authenticity Describing Marketing Offerings <i>Songqi Lin, Michelle So, Felix Tang</i></p> <p>The Aesthetic Experience : Characteristics and Consequences for Consumer Attitudes and Behaviour <i>Joelle Lagier, Pascale Ezan</i></p> <p>The Effect of Package Color on Consumers' Judgments of Product Volume <i>Joseph Lajos, Amitava Chattopadhyay</i></p>	

Poster Session (Room 1)

Thursday, June 17th, 2010

12.00-3.00

Expensive by the Dozen? Consumer Response to Quantity Surcharge <i>Vinay Kanetkar</i>
Compare and Compete: Search for the Best Advertising Decision Amongst Comparative and Noncomparative Strategies <i>Patrali Chakrabarty</i>
Keeping Distributors Engaged in Supplier Training: When Do Rewards Undermine Motivation For Learning? <i>Jan Peiser</i>
Check it Out: A Study of Factors Affecting Consumer Adoption of Self-Serving Technologies <i>Cindy Chung</i>
Consumer Attitudes for Intrinsic Versus Extrinsic Cues for Quality Products: The Case The Case of Extra Virgin Olive Oil <i>Elena Chrysikopoulou</i>
Reason and Emotion: Finding Customer Values in the Mystique of the Bridal Gown <i>Shu-Chin Huang</i>
Engineering a Special Experience to Revamp Consumer Brand Relationships: A Longitudinal Examination <i>Matthias Juliger</i>
The Effect of Technology Usage on Customer Loyalty Creation Process in Medium Sized Hotel Enterprises <i>Olgun Kitapci</i>
Exploring Differences and Similarities Between Innovators in Entrepreneurial and Mature Companies <i>Juergen Seitz</i>
Service and Innovation Processes on the Internet in a Customer-firm Relationship Framework <i>Oliver Emich</i>
Virtual Worlds, Avatars, and Plato's Cave: The Future of the Internet and Ourselves <i>Paul Messinger</i>
To Give and Get Back: Do Cause Portfolio Characteristics Influence the Return on Corporate Social Responsibility? <i>A. Meike Eilert</i>
Managing the Periphery: An Emerging Imperative for the Marketing Organization <i>Omar Rodriguez Vila</i>
Can Raising Store Brand Use Hurt Store Loyalty? <i>Satheeshkumar Seenivasan</i>
Rebates, Nonlinear Budget Sets and Consumer Demand <i>Jiali Ding</i>
Heritage Storytelling: Visitors' Emotional Experience and Sense of Identification with Heritage Stories <i>Chen-Yin Chen</i>
Social Causes in Social Networking Sites: Determining the Supporters <i>Daniela Losub</i>

INFORMS Society for Marketing Science Newsletter

Thursday, June 17th, 2010

1.30-3.00 (TC)

<p>TC01 – Room 02</p> <p>Meet the Editors I (<i>Special Session</i>)</p> <p>The following editors are represented: Marketing Science – Eric T. Bradlow; Journal of Marketing Research – Tulin Erdem; Journal of Interactive Marketing – Venky Chankar and Charles Hofacker; International Journal of Research in Marketing – M. G. Dekimpe; Marketing Letters – Randy Bucklin.</p>	<p>TC02 – Room 04</p> <p>CRM: Customer Equity I</p> <p>Chair: Udo Wagner</p> <p>RFM Measures and Customer Lifetime Value: Investigating the Behavioral Relationship in a Non-Contractual Setting <i>Makoto Abe</i></p> <p>Comparing Data Collection Methods for Customer Equity <i>Cleo Silveira, Fernando Luce</i></p> <p>A Review of Customer Equity Models in the Context of Discounted Cash Flow Valuation Theory <i>Morten Holm, V. Kumar (VK), Carsten Rohde</i></p> <p>A Monte Carlo Study on Sampling Properties of the Pareto/NBD Model <i>Udo Wagner, Daniel Hoppe</i></p>	<p>TC03 – Room 06</p> <p>Advertising: Consumer Response I</p> <p>Chair: Matthias Stöckl</p> <p>Getting the Most from Your TV Ads <i>Julie Edell Britton, Kevin Lane Keller</i></p> <p>How Does Awareness Evolve When Advertising Stops? The Role of Memory <i>Ashwin Aravindakshan, Prasad A. Naik</i></p> <p>"An Eye for an Eye": An Account of Sequelized and Comparative Advertising Strategies <i>Patrali Chakrabarty, Bibek Banerjee</i></p> <p>Marketing Dynamics in the Premium Car Segment <i>Matthias Stöckl, Jesus Crespo-Cuaresma</i></p>	<p>TC04 – Room 14</p> <p>Impact of User Generated Content II (<i>Special Session</i>)</p> <p>Chair: Anindya Ghose</p> <p>The Dynamics of the Buzz: How Do Online Reviews Change Over Time? <i>Noi Sian Koh, Nan HU, Youngsoo KIM, Srinivas Reddy</i></p> <p>How and Why Online Ratings Evolve Over Time? : A Dynamic Model <i>Srikant Vadali</i></p> <p>The Mediating Role and Time-variant Impact of Online User Reviews: A Bayesian Hierarchical Approach on Online Software Downloads <i>Wenjing Duan, Wenqi Zhou</i></p> <p>Extracting Economic Value from Online User-Generated Content: Combining Text mining with Demand Estimation in the Hotel Industry <i>Beibei Li, Anindya Ghose, Panagiotis Ipeirotis</i></p>
<p>TC05 – Room 15</p> <p>Strategy: Alliances</p> <p>Chair: Tieshan Li</p> <p>Interdependencies in a Partnership Portfolio: Competing and Complementary Effects <i>Anna Cui</i></p> <p>Customer Identification in Marketing Alliance Networks: Does it Matter whom they Identify with? <i>Kenneth Wathne, Kersi Antia</i></p> <p>Merging in Spatial Competition <i>Tieshan Li</i></p>	<p>TC06 – Room 16</p> <p>Internet: User Generated Content</p> <p>Chair: Hsin-Chen Lin</p> <p>E-cology: Dynamic Dependence and Evolution of Online Customer Reviews <i>Xing Pan, Fang fang, Bin Gu</i></p> <p>The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community <i>Jui Ramaprasad, Rishika Ramkumar</i></p> <p>Information Processing in the Online Environment: The Role of Consumer-generated Reviews <i>Dheeraj Pandey, Bibek Banerjee</i></p> <p>The Diffusion of Online Word of Mouth <i>Hsin-Chen Lin, Manohar U. Kalwani</i></p>	<p>TC07 – Room 017</p> <p>Channels: Design II</p> <p>Chair: Manish Kacker</p> <p>Pre-ordering in Distribution Channels <i>Ying Xiao, Yunchuan Liu</i></p> <p>Distributor Acquisition of Supplier Training Knowledge: Supplier Sales Growth and Partnership Termination <i>Jacqueline van Beuningen, David Cox, Ko de Ruyter, Christine Moorman, Martin Wetzels</i></p> <p>A Theoretical Model of Specific Investments in Exchange Relationships <i>Manish Kacker, Ruhai Wu</i></p>	<p>TC08 – Room 18</p> <p>Retailing: Store Choice</p> <p>Chair: Qin Zhang</p> <p>When and Where to Buy – Does Shopping List Matter? <i>Seungwon Jeon</i></p> <p>A 'Basket-splitting' Store Choice Model <i>Sriram Venkataraman, Yanwen Wang</i></p> <p>Examining the Effects of Product Categories on Consumers' Patronage for Retail Formats <i>Qin Zhang, Manish Gangwar, Brian Ratchford</i></p>

Thursday, June 17th, 2010

1.30-3.00 (TC)

<p>TC09 – Room 19</p> <p>New Products: Diffusion I</p> <p>Chair: Sebastiano A. Delre</p> <p>A Stochastic New Product Growth Model—Theory and Results <i>Kalyan Raman, Dipak Jain</i></p> <p>Improving the Bass Model of New Product Diffusion While Retaining its Parsimony and Ease of Use <i>Abel Jeuland</i></p> <p>Dynamic Optimal Marketing Mix Strategies for New Products with Influential and Imitator Consumer Segments <i>Vijay Ganesh Hariharan, Changhyun Kwon, Debabrata Talukdar</i></p> <p>Micro Consumer Decisions and Macro Diffusion Patterns: Using Indirect Inference to Validate Agent-based Models <i>Sebastiano A. Delre</i></p>	<p>TC10 – Room 20</p> <p>Brands I</p> <p>Chair: Wei Li</p> <p>Can a Firm Add a New Premium Product and End-up with Less Overall Market Share? <i>Ling-Jing Kao, Fabio Caldieraro</i></p> <p>Understanding the Market Performance Outcomes of Component Supplier Brand Strength <i>Stefan Worm, Raj Srivastava</i></p> <p>Store Loyalty and the Strategic Positioning of Store Brands <i>Wei Li, Dennis Fok, Philip Hans Franses</i></p>	<p>TC11 – Room 21</p> <p>Structural Economic Models</p> <p>Chair: Federico Rossi</p> <p>Developing and Testing Models of Strategic Behavior <i>Thomas Otter, Greg Allenby, Tim Gilbride</i></p> <p>Structural Models of Demand to Study Consistent Pricing During Sales Promotions <i>Sergio Meza</i></p> <p>Modeling Product Entry and Pricing Decision in Differentiated Products Markets <i>Federico Rossi</i></p>	<p>TC12 – Room 22</p> <p>Modeling Firm Decisions (Special Session)</p> <p>Chair: Harikesh Nair</p> <p>What Can Television Networks Learn From Search Engines? How to Select, Order, and Price Advertisements to Maximize Advertiser Welfare <i>Kenneth C. Wilbur, David Kempe</i></p> <p>Testing for Asymmetric Information in Pricing Contracts: The Role of Firm's Policy Functions <i>Harikesh Nair, Anita Rao</i></p> <p>Estimating Structural Models of Competing Platforms in Two-sided Markets <i>Minjae Song</i></p> <p>Advertising Pass-through: Who Reaps the Benefits of Advertising? <i>Michaela Draganska, Ping Li</i></p>
<p>TC13 – Room 23</p> <p>Continuous-Time Marketing (Special Session)</p> <p>Chair: Olivier Rubel</p> <p>Manufacturer's Promotional Support in a Dynamic Retail Duopoly <i>Anand Krishnamoorthy, Xiuli He, Ashutosh Prasad, Suresh P. Sethi</i></p> <p>Dynamic Pricing for Subscription Services <i>Gila E. Fruchter, Simon Pierre Sigué, Z. John Zhang</i></p> <p>Optimal Advertising when Envisioning a Product-harm Crisis <i>Olivier Rubel, Prasad A. Naik, Shuba Srinivasan</i></p> <p>Dual Role of Price and Myopia in a Marketing Channel <i>Sihem Taboubi, Guiomar Martín-Herrán, Georges Zaccour</i></p>	<p>TC14 – Room 24</p> <p>CSR</p> <p>Chair: Pamela Morrison</p> <p>Talk About Good Deeds: Assessing the Impact of CSR Communication Using the CSR Personality Scale <i>Meike Strasser, Stephanie Bothe, Manfred Bruhn, Karsten Hadwich, Daniela B. Schäfer</i></p> <p>Consumer Reactions to CSR Brands: The Role of Face Concern <i>Lisa C. Wan, Patrick Poon</i></p> <p>The Dimensions of Public Perceptions of Corporate Social Responsibility: Segments and Their Trends Over Time <i>Pamela Morrison, Charlie Nelson, John Roberts</i></p>	<p>TC15 – Room 25</p> <p>CB: Perception II</p> <p>Chair: Francesco Massara</p> <p>Personal Epistemology in Marketing <i>Eyal Yaniv</i></p> <p>Done That: Modality-consistent Procedural Fluency Effects on Product Evaluations <i>Hao Shen, Akshay Rao</i></p> <p>A Markov Cascade Analysis of Information Strategies: An Application to Comparison Websites <i>Wei Shi, Rik Pieters, Michel Wedel</i></p> <p>Context-specific Information Processing: Investigating Circumstances that Improve the Retention of Message Content. <i>Francesco Massara, Thomas P. Novak</i></p>	

Thursday, June 17th, 2010

3.30-5.00 (TD)

<p>TD01 – Room 02</p> <p>Meet the Editors II (<i>Special Session</i>)</p> <p>The following editors are represented: Journal of Marketing – Ajay Kohli; Management Science – Pradeep Chintagunta; Quantitative Marketing and Economic – Greg Allenby; Journal of Service Research – Roland Rust; Journal of Product Innovation Management – C. Anthony Dibenedetto</p>	<p>TD02 – Room 04</p> <p>CRM: Customer Equity II</p> <p>Chair: Hua-Ning Chen</p> <p>Handling Seasonality in Customer Lifetime Value (CLV) Calculations <i>Kerem Tomak, Michael Kruger</i></p> <p>The Role of Attitudes in Customer Value: Does the Contractual Nature of the Relationship Matter? <i>F. Javier Sese, V. Kumar (VK), J. Andrew Petersen, Yolanda Polo</i></p> <p>Can Three Behavioral Dimensions Sufficiently Describe Customer Relationships? <i>Moritz Mink, Dominik Georgi</i></p> <p>Incorporating Price Promotion into Customer Base Analysis <i>Hua-Ning Chen</i></p>	<p>TD03 – Room 06</p> <p>Advertising: Consumer Response II</p> <p>Chair: German Zenetti</p> <p>Short Term Effects of Advertising through Template Matching <i>Ralf van der Lans, Rik Pieters, Michel Wedel</i></p> <p>Cross Product and Online-Offline Advertising Synergies <i>Martin Schleicher, Asim Ansari, Sunil Gupta</i></p> <p>The Effect of Media Advertising on Brand Consideration and Choice <i>Nobuhiko Terui, Greg Allenby, Masataka Ban</i></p> <p>The Impact of Quantity and Perceived Quality of Different Advertising Media on Demand <i>German Zenetti, Daniel Klapper</i></p>	<p>TD04 – Room 14</p> <p>Impact of Social Media (<i>Special Session</i>)</p> <p>Chair: Russell Winer</p> <p>A Blog-eat-blog World: A Multivariate Poisson Process Model of Competitive Performance Implications of User Generated Content <i>Gaurav Sabnis, Rajdeep Grewal</i></p> <p>The Interdependence of Word-of-mouth Generation and Consumption <i>Russell Winer, Henry Assael, Mantian Hu, Sha Yang</i></p> <p>Modeling Consumer Learning from Online Product Reviews <i>Sha Yang, Vishal Narayan, Ying Zhao, Yi Zhu</i></p> <p>Modeling Member Behaviors in User-generated Content Sites: A Semiparametric Bayesian Approach <i>Pulak Ghosh, Chang Hee Park, Young-Hoon Park</i></p>
<p>TD05 – Room 15</p> <p>Strategy: Make or Buy</p> <p>Chair: Christine Ebling</p> <p>Optimizing Make-or-Buy Decisions in Marketing: A Formal Model merging Transaction Cost Economics and Resource-based Theory <i>Nicolas Zacharias, Niko Schmitt, Ruth Stock</i></p> <p>The Market Valuation of Outsourcing New Product Development <i>Néomie Raassens, Inge Geyskens, Stefan Wuyts</i></p> <p>Dual Governance and Innovation <i>Christine Ebling, Anna Krzeminska</i></p>	<p>TD06 – Room 16</p> <p>Mobile Marketing & Social Influence</p> <p>Chair: Mengze Shi</p> <p>Adaptive Personalization of Mobile News <i>Tuck Siong Chung, Roland T. Rust, Michel Wedel</i></p> <p>Measuring the Value of Customer in Mobile Social Networking Services <i>Hikaru Yamamoto, Naohiro Matsumura</i></p> <p>The Effect of Social Influence and Word of Mouth Behavior on Cell Phone Choice <i>Peter S. van Eck, Wander Jager, Peter Leeflang</i></p> <p>A Dyad Model of Calling Behaviour with Tie Strength Dynamics <i>Mengze Shi, Jeongwen Chiang, Botao Yang</i></p>	<p>TD07 – Room 17</p> <p>Channels: Design III</p> <p>Chair: Tao Chen</p> <p>Extended Warranties in a Distribution Channel <i>Lu Hsiao, Chi-Cheng Wu</i></p> <p>How Does a Retailer's Service Plan Affect a Manufacturer's Warranty? <i>Xubin Zhang, Bo Jiang</i></p> <p>Service Dynamics for Durable Goods <i>Tao Chen, Jian Ni, Kannan Srinivasan</i></p>	<p>TD08 – Room 18</p> <p>Retailing: Location</p> <p>Chair: Wun-Hwa Chen</p> <p>Customer Waiting Time and Purchasing Behavior: An Empirical Study of Supermarket Queues <i>Andres Musalem, Yina Lu, Marcelo Olivares</i></p> <p>Organizing Products with Complements versus Substitutes: Effects on Effort, Assortment Perceptions, and Store Preference <i>Kristin Diehl, Cait Poynor, Erica van Herpen</i></p> <p>The Influences of Location Features and Consumers' Life Styles of Department Stores on Consumers' Behavior in Taiwan <i>Wun-Hwa Chen, Ai-Hsuan Chiang, Shihyu Chou, Jen-Ying Shih, Shiou-Fen Tzeng, I-Huei Wu</i></p>

Thursday, June 17th, 2010

3.30-5.00 (TD)

<p>TD09 – Room 19</p> <p>New Products: Diffusion II</p> <p>Chair: Keren Haddad-Leibovich</p> <p>Spatial Diffusion of Innovation: The Spatial Panel Model Approach <i>Yutaka Hamaoka</i></p> <p>From Birth through Maturity: An Investigation of a Market Evolution and its Dynamics <i>Piyush Kumar, Mayukh Dass, Srinivas Reddy</i></p> <p>The Takeoff of Environmental Technologies: An Evolutionary Analysis of Relevant Drivers <i>Giulia Calabretta, Jordi Montaña</i></p> <p>Estimating the Growth of Innovation Decliners Based on Penetration Data <i>Keren Haddad-Leibovich, Jacob Goldenberg, Daniel Shapira</i></p>	<p>TD10 – Room 20</p> <p>Brands II</p> <p>Chair: Tobias Langner</p> <p>Conceptualizing Online Brand Experience <i>Fang Liu, Leslie Yip</i></p> <p>Leadership Brands for Market Driving Strategy <i>Veronika Tamovskaya</i></p> <p>The Behavioral Consequences of "Loving" Versus "Liking" a Brand and a Typology of the Origins of "Brand Love" <i>Tobias Langner, Alexander Fischer, Dennis Kürten, John R. Rossiter</i></p>	<p>TD11 – Room 21</p> <p>Dynamic Structural Models</p> <p>Chair: Wonjoon Kim</p> <p>A Dynamic Model of Firm Learning and Industry Shakeout <i>Qiaowei Shen, Hongju Liu</i></p> <p>Information Asymmetry in Internet Markets for Consumer Goods <i>Yulia Nevskaya</i></p> <p>The Role of Firms' Strategic Innovation Decision in Shaping Patient Welfare in Pharmaceutical Industry: Innovate or Imitate? <i>Wonjoon Kim, Paris Cleanthous</i></p>	<p>TD12 – Room 22</p> <p>Forecasting I</p> <p>Chair: Winfried Steiner</p> <p>SKU Sales Prediction using Data Mining with Domain Knowledge <i>Ozden Gur Ali</i></p> <p>Structural Breaks and the Value of Promotional Information in Forecasting Retailer Sales <i>Tao Huang, Robert Fildes, Didier Soopramanien</i></p> <p>Functional Flexibility or Heterogeneity? An Empirical Study on the Predictive Performance of Price Response Functions <i>Winfried Steiner, Stefan Lang, Peter Wechselberger</i></p>
<p>TD13 – Room 23</p> <p>Pricing: Willingness-to-Pay</p> <p>Chair: Florian Dost</p> <p>The Informational Role of Product Trade-ins for Retailer Pricing <i>Anthony Dukes, Ohjin Kwon, S Siddarth</i></p> <p>Traditional Willingness-to-pay in the Light of Willingness-to-pay-as-a-range <i>Robert Wilken, Florian Dost</i></p> <p>Separating WTP Elicitation from Choice-based Conjoint Analysis <i>Florian Dost, Robert Wilken</i></p>	<p>TD14 – Room 24</p> <p>Sustainability I</p> <p>Chair: Nina Hampl</p> <p>Institutional Theory and the Role of Marketing in the Adoption of Voluntary Sustainability Reporting <i>Ralitza Nikolaeva</i></p> <p>Corporate Social Responsibility: The Differential Impact of Product and Environmental Actions on Firm Performance <i>A. Meike Eilert, Satish Jayachandran, Kartik Kalaighnam</i></p> <p>Marketing Gag or Value Creating Strategy: How does Sustainability Impact Store Choice in Retail? <i>Nina Hampl, Moritz Look,</i></p>	<p>TD15 – Room 25</p> <p>Entertainment Marketing I</p> <p>Chair: Michael Clarke</p> <p>Determinants of Illegal Music Downloading Behaviour in the UK <i>Ibrahim Sirkeci, Lóa Magnúsdóttir</i></p> <p>All You Can Eat, À La Carte, or a Free Lunch? Analyzing Consumer Preferences in the Music Download Market <i>Dominik Papies, Felix Eggers, Nils Wlömert,</i></p> <p>Optimal Design of Content Samples for Digital Products and Services <i>P. K. Kannan, Sanjay Jain</i></p> <p>Pricing of New Apps on New Media: Lifecycle Management <i>Michael Clarke, Bryan Hurren, Vinay Kanetkar</i></p>	

Friday, June 18th, 2010

8.30-10.00 (FA)

<p>FA01 – Room 02</p> <p>B2B</p> <p>Chair: Murali Mantrala</p> <p>Business Marketing to Small and Medium Size Firms: Assessing Value-Add Opportunities <i>Ralph Kauffman, Jeffery Adams, Gary Stading</i></p> <p>Optimal Assortment Planning in B2B Wholesale Auto Auction Markets <i>O. Cem Ozturk, Sandy Jap, Sriram Venkataraman</i></p> <p>Assessing the Drivers of Short and Long-term Outcomes at Business Trade Shows <i>Srinath Gopalakrishna, Shrihari Sridhar, Clay Voorhees</i></p> <p>A Three-dimensional Approach to B-to-B Market Segmentation: Incorporating Customers' Customers <i>Murali Mantrala, Elina Tang</i></p>	<p>FA02 – Room 04</p> <p>CRM: Customer Equity III</p> <p>Chair: Leo Paas</p> <p>The Impact of Touch Points on Customer Life Time Value <i>Yuanping Ying, Howard Dover</i></p> <p>The Impact of Customer-based Brand Equity on Customer Equity <i>Florian Stahl, Mark Heitmann, Donald R. Lehmann</i></p> <p>Building Customer Equity through Marketing Investment <i>Kyoung Cheon Cha, Sangman Han, Donald R. Lehmann, Hyun Shin</i></p> <p>Latent Markov Modeling for Evaluating the Marketing Effects on Customer Life Time Value <i>Leo Paas, Anita Prinzie, Dirk Van den Poe</i></p>	<p>FA03 – Room 06</p> <p>Advertising: Consumer Response III</p> <p>Chair: Agusti Casas-Romeo</p> <p>The Impact of Prior Brand Attitude and Product Category Involvement on Consumers' Moment-to-Moment Affect Traces <i>Jennifer Burton</i></p> <p>Comparing Effects of Message Strategies, Brand Reputation and Brand Tribalism on Consumers' Relationships with Soft Drink Brands <i>Tiffany T. Wang</i></p> <p>The Impact of Advertising on Brand Trial in Experience Good Markets <i>Raimund Bau</i></p> <p>Effective Anti-alcohol Communication Campaigns for Teenagers <i>Agusti Casas-Romeo, Ruben Huertas-Garcia</i></p>	<p>FA04 – Room 14</p> <p>Social Media in the Marketplace (Special Session)</p> <p>Chair: Yubo Chen</p> <p>Markets as Conversations: Making the Invisible Hand Visible <i>Robert F. Lusch, Hope Jensen Schau, Daniel Zeng</i></p> <p>A Stakeholder Perspective of Finance Web Forums <i>David Zimbra, Hsinchun Chen, Robert F. Lusch</i></p> <p>Consumer Decisions and Firm Strategies During Format Wars <i>Yong Liu, Hsinchun Chen, Yubo Chen, Robert F. Lusch, Shuo Zeng</i></p> <p>The Elites vs. the Crowds: How Third-party Experts Influence Consumer Opinions in the Marketplace <i>Yubo Chen, Hsinchun Chen, Yong Liu, Robert F. Lusch, David Zimbra</i></p>
<p>FA05 – Room 15</p> <p>Strategy: Segmentation of Firms</p> <p>Chair: Can Uslay</p> <p>Perceptual Maps: the Good, the Bad and the Ugly <i>Michel van de Velden, John Gower, Patrick Groenen, Karen Vines</i></p> <p>A Combined Disaggregate Model for Segmenting Air Freight Market <i>Ching-Wei Lien, Ming-Chih Tsai, Chih-Wen Yang</i></p> <p>A Clusterwise Methodology for the Identification of Heterogenous Prototypical Category Exemplars <i>Simon Blanchard, Daniel Aloise</i></p> <p>On the Empirical Generalizations of the "Rule of Three" <i>Can Uslay, Z. Ayca Altintig, Robert D. Winsor</i></p>	<p>FA06 – Room 16</p> <p>Internet: Social Influence</p> <p>Chair: Makoto Mizuno</p> <p>Marketing through the Backdoor: How Effective is E-marketing to Teenage Users of Social Networking Sites? <i>Marwan Khammash, Peter Westmorleand</i></p> <p>Quantifying the Effects of Social Media Activity on Brand Sales and Market Share <i>Doug Bowman, Manish Tripathi</i></p> <p>Dynamic Interactions Between WOM and Preference Formation: A Case of Diffusion of a Really New Product <i>Makoto Mizuno, Takayasu Baba, Toshikatsu Mori, Kota Sera, Yuto Takakai</i></p>	<p>FA07 – Room 17</p> <p>Channels: Channel Coordination</p> <p>Chair: Maggie Chuoyan Dong</p> <p>Limited Edition Products and Channel Strategy <i>Axel Stock</i></p> <p>Quantal Response Equilibrium in a Fair Channel - An Experimental Investigation <i>Paola Mallucci, Tony Cui</i></p> <p>Gaining Customers Making Gifts to Rivals: Understanding How Signals of Value Potential Affect Supplier's Performance <i>Fabrizio Zerbin, Stefania Borghini</i></p> <p>Observer Effect of Punishment in Channel Networks: The Role of Punishment Severity and Punishment Justice <i>Maggie Chuoyan Dong</i></p>	<p>FA08 – Room 18</p> <p>Retailing: Competition</p> <p>Chair: Fang Wu</p> <p>Vertical Differentiation with Multi-unit Demand <i>Robert Zeithammer, Raphael Thomadsen</i></p> <p>Supermarket Price and Promotion Competition in a Duopoly Framework <i>Benaissa Chidmi, Maria A. Gonzalez-Alvarez</i></p> <p>Supermarket Entry and its Effect on Small Stores in Montevideo, 1998 to 2007 <i>Daniel Ferres</i></p> <p>A New Model of Asymmetric Competitive Structure using Store-level Data <i>Fang Wu, Terry Elrod, Paul Messinger</i></p>

Friday, June 18th, 2010

8.30-10.00 (FA)

<p>FA09 – Room 19</p> <p>New Products: Development & Design I</p> <p>Chair: Chelsea Wise</p> <p>Convergent High-technology Products: The Role of Brand Quality and Feature Value in the Addition versus Deletion of Features <i>Tripat Gill, Jing Lei, Sridhar Samu</i></p> <p>A Study on the Purchase Decisions of Convergence Products - A Focus on the Consumer Perception of Functionalities <i>Sungkyu Lee, Tony C. Garrett, Jong-Ho Lee</i></p> <p>Responding to Feature Innovations: Strategies for Established versus New Follower Brands <i>Maren Becker, Tripat Gill, Jing Lei</i></p> <p>Really New or New Looking? The Impact of Enhanced Features, Novel Specifications, and Brand Credibility on Product Choice <i>Chelsea Wise, Thorsten Teichert</i></p>	<p>FA10 – Room 20</p> <p>Brands III</p> <p>Chair: Adina Barbulescu</p> <p>Are You Impressed? Portfolio Advertising as a Means of Strengthening the Corporate Brand and Its Product Brands <i>Franz-Rudolf Esch, Christian Brunner</i></p> <p>How Brand Portfolios Strategy Affects Firm Value and Risk <i>Shuba Srinivasan, Susan Fournier, Liwu Hsu</i></p> <p>What's a Good Map? A Validation and Enhancement of the Brand Concept Map Approach <i>Oliver Schnittka, Henrik Sattler, Sebastian Zenker</i></p> <p>Changes in Brand Attitude in Response to Competitor Claims: The Role of Brand Knowledge Structure <i>Adina Barbulescu, Ajay Kohli</i></p>	<p>FA11 – Room 21</p> <p>The Estimation of Demand and Supply in Markets with Search Frictions</p> <p>Chair: Stephan Seiler</p> <p>Consumer Search and Prices in the Automobile Market <i>Matthijs Wildenbeest, José Luis Moraga-González, Zsolt Sándor</i></p> <p>Testing Models of Consumer Search using Data on Web Browsing and Purchasing Behavior <i>Babur De los Santos, Ali Hortaçsu, Matthijs Wildenbeest</i></p> <p>The Impact of Search Costs on Consumer Behavior: A Dynamic Approach <i>Stephan Seiler</i></p>	<p>FA12 – Room 22</p> <p>Forecasting II</p> <p>Chair: Christian Pescher</p> <p>Forecasting Car Market Demand in China under Dynamic Consumer Preferences <i>Lixian Qian, Didier Soopramanien, Ruud Teunter</i></p> <p>Call Center Capacity Management with Direct Response Advertising Effects <i>Meltem Kiygi Calli, Philip Hans Franses, Marcel Weverbergh</i></p> <p>Social Interaction in Market Forecasts <i>Christian Pescher, Martin Spann</i></p>
<p>FA13 – Room 23</p> <p>Pricing: Tariffs</p> <p>Chair: Ron Goettler</p> <p>Customer Decisions in the Mobile Telephone Market <i>Yuri Peers, Dennis Fok</i></p> <p>Shaping Value of Access Services through Pricing Structure: Two-Part Tariff vs. Pay-per-Use <i>Raghuram Iyengar, Peter Danaher, Skander Esseghaier, Kamel Jedidi</i></p> <p>Subscription Plans and Consumers' Intertemporal Choice <i>Daniel Stadel, Andreas Herrmann, Raghuram Iyengar, Florian Stahl</i></p> <p>The Effect of Usage Uncertainty on Mobile Phone Package Size <i>Eitan Muller, Raghuram Iyengar, Oded Koenigsberg</i></p> <p>Tariff Choice with Consumer Learning and Switching Costs <i>Ron Goettler, Karen Clay</i></p>	<p>FA14 – Room 24</p> <p>Sustainability II</p> <p>Chair: Erjen van Nierop</p> <p>Retailer Compliance with Energy Labelling Programs <i>Corinne Faure, Joachim Schleich, Barbara Schlomann</i></p> <p>Public Preferences for Energy Technologies <i>Frank van Rijnsoever</i></p> <p>Do Consumers Value Sustainable Fishing Practices? Empirical Evidence from a Traffic Light Advisory in a Retail Grocery Chain <i>Sofia Villas-Boas, Eric Hallstein</i></p> <p>The Influence of Product Clustering on Sales of Organic and Light Food Products <i>Erjen van Nierop, Erica van Herpen</i></p>	<p>FA15 – Room 25</p> <p>CB: Perception III</p> <p>Chair: Steven Huff</p> <p>Causes and Consequences of Customer Confusion <i>Sebastian Buys, Sabine Kuester</i></p> <p>The Z-effect: Why Good is Good but Better is Better <i>Steven Huff, Teck Ho</i></p>	

Friday, June 18th, 2010

10.30-12.00 (FB)

<p>FB01 – Room 02</p> <p>High-Tech Marketing</p> <p>Chair: Christine Balague</p> <p>Role of Technology Substitution in High-tech Product Marketing: An Exploratory Study on Indian Firms <i>Shashi Shekhar Mishra, Saji K. B. Nair</i></p> <p>"Clouding" Venture Capital Decisions <i>Manish Tripathi, Vijay Viswanathan</i></p> <p>Peer Effects and Learning by Doing in the Diffusion of Solar Photovoltaic Panels <i>Bryan Bollinger, Kenneth Gillingham</i></p> <p>Modeling Youngsters' Attitude Toward using Future Electronic Identification Systems <i>Christine Balague</i></p>	<p>FB02 – Room 04</p> <p>CRM: Customer Portfolios I</p> <p>Chair: Jose M. Vidal-Sanz</p> <p>A Portfolio Dynamics Perspective on Hedging Customers' Risks <i>Alexander Eiting, Heiner Evanschitzky, David M. Woisetschlger</i></p> <p>Balancing Risk and Return in a Customer Portfolio <i>Crina Tarasi, Ruth Bolton, Michael Hutt, Beth Walker</i></p> <p>Customer Portfolio Optimization: Advertising Investment under Uncertainty <i>Michael Haydock</i></p> <p>Valuing Customer Portfolios under Endogenous Marketing Investments <i>Jose M. Vidal-Sanz, Mercedes Esteban-Bravo, Gokhan Yildirim</i></p>	<p>FB03 – Room 06</p> <p>Advertising: Cognitive vs. Affective Cues</p> <p>Chair: Carmen Horn</p> <p>Click Behavior on Neutral vs. Action-oriented Worded Sponsored Results: A Test and Analysis of Potential Moderators <i>Claire Gauzente, Laurent Flores</i></p> <p>Language Adaptation (Dubbing) and Advertising Effectiveness <i>Venkatesh Parthasarathy, Arindam Banerjee</i></p> <p>Modeling Cognitive and Affective Advertisement Content with a View to Optimize Purchase Intention of Customers <i>Manpreet Singh Gill, Atanu Adhikari</i></p> <p>My Vote for My Mailman: Designing Communication Campaigns with Reciprocity <i>Carmen Horn, Anne Fries, Karen Gedenk</i></p>	<p>FB04 – Room 14</p> <p>Online Content and Advertising (Special Session)</p> <p>Chair: Fareena Sultan</p> <p>The Dynamics of Emotional Engagement to Internet Video Advertisements <i>Thales Teixeira, Rik Pieters, Michel Wedel</i></p> <p>Factors Influencing Consumer Acceptance of Mobile Marketing Practices: A Study Across Three Global Markets <i>Fareena Sultan, Tao (Tony) Gao, Margherita Pagani, Andrew Rohn</i></p> <p>Hidden Secrets of Hidden Markov Models: An Analysis of Online Video Consumption <i>Eric Bradlow, Oliver Entine, Peter Fader, Yuzhou Liu, Eric Schwartz, Yao Zhang,</i></p> <p>Impact of Social Network Structure on Content Propagation: A Study using YouTube Data <i>Hema Yoganarasimhan</i></p>
<p>FB05 – Room 15</p> <p>Strategy: Segmentation of Customers</p> <p>Chair: Li-Chuan Tseng</p> <p>Modeling Customer Segments that Change Over Time <i>Jeff Larson, Scott Smith</i></p> <p>China Taste Differentiation: The Application of Mixture Model to Product Development in China Gummy Market <i>Do Hak Kim, Zhe Jin, Kimyung Kang, Youngsik Kwak, Ling Liu, Xiaojuan Wang, Kewei Wu</i></p> <p>Segmenting Leisure Bike Market under a Dyadic Competition Structure – Application of Latent Class Model <i>Li-Chuan Tseng, Ching-Wei Lien, Ming-Chih Tsai</i></p>	<p>FB06 – Room 16</p> <p>Online Advertising (Special Session)</p> <p>Chair: Catherine Tucker</p> <p>Competitive Advertising Strategy for Retailing on the Internet <i>Amit Mehra, Ram Bala, Jagmohan Raju</i></p> <p>Online Display Advertising: Targeting and Intrusiveness <i>Catherine Tucker, Avi Goldfarb</i></p> <p>Improving Click-through with Web Advertisements Designed for Cognitive Style <i>Erin MacDonald, Robert Bordley, Jong-Moon Kim, Glen L. Urban</i></p> <p>The Success Factors of Widgets in Viral Marketing <i>Lisa Scholer, Christian Schulze, Bernd Skiera</i></p>	<p>FB07 – Room 17</p> <p>Channels: Bargaining</p> <p>Chair: Ben Shaw-Ching Liu</p> <p>Sharing Contracts in Manufacturer-retailer-channels with Double Moral Hazard <i>Marcus Kunter</i></p> <p>The Influence of Bargaining Power on Success in Negotiations <i>Katrin Bloch, Ralf Wagner</i></p> <p>Negotiation Models: Forecast Outcomes <i>Ben Shaw-Ching Liu, P. V. (Sundar) Balakrishnan</i></p>	<p>FB08 – Room 18</p> <p>Promotions</p> <p>Chair: Mary Sullivan</p> <p>The Impact of Retail Sales Promotions on Sales <i>Purna Chandra Padhan</i></p> <p>Effects of Brand Loyalty on Price Promotional Strategies: Empirical Evidence <i>Janine Empen, Jens-Peter Loy</i></p> <p>Brand Loyalty Induced Price Promotions: An Empirical Investigation <i>Polykarpos Pavlidis, Dan Horsky</i></p> <p>Do Accounting Rules Drive Marketing Decisions? Why Some Companies Have Reported Promotional Sales at List Price <i>Mary Sullivan</i></p>

Friday, June 18th, 2010

10.30-12.00 (FB)

<p>FB09 – Room 19</p> <p>New Products: Development & Design II</p> <p>Chair: Thomas Staeblein</p> <p>The Effect of Remanufacturing on the Perceived Value of New Products <i>Koert Van Ittersum, Vishal Agrawal, Atalay Atasu</i></p> <p>How Innovation and Customer Participation Work Together on New Product Evaluations? Focusing on Customer's Perspectives <i>Hyeyeon Yuk, Seoil Cha</i></p> <p>Perceived Value of Customization – An Empirical Investigation in the Customer Solution Context <i>Gertrud Schmitz</i></p> <p>Measuring Product Variety: How Much Customization is Really Demanded? <i>Thomas Staeblein, Matthias Holweg</i></p>	<p>FB10 – Room 20</p> <p>Brands: Trust & Loyalty</p> <p>Chair: Jürgen Schwarz</p> <p>How to Manage Harmed Brands? A Systematic Analysis of the Impact of Product-harm Crisis <i>Kathleen Cleeren, Marnik Dekimpe, Harald van Heerde</i></p> <p>Brand Loyalty and Equilibrium Promotion Strategies <i>William Allender, Timothy Richards</i></p> <p>Measuring and Managing Brand Relationship Quality: A Cross-Industry Study in the Consumer Market <i>Jürgen Schwarz, Manfred Bruhn, Falko Eichen, Daniela B. Schäfer, Meike Strasser</i></p>	<p>FB11 – Room 21</p> <p>Dynamic Models</p> <p>Chair: Sue Ryung Chang</p> <p>Modeling Immediate and Dynamic Competitive Effects Within and Across Product Categories <i>Richard Paap, Csilla Horváth</i></p> <p>Investigating Consumers' Hybrid Behaviors with Inertia and Variety-seeking Tendencies Using Hidden Markov Approach <i>Kyuseop Kwak, Thanh Tran, Kanghyun Yoon</i></p> <p>Global Market Share Dynamics <i>Sue Ryung Chang, Peter Golder, Joel Steckel</i></p>	<p>FB12 – Room 22</p> <p>Survey Research</p> <p>Chair: Stefano Puntoni</p> <p>State Dependence Effects in Surveys: A Cross-national Investigation <i>Martijn De Jong, Donald R. Lehmann, Oded Netzer</i></p> <p>The Anchor Contraction Effect in International Marketing Research <i>Stefano Puntoni, Bart de Langhe, Daniel Fernandes, Stijn van Osselaer</i></p>
<p>FB13 – Room 23</p> <p>Competition I</p> <p>Chair: J. Miguel Villas-Boas</p> <p>Competitive Overselling in the Presence of Stochastic Demands <i>Wei Shi Lim, Wee Meng Yeo</i></p> <p>Competitive Vices <i>J. Miguel Villas-Boas, Fernando Branco</i></p>	<p>FB14 – Room 24</p> <p>Environmental and Social Marketing (Special Session)</p> <p>Chair: Amir Grinstein</p> <p>Co-Chair: Peter Verhoef</p> <p>Dimensions and Drivers of Sustainable Purchasing Behavior in the Food Market <i>Jenny van Doorn, Peter Verhoef</i></p> <p>Wasteful Pricing <i>Paul Dobson, Eitan Gerstner</i></p> <p>Going Beyond Carrots and Sticks: The Effectiveness of Demarketing <i>Amir Grinstein, Ann Kronrod</i></p> <p>Marketing Social Responsibility <i>Sumitro Banerjee, Luc Wathieu</i></p>	<p>FB15 – Room 25</p> <p>CB: Perception IV</p> <p>Chair: Lin Huang</p> <p>The Effect of Evaluative Conditioning on Brand Choice: A Predecisional Distortion of Information Explanation <i>Melanie Dempsey</i></p> <p>Category Relevance and Positioning Relevance for Explaining Source Effects on Product Judgments <i>Yi-Wen Chien, Chung-Chiang Hsiao</i></p> <p>Product Series Judgment: Nonconscious Consumption of Parallel Extrinsic Cues <i>Lin Huang</i></p>	

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Friday, June 18th, 2010

1.30-3.00 (FC)

<p>FC01 – Room 02</p> <p>Two-Sided Markets</p> <p>Chair: Tianfu Wang</p> <p>Asymmetric Network Effects in Two-sided Markets: Measuring the Value of the Customer Base <i>Kraemer Tim, Oliver Hinz, Bernd Skiera</i></p> <p>Catalog Sharing across Entertainment Systems with Indirect Network Effects <i>Vardit Landsman, Stefan Stremersch</i></p> <p>Media Competition and Advertisement Avoidance Technology: A Two-sided Market Approach <i>Tianfu Wang, Yunchuan Liu</i></p>	<p>FC02 – Room 04</p> <p>CRM: Customer Portfolios II</p> <p>Chair: Pim Soonsawad</p> <p>Customer's Activity and Profitability Modeling Within a Network <i>Nicolas Gladly, Martine George</i></p> <p>An Investigation into the Reliability of Customer Prioritization <i>Chun-Yao Huang</i></p> <p>Customer Portfolio Analysis using Fuzzy Clustering <i>Omer Faruk Seymen, Abdulkadir Hizioglu, Vishal Talwar</i></p> <p>The Impact of Customer Concentration on Firm Performance <i>Pim Soonsawad, Jen Lichung</i></p>	<p>FC03 – Room 06</p> <p>CRM: Customer Loyalty I</p> <p>Chair: B P S Murthi</p> <p>The Role of Choice Time in the Loyalty Formation Process: The Interplay of Consideration Set Size and Deliberation <i>Prashant Baliga</i></p> <p>Do Innovative Products Increase Customer Loyalty? Evidence from Marketing, R&D, and Customers <i>Ruth Stock, Nicolas Zacharias</i></p> <p>Do Proactive Offers of Product Trials Increase Customer Loyalty? A Field Experiment with Principal Stratification <i>Walter Herzog, Maik Hammerschmidt</i></p> <p>The Value of Affinity Programs in the Credit Card Market <i>B P S Murthi, Erin Steffes, Andrei Strijnev</i></p>	<p>FC04 – Room 14</p> <p>Search Engines I (Special Session)</p> <p>Chair: Randolph Bucklin</p> <p>On The Sales Performance of Top Positions in Search Engine Marketing: The Effect of Brand and Price Terms <i>Kirthi Kalyanam, Peter Boatwright, Sharad Borle</i></p> <p>The Role of Search Engine Optimization in Search Rankings <i>Ron Berman, Zsolt Katona</i></p> <p>A "Position Paradox" in Sponsored Search Auction <i>Kannan Srinivasan, Jerath Kinshuk, Liye Ma, Young-Hoon Park</i></p> <p>Exploring the Long Tail in Paid Search Advertising <i>Randolph Bucklin, Oliver Rutz, Michael Trusov</i></p>
<p>FC05 – Room 15</p> <p>Finance & Marketing I</p> <p>Chair: Maria Ana Vitorino</p> <p>The Neglected Joint Role of Intangibles as Drivers of the Cost of Capital <i>Alexander Himme, Marc Fischer</i></p> <p>The Value Relevance of Customer Equity: Evidence from the Telecommunication Industry <i>Shijin Yoo, Yong Bum Choi, Janghyuk Lee, Yong Keun Yoo</i></p> <p>Advertising, Risk and Return <i>Maria Ana Vitorino, Frederico Belo, Xiaoji Lin</i></p>	<p>FC06 – Room 16</p> <p>Online Retailing (Special Session)</p> <p>Chair: Peter Danaher</p> <p>Web Site Engagement: The Influence of Online Choice Behaviour <i>Antonio Hyder, Joaquin Aldas, Enrique Bigne</i></p> <p>New Product Introduction under Dominant Retailer: Brick-and- mortar, Online Exclusive, or Brick-and-Click? <i>Lan Luo, Jiong Sun</i></p> <p>Online Shopping Behavior for Groceries: The Impact of Product-Specific Purchase Barriers and Online Buying Experience <i>Huiying He, Els Breugelmans, Katia Campo</i></p> <p>Modeling Online Retail Sales: From Amazon to Apple <i>Peter Danaher, Anastasios Panagiotelis, Mike Smith</i></p>	<p>FC07 – Room 17</p> <p>Channels: Multichannel Management</p> <p>Chair: Gonca Soysal</p> <p>Managing Multiple Routes to Market: The Role of Channel Variety and Intensity of Channel Usage <i>Werner Reinartz, Monika Käuferle</i></p> <p>Determining the Impact of Multichannel Use on Customer Profitability <i>Martin Boehm</i></p> <p>An Empirical Analysis of Consumer Behavior in the Existence of Virtually Differentiated Channel Offerings <i>Gonca Soysal, Lakshman Krishnamurthi</i></p>	<p>FC08 – Room 18</p> <p>Promotions: Price Promotions</p> <p>Chair: Marina Girju</p> <p>Advances in Repeat Customers' Adoption Behavior in Responses to Mobile Direct Mail Coupon Promotions and the Customer Heterogeneity <i>Fumiyo Kondo, Shen Zhong Jian</i></p> <p>Multi-unit Price Promotions and Their Impact on Sales <i>Salome Nies, Tammo Bijmolt, Peter Leeflang, Martin Natter</i></p> <p>Optimal Quantity Discounts Over Time <i>Sebastian Oetzel, Daniel Klapper</i></p> <p>Who Decides to Bundle? A Manufacturer versus Retailer Strategy with Channel Consequences <i>Marina Girju, Ashutosh Prasad</i></p>

Friday, June 18th, 2010

1.30-3.00 (FC)

<p>FC09 – Room 19</p> <p>Social Networks, Status, and the Adoption of New Research Tools</p> <p>Chair: Sandra Dijk</p> <p>Social Networks, Status, and the Adoption of New Research Tools <i>Yansong Hu, Christophe Van den Bulte</i></p> <p>Forecasting Market Responses to Firms' New Product Activities: A Virtual Stock Market Approach <i>Natasha Zhang Foutz, Lan Luo, Gerard J. Tellis</i></p> <p>Adaptive Concept Screening (ACS): A Better Alternative to Traditional Concept Screening Methods <i>Laurent Flores</i></p> <p>Product Development with Value Design <i>Akihiro Inoue, Sayaka Ishimaru, Tetsu Kobayashi, Takao Nagai, Nobuaki Nagamine, Akihiro Nishimoto, Satoru Shiratori, Haruo Umemoto</i></p> <p>Totem Building as a Creativity Technique for Service Innovations <i>Sandra Dijk, Dubravko Radic</i></p>	<p>FC10 – Room 20</p> <p>Brands: Brand Extensions</p> <p>Chair: Ram Bezawada</p> <p>The Effects of Parent Brand Experience, Variety Seeking, and Consumer Innovativeness on Line Extension Trial and Repeat <i>Ian Clark Sinapuelas, Deanna Wang</i></p> <p>The Importance of Brand Relationship Quality in Brand Extensions <i>Esra Sonmezler Arikian</i></p> <p>Spillover Effects and Relative Extension Success Across Different Types of Brand Development Strategies <i>Ram Bezawada, Vijay Ganesh Hariharan, Debabrata Talukdar</i></p>	<p>FC11 – Room 21</p> <p>Choice Models</p> <p>Chair: Sanghak Lee</p> <p>Testing Interactions in Linear Processes: The Benefits of New Binomial Tests Over Logistic Regression <i>Oleg Urminsky</i></p> <p>Analyzing Market Baskets by an Autologistic Model with Hidden Variables <i>Harald Hruschka</i></p> <p>A Cross-category Model for Asymmetric Complementarity <i>Sanghak Lee, Greg Allenby, Jaehwan Kim</i></p>	<p>FC12 – Room 22</p> <p>Measurement & Survey Research</p> <p>Chair: Douglas MacLachlan</p> <p>Using Expert and Naive Raters for Choosing a Single Item <i>Petra Wilczynski, Marko Sarstedt</i></p> <p>Free-binary Rating Scales Best for Measuring Perceptions <i>John R. Rossiter, Sara Dolnicar, Bettina Grün</i></p> <p>Visualizing the Influence of Interactions with Continuous Independent Variables <i>Douglas MacLachlan, Jifeng Mu, Gang Peng</i></p>
<p>FC13 – Room 23</p> <p>Competition II</p> <p>Chair: Amit Pazgal</p> <p>Differentiate or Imitate?: The Role of Context-dependent Preferences <i>Ozge Turut, Chakravarthi Narasimhan</i></p> <p>Rivalry in Price and Location by Differentiated Product Manufacturers <i>Timothy Richards, William Allender, Geoffrey Pofahl</i></p> <p>Seeking an Aggressive Competitor: How Product Line Expansion Can Increase All Firms' Profits <i>Raphael Thomadsen</i></p> <p>Profit Increasing Entry <i>Amit Pazgal, Raphael Thomadsen</i></p>	<p>FC14 – Room 24</p> <p>Cause-Related Marketing</p> <p>Chair: Theo Benos</p> <p>Optimum Donation Promises in Charity Auctions <i>Peter Popkowski Leszczyc, Leo Wong</i></p> <p>Donation Size and Donation Framing in Cause-Related Marketing <i>Sarah Müller, Anne Fries, Karen Gedenk</i></p> <p>How Much Should Companies Invest in Cause-related Marketing? A Study of the Relationship between Donation Amount and Willingness to Pay <i>Isabel Stefan, Wayne D. Hoyer, Nicole Koschate</i></p> <p>The Heart and Soul of Corporate Strategies: What Drives Consumer Attitudes Towards Cause-Related Marketing? <i>Theo Benos, Nikos Kalogeras, Polina Papastathopoulou</i></p>	<p>FC15 – Room 25</p> <p>CB: Preferences</p> <p>Chair: Nico Neumann</p> <p>The Value of PIE: Group-Sourced Individual Preference Measurement <i>Hye-jin Kim, Eric Bradlow, Min Ding, Young-Hoon Park</i></p> <p>I Like Thee! Let Me Count the Ways... Oh, I Like Thee Even More!: On the Role of Attitude Strength in Consumer Judgment <i>Maria Aladjem, Ulf Bockenholt</i></p> <p>The Role of Regulatory Fit on the Attraction Effect <i>Subimal Chatterjee, Ashwin Malshe, Rajat Roy</i></p> <p>Extremeness Aversion: A Critical Review and Research Agenda <i>Nico Neumann, Ashish Sinha</i></p>	

Friday, June 18th, 2010

3.30-5.00 (FD)

<p>FD01 – Room 02</p> <p>Social Influence: Communities & Online Communication</p> <p>Chair: Yi-Ling Chen</p> <p>Quantifying the "Social Dollars" of Online Brand Communities <i>Puneet Manchanda, Grant Packard, Adithya Pattabhiramaiah</i></p> <p>Stimulating Valuable Community Engagement: The Impact of Social Identification Trajectories on Community Members' Engagement <i>Stephan Ludwig, Elisabeth Brueggen, Ko de Ruyter, Gerard Pfann, Martin Wetzels</i></p> <p>The Effects of Electronic Word of Mouth (eWOM) on Attitude Adjustment and Change: The Moderating Role of Need for Cognition (NFC) <i>Yi-Ling Chen, Nai-Hwa Lien</i></p>	<p>FD02 – Room 04</p> <p>Multichannel Customer Management (Special Session)</p> <p>Chair: Peter Verhoef</p> <p>Are Cross-channel Effects Complementary or Competitive? An Empirical Analysis <i>Venky Shankar, Tarun Kushwaha</i></p> <p>The Impact of Customer Multichannel Choices on Revenues and Retention <i>Sara Valentini, Elisa Montaguti, Scott A. Neslin</i></p> <p>Influence of Online Channel Use on Customer-based Metrics and Consequences for Customer Channel Migration Strategies <i>Sonja Gensler, Martin Boehm, Peter Leeflang, Bernd Skiera</i></p> <p>The Effect of Channel Elimination on Customer Behavior: Transition from Catalog Retailers to E-tailers <i>Umut Konus, Scott A. Neslin, Peter Verhoef</i></p>	<p>FD03 – Room 06</p> <p>Customer Loyalty II</p> <p>Chair: Thorsten Teichert</p> <p>On the Relationship Between Risk Aversion and Cross-category Brand Loyalty <i>Lutz Hildebrandt, Nadja Silberhorn</i></p> <p>Modeling Long-term Loyalty to Perfumes Over the Consumer's Lifetime <i>Gilles Laurent, Raphaëlle Lambert-Pandraud</i></p> <p>Consumer Loyalty and Bank Switching Intention After Financial Crisis <i>Thorsten Teichert, Daniel Wagenführer</i></p>	<p>FD04 – Room 14</p> <p>Search Engines II (Special Session)</p> <p>Chair: Donna Hoffman</p> <p>A Two-stage Individual-level Model of Paid Search Response Calibrated on Aggregated Data <i>Oliver Rutz, Michael Trusov</i></p> <p>Are Brand Attitudes Contagious? Consumer Response to Organic Search Trends <i>Donna Hoffman, Thomas P. Novak</i></p> <p>Online Purchase and Search Engine Usage: Findings from Internet Panel Data <i>Jean Choe</i></p> <p>Modeling Navigational Behavior in Sponsored Search Advertising <i>Young-Hoon Park, Chang Hee Park</i></p>
<p>FD05 – Room 15</p> <p>Finance & Marketing II</p> <p>Chair: Rui Wang</p> <p>Managing Market-based Assets: Lessons from Affective Effects in the Cross-section of Stock Returns <i>Robert Merrin</i></p> <p>Betting on Which Horse? Differences in the Information Content of Marketing and Finance Induced Insider Trading Activities <i>Armin Arnold, Jochen Becker, Florian von Wangenheim</i></p> <p>Marketing Spending and Earnings Accrual Quality in Accounting <i>Rui Wang, Feng Tian, Ping Xiao</i></p>	<p>FD06 – Room 16</p> <p>Online Pricing (Special Session)</p> <p>Chair: Martin Spann</p> <p>Do Price Charts Provided by Online Shopbots Influence Price Expectations and Purchase Timing Decisions? <i>Wenzel Drechsler, Martin Natter</i></p> <p>Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own-Price Markets <i>Martin Spann, Il-Horn Hann, Oliver Hinz</i></p> <p>The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers <i>Nevena T. Koukova, Joydeep Srivastava, Martina Steul-Fischer</i></p> <p>Complexity vs. Network Effects: How Different Tariff Models Affect Referral Activity for a Mobile Service <i>Christian Barrot, Jan. U. Becker</i></p>	<p>FD07 – Room 17</p> <p>Channels: Dual Distribution</p> <p>Chair: Ruhai Wu</p> <p>Components of Firm Valuation and Risk with Application to Dual Distribution in Franchised Channels <i>Liwu Hsu, Patrick Kaufmann, Shuba Srinivasan</i></p> <p>Channel Control, Competition and Outcomes in Dual Distribution Systems <i>Alberto Sa Vinhas, Jan Heide</i></p> <p>Managing Multi-channel Competition in Online Retailing Systems <i>Ruhai Wu, Manish Kacker, Ling Xue</i></p>	<p>FD08 – Room 18</p> <p>Promotions: Non-Price Promotions</p> <p>Chair: Daniel Halbherr</p> <p>In-Store Display Characteristics in Consumer Packaged Goods Industry <i>Aman Nanda</i></p> <p>Comparison on the Different Schemes of Probabilistic Prize Promotion <i>Rong Chen, Feng He</i></p> <p>Sampling Information Goods: How Much Should Be Free? <i>Daniel Halbherr, Oded Koenigsberg, Donald R. Lehmann, Florian Stahl</i></p>

Friday, June 18th, 2010

3.30-5.00 (FD)

<p>FD09 – Room 19</p> <p>Decision-Making Perspectives on Product Innovation Management (Special Session)</p> <p>Chair: Jelena Spanjol Co-Chair: Regina McNally</p> <p>Too Much or Not Enough? Trade-offs Between Team Diversity and Innovation Decision-making Effectiveness <i>Jelena Spanjol, Regina McNally</i></p> <p>New Product Portfolio Management Decisions: Time Varying Impact on Firm Performance <i>Regina McNally, Serdar Durmusoglu</i></p> <p>An Empirical Investigation into Portfolio Decision-making Effectiveness <i>Linda Kester, Abbie Griffin, Erik Jan Hultink</i></p> <p>Panel Discussion <i>Abbie Griffin, Regina McNally, Jelena Spanjol</i></p>	<p>FD10 – Room 20</p> <p>Brands: Brand Equity</p> <p>Chair: Sudhir Voleti</p> <p>Measurement of Retailer Brand Equity Using Fuzzy Analytic Hierarchy Process <i>Debasis Pradhan, Bijaya Krushna Mangaraj</i></p> <p>Brand Vitality: A Dynamic Measure of Brand Potential <i>Joseph Johnson, Debanjan Mitra</i></p> <p>Social Brand Value – An Extended Perspective on How Brands Create Value <i>Markus Pfeiffer, Johann Fueller, Roland Schroll, Markus Zinnbauer</i></p> <p>A Spatial Analysis of the Geographic Dispersion of Brand Equity <i>Sudhir Voleti, Paul Nelson</i></p>	<p>FD11 – Room 21</p> <p>Choice Models: Non-Compensatory Choice</p> <p>Chair: Ricardo Montoya</p> <p>The Success of Choice-based Conjoint Designs When Respondents Make Lexicographic Choices <i>Keith Chrzan, Joseph White, John Zepp</i></p> <p>A Probabilistic Lexicographic Model <i>Ricardo Montoya, Kamel Jedidi, Rajeev Kohli</i></p>	<p>FD12 – Room 22</p> <p>Structural Equation Modeling</p> <p>Chair: Nino Hardt</p> <p>On the Impact of Missing Values on Model Selection in FIMIX-PLS <i>Felix Kessel, Christian Ringle, Marko Sarstedt</i></p> <p>Formatively-measured Constructs Taking Endogenous Positions in Structural Equation Models: Issues and Recommendations <i>Dirk Temme, Adamantios Diamantopoulos</i></p> <p>Finding the Right Path - Bayesian Mixture Modeling of Structural Equation Models <i>Nino Hardt, Joachim Bueschken</i></p>
<p>FD13 – Room 23</p> <p>Pricing: Competition I</p> <p>Chair: Erik Bushey</p> <p>A Theory of Price Dealing with Asymmetric Information <i>I-Huei Wu, Chyi-Mei Chen, Shan-Yu Chou</i></p> <p>Does Price Alignment Lead to Higher or Lower Prices? Evidence from UK Supermarkets <i>Jonathan Seaton, Ratula Chakraborty, Paul Dobson, Michael Waterson</i></p> <p>Price-matching in Food Retailing Markets <i>Volker Trautzettel</i></p> <p>The Effects of Information Diffusion on the Allocation of Firms' Marketing Resources <i>Erik Bushey, Udatta Palekar, Hong Yuan</i></p>	<p>FD14 – Room 24</p> <p>Not-for-Profit Marketing</p> <p>Chair: V. Mukunda Das</p> <p>Consumer Psychology in Donation of Religious Non-profit Organization—Taiwan Tzu Chi Foundation <i>Chih-Chien Cheng, Hui-I Yao</i></p> <p>An Exploratory Investigation of Organizational Antecedents to Development Marketing: The Case of JEEViKA from Bihar in India <i>V. Mukunda Das, Saji K. B. Nair</i></p>	<p>FD15 – Room 25</p> <p>CB: Social Influence</p> <p>Chair: Elie Ofek</p> <p>Bounded Defensive: A New Look at Consumer Coping Behaviors with Undue Influence <i>Lynn Kahle, Guang-Xin Xie</i></p> <p>Debunking the Social Indifference of Materialism – Strategies to Enhance Charity Giving from Materialistic Individuals <i>Robert Kreuzbauer, Chi-yue Chiu</i></p> <p>To Think or Not to Think: The Effect of Cognitive Deliberation Level on Social Norm Influence <i>Vladimir Melnyk, Arnout Fischer, Erica van Herpen, Hans C. M. van Trijp</i></p> <p>Observation and Communication in a Model of Social Learning: The Emergence of Pivotal Information Seekers <i>Elie Ofek</i></p>	

Saturday, June 19th, 2010

8.30-10.00 (SA)

<p>SA01 – Room 02</p> <p>Social Influence: General</p> <p>Chair: Henning Kreis</p> <p>A Social Network Analysis of Customer-level Revenue Distribution <i>Michael Haenlein</i></p> <p>Social Effects on Customer Retention <i>Irit Nitzan, Barak Libai</i></p> <p>Word-of-mouth of Lost Customers <i>Doreén Pick, Henning Kreis</i></p> <p>Market Share Effects of Satisfaction and WOM <i>Henning Kreis, Till Dannewald</i></p>	<p>SA02 – Room 04</p> <p>CRM: Customer Acquisition & Retention</p> <p>Chair: Stephan Wachtel</p> <p>Optimizing Referral Reward Programs <i>Jochen Wirtz, Christopher Tang, Ping Xiao</i></p> <p>Referral Programs and Customer Value <i>Philipp Schmitt, Bernd Skiera, Christophe Van den Bulte</i></p> <p>Targeting, Matching, and Dynamic Pricing: Value of Learning, and Acting Upon Customer Information <i>Baohong Sun, Henry Cao</i></p> <p>How to Control for Successive Sample Selection and When Does it Matter for Management Decisions <i>Stephan Wachtel, Thomas Otter</i></p>	<p>SA03 – Room 06</p> <p>CRM: Customer Loyalty III</p> <p>Chair: George Knox</p> <p>Modeling Call Centers Agent Client Interaction Performance <i>Fabien Eloire, Christine Balague, Helene Ducourant</i></p> <p>The Effects of the Job Satisfaction and Organizational Commitment of Road Warriors Working in Medicine Sector on Customer Loyalty and Satisfaction <i>Hasan Aksoy, Atıl Bilge</i></p> <p>Loyalty in a Multilevel Setting - Bank or Relationship Manager as the Driving Force in Creating Loyal Corporate Customers <i>Alexander Kapeller</i></p> <p>Customer Complaints, Defection and Lifetime Value <i>George Knox, Rutger van Oest</i></p>	<p>SA04 – Room 14</p> <p>Social Networks (Special Session)</p> <p>Chair: Christophe Van den Bulte</p> <p>Endogenous Homophily in Social Networks <i>Zsolt Katona</i></p> <p>Tricked by Truncation: Another Source of Spurious Social Contagion in New Product Adoption <i>Christophe Van den Bulte</i></p> <p>Does Mere Connection Lead to Social Interaction in Online Social Networks: An Empirical Investigation in Flickr.Com <i>Xiaohua Zeng, Xinlei Chen, Yuxin Chen</i></p> <p>Strategic Networking for Online Success <i>Mark Heitmann, Asim Ansari, Lucas Bremer, Florian Stahl</i></p>
<p>SA05 – Room 15</p> <p>Strategy: Firm Performance</p> <p>Chair: Rabikar Chatterjee</p> <p>Does Marketing-mix Create Shareholder Value: Lessons from an Over-the-Counter (OTC) Product Category <i>Ashish Sinha, Mukesh Bhargava, Raj Srivastava</i></p> <p>The Influence of Marketing Capabilities from Knowledge Creation Perspective and the Moderating Effect of Strategic Orientation on Firm's Performance <i>Inkon Koh, Hoon Kim</i></p> <p>The Impact of Market Driving Strategies on Firm Performance <i>Goran Vlasic, Ajay Kohli, Ajay Kohli</i></p> <p>The Impact of Marketing Innovation on Firm Performance: A Cross-functional Perspective <i>Rabikar Chatterjee, Mukesh Bhargava, Christoph Grimpe, Wolfgang Sofka</i></p>	<p>SA06 – Room 16</p> <p>Entertainment Marketing: Movies I</p> <p>Chair: Andrei Strijnev</p> <p>Movie Choice under Joint Decision <i>Youngju Kim, Jaehwan Kim</i></p> <p>Movie Attendance, Critics and the Business Cycle <i>Tirtha Dhar, Charles Weinberg</i></p> <p>Pre-launch Advertising for Movies: What Budgeting Rule do Studios Use? <i>Andrei Strijnev, Sridhar Moorthy, Seethu Seetharaman</i></p>	<p>SA07 – Room 17</p> <p>Channels: Advertising & Sales</p> <p>Chair: Simone Fucks</p> <p>Persuasive Advertising in Distribution Channels <i>Sreya Kolay</i></p> <p>Centralized and Decentralized Channels: Implications to Advertising <i>Hongyan Shi, Yunchuan Liu</i></p> <p>Decoding the "Black Box" of Intercultural Negotiations <i>Simone Fucks, Frank Jacob, Nathalie Prime, Robert Wilken</i></p>	<p>SA08 – Room 18</p> <p>Sales Force</p> <p>Chair: Michel van der Borgh</p> <p>Antecedents and Consequences of Key Account Manager Competence <i>Verena Luetke</i></p> <p>Prevention is Better than Cure: A Key Account Manager Perspective <i>Goutam Challagalla, Ajay Kohli, Brian Murtha</i></p> <p>To Follow-up or Not-to-Follow-up: Performance Impact of Salesperson's Pursuit of Marketing Leads <i>Sharmila Chatterjee</i></p> <p>Ambidexterity at the Front-line: Impact of Sales Management Orientation on New and Existing Product Selling Effectiveness <i>Michel van der Borgh, Ad de Jong, Ed Nijssen, Jan Wieseke</i></p>

Saturday, June 19th, 2010

8.30-10.00 (SA)

<p>SA09 – Room 19 Value Creation through Technology and Product Management <i>(Special Session)</i></p> <p>Chair: Raji Srinivasan</p> <p>The Halo Effect: Exploring the Performance Impact of Being at the Technological Frontier <i>Madhu Viswanathan, Rajesh Chandy, Prokriti Mukherji, Om Narasimhan</i></p> <p>A Global Analysis of Innovation Productivity of IT Clusters <i>Nukhet Hamancioglu, Gerard J. Tellis</i></p> <p>Product-line Length and Market Performance <i>Raji Srinivasan</i></p>	<p>SA10 – Room 20</p> <p>Brands: Global Branding I</p> <p>Chair: Cem Bahadir</p> <p>Evaluating Standardized Corporate Branding Across Countries <i>Markus Meierer, Margot Loewenberg, Bernhard Swoboda</i></p> <p>The Double-edge Sword of Foreign Branding <i>Valentyna Melnyk, Kristina Klein, Franziska Völckner</i></p> <p>The Influence of Brand Origin on Brand Personality and Symbolic Brand Values in Developing Countries <i>Christian Becker</i></p> <p>Marketing Mix and Brand Performance: A Cross-country Dynamic Panel Data Analysis <i>Cem Bahadir, Sundar Bharadwaj, Rajendra Srivastava</i></p>	<p>SA11 – Room 21</p> <p>Choice Models: Applications</p> <p>Chair: Pavitra Jindahra</p> <p>A Regime-switching Model of Cyclical Category Buying <i>Sachin Gupta, Sungho Park</i></p> <p>Empirical Model of Addiction using Scanner Panel Data <i>Hossein Eslami, Junhong Chu</i></p> <p>The Influence of Variable Message Sign Design on Route Diversion: An Application of Mixed Logit Model <i>Pavitra Jindahra, Kasem Choocharukul</i></p>	<p>SA12 – Room 22</p> <p>ASA Special Session on Statistics and Marketing: Computationally-Intensive Methods <i>(Special Session)</i></p> <p>Chair: Michael Braun</p> <p>Variational Inference for Large Scale Models of Discrete Choice <i>Michael Braun, Jon McAuliffe</i></p> <p>Posterior Predictive Model Checking: An Application to Multivariate Normal Heterogeneity <i>Peter Lenk, Tim Gilbride</i></p> <p>Monitoring Brand Perceptions using Jump Diffusion: A Bayesian State-space Modeling Approach <i>Mantian Hu, Sam Hui</i></p> <p>Bayesian Analysis of Prices in Scanner Data: Normal vs. Nonparametrics <i>Jason Duan, Leigh McAlister, Shameek Sinha</i></p>
<p>SA13 – Room 23</p> <p>Pricing: Competition II</p> <p>Chair: Hongju Liu</p> <p>Differentiation in Price Competition Policy <i>Liang Guo, Juanjuan Zhang</i></p> <p>Depth and Breadth of Sales by Multi-product Retailers <i>Jens-Peter Loy</i></p> <p>Pricing Strategies Under Increased Customer Switching <i>Jonathan Bohlmann, Cenk Kocas</i></p> <p>Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry <i>Hongju Liu, Bin Gu, Xinxin Li</i></p>	<p>SA14 – Room 24</p> <p>Food Marketing and Health <i>(Special Session)</i></p> <p>Chair: Amir Heiman</p> <p>For a Few Cents More: Why Supersize Unhealthy Food? <i>Eitan Gerstner, Paul Dobson</i></p> <p>The Effect of Calorie Information on the Choice Process of (Fast) Food Products <i>Amir Heiman, Oded Lowengart</i></p> <p>The Effect of Information about Health Hazards on Perceptual Discrimination of Attributes and Choice: Theory and Empirical Evidences <i>Oded Lowengart, Amir Heiman</i></p> <p>Distracted Determinants of Portion Size <i>David Just, Collin R. Payne, Brian Wansink</i></p>	<p>SA15 – Room 25</p> <p>Decision Making: Time Perspectives</p> <p>Chair: Min Zhao</p> <p>Scope Insensitivity across Time Perspectives: Affect as a Decision Making System of the Present <i>Hannah Chang, Michel Tuan Pham</i></p> <p>Information Unpacking, Temporal Distance, and Preference <i>Xin Ge, Gerald Haubl</i></p> <p>Memory Distortions in Consumer Decisions <i>Qiuping Li, Dipankar Chakravarti, Atanu Sinha</i></p> <p>Matching Temporal Perspective and Visualization Aids to Enhance New Product Evaluation <i>Min Zhao, Darren Dahl, Steve Hoeffler</i></p>	

Saturday, June 19th, 2010 10.30-12.00 (SB)

<p>SB01 – Room 02</p> <p>Social Influence: Word-of-Mouth</p> <p>Chair: Srinivas Reddy</p> <p>The Heterogeneous Effect of WOM on Product Sales: Why WOM Valence Does Not Matter <i>Joonhyuk Yang, Wonjoon Kim, Amblee Naveen</i></p> <p>Persuasion and Risk Reduction Effect of Word-of-mouth: The Case of Motion Pictures <i>Backhun Lee, Minhi Hahn</i></p> <p>The Effects of Consumers' Text Product Review on New Product Success in the Movie Industry <i>Sangkil Moon, Yoon-Seo Park</i></p> <p>Risk in Celebrity Endorsement: Buzz in Social Media and its Impact on Brand and Firm Performance <i>Srinivas Reddy, Eddie Chau, Raj Srivastava, Gregory Thomas</i></p>	<p>SB02 – Room 04</p> <p>CRM: Customer Satisfaction I</p> <p>Chair: Goetz Greve</p> <p>Becoming Simply Better: Improvements for Banking Services to Create Customer Recommendations <i>Yorick Naeff, Yanto Chandra</i></p> <p>Understanding Homebuyer Satisfaction: Before and After the Crash <i>Rakesh Niraj, Melissa Martin, Ken Merchant</i></p> <p>Exploring Determinants of Customer Satisfaction in a Quick Casual Restaurant Setting <i>Goetz Greve, Ken Nagayama</i></p>	<p>SB03 – Room 06</p> <p>CRM: Customer Loyalty IV</p> <p>Chair: Dries F. Benoit</p> <p>Managing the Dark Side of Trust: Rethinking the Impact of Trust in Relationship Marketing Research <i>Alexander Rossmann</i></p> <p>Online Consumer Loyalty: Theoretical Framework of Relational Determinants Towards Travel Websites <i>Christine Amir</i></p> <p>Investigating the Added Value of Kinship Network Data in an Attrition Context <i>Dries F. Benoit, Dirk Van den Poel</i></p>	<p>SB04 – Room 14</p> <p>Search Engines III (Special Session)</p> <p>Chair: Bernd Skiera</p> <p>Is That Investment Really Worth It? Branded Keywords in Paid Search: An Experimental Study <i>Nadia Nabout, Bernd Skiera</i></p> <p>Spillover and Interaction Effects in Search Advertising <i>Sebastian Ackermann, Florian von Wangenheim</i></p> <p>Weekend Effect in Internet Search Advertising? Evidence from the Travel Sector <i>Hemant Bhargava</i></p> <p>Does Search Predict Stock Price? <i>Kissan Joseph, M. Babajide Wintoki, Zelin Zhang</i></p>
<p>SB05 – Room 15</p> <p>Financial Consequences of Marketing (Special Session)</p> <p>Chair: Natalie Mizik</p> <p>Analysts Ignore Advertising and Their Earnings Forecasts Suffer: An Opportunity <i>MinChung Kim, Leigh McAlister</i></p> <p>Impact of Customer Satisfaction on Earnings and Earnings Volatility: A Comparison of the Effects Across Service and Manufacturing Industries <i>Kapil R. Tuli, Kartik Kalaighnam, Tarun Kushwaha</i></p> <p>The Role of Branding Strategy in Post-M&A Performance <i>Isaac Dinner, Jonathan Knowles, Natalie Mizik</i></p> <p>Test-driving the Partnership: Accounting for Merger Prospects When Valuing Marketing Alliances <i>Christine Moorman, Matthew Manary</i></p>	<p>SB06 – Room 16</p> <p>Entertainment Marketing: Movies II</p> <p>Chair: Liyuan Wei</p> <p>Time of Service Effect: The Case of Multiplex Movie Theaters <i>Jason Ho, Jehoshua Eliashberg, Charles Weinberg, Berend Wierenga</i></p> <p>The Roles of Producers and Distributors in Creating Product Level Profitability: The Case of Motion Pictures <i>Ekaterina Karniouchina, Stephen Carson, Bill Moore, Can Uslay</i></p> <p>Who Starred in Which Movie and Why <i>Liyuan Wei, Yupin Yang</i></p>	<p>SB07 – Room 17</p> <p>Pricing Issues—Distribution Channel Models I (Special Session)</p> <p>Chair: S Chan Choi</p> <p>Price Adjustment Costs and Distribution Channels <i>Sourav Ray, Mark Bergen</i></p> <p>Cross-brand Pass-through of Promotional Allowances: An Equilibrium Analysis <i>Eunkyu Lee, Sang Yong Kim</i></p> <p>Retail Price Maintenance without Free-riding: The Effects of Retailer Heterogeneity <i>Mark Parry, Charles Ingene</i></p> <p>Effects of Channel Intermediaries on Quality-price Competition <i>S Chan Choi</i></p>	<p>SB08 – Room 18</p> <p>Organizational Issues</p> <p>Chair: Tingting He</p> <p>Marketing and Operations Management: Two Disciplines One Objective <i>Nevan Wright, Reinhard Huenerberg</i></p> <p>Achieving Ambidexterity: The Role of Branch Context <i>Ting Yu, Ko de Ruyter, Paul Patterson</i></p> <p>Trust and Cultural Values in Organizations: A Comparative Study <i>Tingting He, Paul Jackson</i></p>

Saturday, June 19th, 2010 10.30-12.00 (SB)

<p>SB09 – Room 19</p> <p>Innovation I</p> <p>Chair: Stefan Wuyts</p> <p>Licensing Radical Product Innovations to Speed Up the Diffusion Takeoff <i>Mercedes Esteban-Bravo, Vardan Avagyan, Jose M. Vidal-Sanz</i></p> <p>Consumer Innovativeness and Structure of Innovation Diffusion <i>Masataka Yamada, Toshihiko Nagaoka</i></p> <p>Driving Success with Open Innovation: The Role of Interfirm Relationships and Firm Performance <i>Sanjay Sisodiya</i></p> <p>Corporate Board Interlocks and Organizational Innovation <i>Stefan Wuyts, Raji Srinivasan</i></p>	<p>SB10 – Room 20</p> <p>Brands: Global Branding II</p> <p>Chair: Sabrina Hegner</p> <p>Global Versus Local Brand Failures: Which Dissatisfy Consumers More? <i>Xue Gao, Patrick S. Poon</i></p> <p>Can Global and Local Brands Benefit from Organic Labeling? An Experimental Study <i>Daniela B. Schäfer, Hans H. Bauer, Daniel Heinrich</i></p> <p>The Relevance of Trust for the Success of Brands – A Cultural Approach <i>Sabrina Hegner</i></p>	<p>SB11 – Room 21</p> <p>Multi-Category Choice Models (Special Session)</p> <p>Chair: Seethu Seetharaman</p> <p>An SKU-Level Model of Multiple Item Choice <i>Gary J. Russell</i></p> <p>Empirical Analysis of Firms' Pricing Strategies with Complementary Product Lines <i>Yu Ma</i></p> <p>Cake Mix in Aisle 3, Candy Bars in Aisle 12: Investigating the Impact of Store Layout on Consumers' Purchase Incidence Decisions <i>Seethu Seetharaman</i></p> <p>A Multicategory Model of Consumers' Purchase Incidence, Quantity and Brand Choice Decisions: Methodological Issues and Implications for Promotional Decisions <i>Nitin Mehta</i></p> <p>Cross-category Implications for Scaling Response Sensitivities <i>Sri Devi Duvvuri, Minakshi Trivedi</i></p>	<p>SB12 – Room 22</p> <p>ASA Special Session on Statistics and Marketing Applications I (Special Session)</p> <p>Chair: Sam Hui</p> <p>Hybrid Method of Eliciting Vehicle Consideration Sets using Non-compensatory and Compensatory Rules <i>Ely Dahan</i></p> <p>Optimal Pricing using Online Auction Experiments: A Polya Tree Approach <i>Sam Hui, Edward I. George</i></p> <p>Why are People using Twitter? <i>Olivier Toubia, Andrew Stephen</i></p>
<p>SB13 – Room 23</p> <p>Pricing: Competition III</p> <p>Chair: Manish Gangwar</p> <p>Product Positioning and Pricing: Influence of Market level and Inter-firm Differences in Costs <i>Sajeesh Sajeesh, Jagmohan Raju</i></p> <p>The Effects of Brand Equity on Price Strategies: An Agent Based Model <i>Skander Esseghaier, Sebastiano A. Delre</i></p> <p>German Gutenberg Dynamic Pricing Model's Application to China Digital Market: Samsung Opentide China's Pricing Decision-Making Support System <i>Youngsik Kwak, Wanwoo Cho, Jongwook Lim, Sookyung Paik</i></p> <p>Quantifying the Loss in Profits Due to Consumer Stockpiling <i>Manish Gangwar, Nanda Kumar, Ram Rao</i></p>	<p>SB14 – Room 24</p> <p>Marketing and Health I (Special Session)</p> <p>Chair: Philipp Stern</p> <p>Co-Chair: Jaap Wieringa</p> <p>Dynamic Long Range Forecasting For New Pharma Products <i>Ceren Kolsarici, Demetrios Vakratsas</i></p> <p>Managing Across Substitute Categories: How to Allocate Marketing Resources under Changing Competitive Intensity? <i>Jens Keller</i></p> <p>Local Marketing of Over-the-counter Drugs <i>Katrin Reber, Peter Leeflang</i></p> <p>Patient Empowerment – Can it Improve Adherence? -A Global Investigation <i>Nuno Camacho, Martijn De Jong, Stefan Stremersch</i></p> <p>Why Do Some New Drugs Succeed While Their Bio-equivalent Counterparts Fail – Is This Due to Marketing? <i>Philipp Stern, Jaap Wieringa</i></p>	<p>SB15 – Room 25</p> <p>Decision Making: Self Control</p> <p>Chair: Suresh Rananathan</p> <p>A Cigarette, a Six Pack or Porn: Are Vices Substitutes or Complements? <i>Rachel Shacham, Tulin Erdem, Peter Golder</i></p> <p>The Differential Effects of Less Tempting Food Cues on Food Intake Control <i>Nina Belei, Kelly Geyskens, Caroline Goukens, Jos Lemmink</i></p> <p>Self-control and the Differential Weighting of Risk Components <i>Shi Jia, Tatiana Andreyeva, Uzma Khan, Ab Litt</i></p> <p>Sticky Desires or Tricky Self-control: Dynamic Processes in Attention Bias Towards Temptation <i>Suresh Rananathan, Jun Lu</i></p>	

INFORMS Society for Marketing Science Newsletter

Saturday, June 19th, 2010

1.30-3.00 (SC)

<p>SC01 – Room 02</p> <p>Social Influence: Network Effects</p> <p>Chair: Stav Rosenzweig</p> <p>Positioning and Pricing of Conspicuous Goods: A Competitive Analysis <i>Jagmohan Raju, Sajeesh Sajeesh</i></p> <p>The Impact of Team Knowledge Heterogeneity and Social Relations on Innovation <i>Vera Blazevic, Amir Grinstein, Corine Noordhoff</i></p> <p>Leveraging Social Capital in Academic Research in Marketing <i>Stav Rosenzweig, Amir Grinstein, Elie Ofek</i></p>	<p>SC02 – Room 04</p> <p>CRM: Customer Satisfaction II</p> <p>Chair: Amir Gandomi</p> <p>Consumer Heterogeneity and Satisfaction Uncertainty <i>Cheng Qian, Murali Chandrashekar</i></p> <p>Making the Difference: Do Customer Clubs Tighten B-to-B Relationships? <i>Christine Falkenreck, Ralf Wagner</i></p> <p>An Analytical Investigation of the Effect of Customer Satisfaction on Loyalty Programs' Profitability <i>Amir Gandomi, Saeed Zolfaghari</i></p>	<p>SC03 – Room 06</p> <p>CRM: Cross-Selling</p> <p>Chair: Tanja Frischmann</p> <p>A Game Theoretical Approach to Explain Cross-selling Behavior of Business Units <i>Andre Decrouppe</i></p> <p>Credible Cross Selling of Financial Services Products: Application to Insurance <i>Fredrik Thuring, Vladimir Kaishev, Jens Perch Nielsen</i></p> <p>How to Profit From an Existing Customer Base to drive Company Growth and Profitability <i>Silvia Vianello, Fabio Ancarani, Francesco Quartuccio</i></p> <p>Effect of Cross-buying on Customer Profitability <i>Tanja Frischmann, Sonja Gensler, Peter Leeftang, Bernd Skiera</i></p>	<p>SC04 – Room 14</p> <p>Search Engines IV (Special Session)</p> <p>Chair: Thomas P. Novak</p> <p>Information Propagation in the Web 2.0 <i>Mark Elsner, Oliver Heil, Atanu Sinha</i></p> <p>Viral Marketing: Consumers Who are Willing to Pass on Any Word-of-Mouth Message <i>Dave Bussiere</i></p> <p>Roles and Goals: Consumer Motivations to Use the Social Web <i>Thomas P. Novak, Donna Hoffman</i></p> <p>Double Jeopardy! Modeling the Dual Role of Online Search and its Interaction with Social and Commercial Media <i>Amit Joshi, Michael Trusov</i></p>
<p>SC05 – Room 15</p> <p>Identifying Marketing Actions that Drive Financial Performance (Special Session)</p> <p>Chair: Arvid Hoffmann</p> <p>Co-Chair: Christine Moorman</p> <p>Does the Market Misprice Customer Satisfaction? New Tests of the "Errors-in-Expectations" Hypothesis <i>Jeroen Derwall, Daniel Hann, Nikos Kalogeras</i></p> <p>Now or Never: Using the Financial Crisis to Get Serious about Customer Equity in Financial Reporting <i>Manuel Bernes, Lutz Horn, Bernd Skiera</i></p> <p>The Role of Marketing in Managing Investor Relations <i>Arvid Hoffmann, Joost M. E. Pennings, Simone Wies</i></p> <p>Interactive Discussion on the Marketing-finance Interface <i>Dominique Hanssens</i></p>	<p>SC06 – Room 16</p> <p>No Session</p>	<p>SC07 – Room 17</p> <p>Relationship, Cooperation and Dominance—Distribution Channel Models (Special Session)</p> <p>Chair: Sridhar Moorthy</p> <p>Channel Coordination in Heterogeneous Markets <i>Salma Karray</i></p> <p>Moral Hazard and Externalities in Franchise Systems <i>Sridhar Moorthy</i></p> <p>Strategic Inventories and Channel Structure <i>Sudheer Gupta</i></p>	<p>SC08 – Room 18</p> <p>Health Marketing</p> <p>Chair: Gordian Bwemelo</p> <p>Antecedents of Preventive Health Behavior: An Empirical Model Comparison In The Context of Dietary Supplement Consumption <i>Kai N. Bergner, Hans H. Bauer, Catharina Hoschke</i></p> <p>Consumer Acceptance of Commercialization in Health Care Allocation <i>Tim M. Benning, Benedict G.C. Dellaert</i></p> <p>Analysis of Consumers Awareness and Response Towards Counterfeit Medicines in Tanzania <i>Gordian Bwemelo</i></p>

Saturday, June 19th, 2010

1.30-3.00 (SC)

<p>SC09 – Room 19</p> <p>Innovation II</p> <p>Chair: Namwoon Kim</p> <p>A Demand Driven Model of Product Innovation <i>Joy Joseph</i></p> <p>Exploring the Drivers of Marketing Innovations by Firms <i>Saurabh Mishra, Alexander Krasnikov, Demetrios Vakratsas</i></p> <p>Product Concept Demonstrations in Trade Shows and Firm Value: A Case of Auto Shows <i>Taewan Kim, Tridib Mazumdar</i></p> <p>Broaden Your Horizons? Analyzing Firms' New Product-Market Entry Motivations <i>Namwoon Kim, Seoil Chaik, Sungwook Min</i></p>	<p>SC10 – Room 20</p> <p>International Marketing I</p> <p>Chair: Lancy Mac</p> <p>Going Global: Why Some Firms from Emerging Markets are more Successful at Internationalization than Others <i>Sourindra Banerjee</i></p> <p>Variable Selection in International New Product Growth Models <i>Sarah Gelper, Stefan Stremersch</i></p> <p>Learning Orientation, Learning Mechanism and Market Learning Among Rapidly Internationalizing Firms in China <i>Lancy Mac, Felicitas Evangelista</i></p>	<p>SC11 – Room 21</p> <p>Conjoint Analysis I</p> <p>Chair: Christian Schlereth</p> <p>Blocked Subset Design for Building 3q Optimal Factorial Designs <i>Ruben Huertas-Garcia</i></p> <p>Heterogeneous Designs for Hierarchical Choice Models <i>Qing Liu, Neeraj Arora</i></p> <p>Estimation of Individual Level Multi-attribute Utility from Ordered Paired Preference Comparisons <i>Paul Nelson, Dan Horsky, Sangwoo Shin</i></p> <p>Reduced Dual Response <i>Christian Schlereth, Bernd Skiera</i></p>	<p>SC12 – Room 22</p> <p>ASA Special Session on Statistics and Marketing: Applications II (Special Session)</p> <p>Chair: David Schweidel</p> <p>Modeling Scale Attraction Effects: An Application to Charitable Donations <i>Kee Yeun Lee, Fred Feinberg</i></p> <p>Seeing through Shoppers' Eyes and Following in their Footsteps: Grocery Shoppers' Planning, In-store Shopping Path, and Dynamic Decision Making <i>Jacob Suher, Yanliu Huang, Sam Hui, Jeffrey Inman</i></p> <p>Generalizing a "Buy 'Til You Die" Framework to Multiple Transactional Activities <i>David Schweidel, Zainab Jamal, Young-Hoon Park</i></p> <p>Dynamic Targeted Pricing in B2B Settings <i>Oded Netzer, Jonathan Zhang</i></p>
<p>SC13 – Room 23</p> <p>Pricing: Perception</p> <p>Chair: Barbara Broermann</p> <p>Asymmetric Price Response Effect and Latitude of Reference Price Effect on Consumer Brand Choice <i>Wei Wang</i></p> <p>The Decomposition of Reference Price and its Impact on Customer Post-Purchase Behavior <i>Jianmin Jia, Felix Tang</i></p> <p>Direct Utility Approach to Reference Price and its Effects <i>Chul Kim, Duk Bin Jun</i></p> <p>Strategies for Introducing Prices for Formerly Free Value-Added Services <i>Barbara Broermann, Sabine Kuester</i></p>	<p>SC14 – Room 24</p> <p>Marketing and Health II (Special Session)</p> <p>Chair: Aurélie Lemmens</p> <p>Co-Chair: Stefan Stremersch</p> <p>When Does Publicity Matter in Determining Consumer Demand? The Case of Anti-Cholesterol Drugs <i>Hyunwoo Lim, Andrew Ching, Robert Clark, Ignatius Horstmann</i></p> <p>Physician Choices Within and Across Drug Classes <i>Tulika Bhatia, Pradeep Chintagunta, Lakshman Krishnamurthi</i></p> <p>Prescription Decision Making <i>Min Ding, Ujwal Kayande</i></p> <p>International Spillovers in Pharmaceutical Pricing: The Role of Geography, Trade, and Regulation <i>Isabel Verniers, Aurélie Lemmens, Stefan Stremersch</i></p>	<p>SC15 – Room 25</p> <p>Decision Making: Uncertainty</p> <p>Chair: Robert Meyer</p> <p>Preferences and Beliefs in Strategic Interactions <i>A. Yesim Orhun</i></p> <p>Consumer Risk Behavior During Product-harm Crises: A Natural Experiment <i>Nikos Kalogeras, Joost, M.E. Pennings, Koert Van Ittersum</i></p> <p>Consumer Choice of Attribute in a Limited Information Product Selection Task <i>Harmen Oppewal, Andrea Vocino</i></p> <p>Heads in the Sand: Biases in Information Search in Advance of Low Probability, High-Consequence Events <i>Robert Meyer</i></p>	

Saturday, June 19th, 2010

3.30-5.00 (SD)

<p>SD01 – Room 02</p> <p>Referral Marketing (<i>Special Session</i>)</p> <p>Chair: Mahima Hada</p> <p>The Life Time Value of Referral Clients <i>Nazrul I. Shaikh, Kartik Hosanagar, Christophe Van den Bulte</i></p> <p>Understanding the Drivers of Customer Referral Value <i>J. Andrew Petersen, V. Kumar (VK), Robert P. Leone</i></p> <p>Referrals by Design: Effect of Product's Functionality, Aesthetics and Image on Consumer's Referral Intentions <i>Mahima Hada, Ujwal Kayande, Arvind Rangaswamy</i></p>	<p>SD02 – Room 04</p> <p>CRM: Customer Satisfaction III</p> <p>Chair: Maik Eisenbeiss</p> <p>The Effect of Customer Satisfaction on Service Purchases and Revenues: A Systematic Examination of Moderating Effects <i>Nicolas Bourbonnais, Dominik Georgi</i></p> <p>Does Attitudinal Loyalty Mediate the Relationship between Satisfaction and Behavioral Intentions? An Empirical Examination <i>Anand Kumar Jaiswal</i></p> <p>The Asymmetric Impact of Customer Satisfaction on Willingness to Pay: A Semi-parametric Analysis <i>Maik Eisenbeiss, Klaus Backhaus, Markus Cornelissen, Wayne D. Hoyer</i></p>	<p>SD03 – Room 06</p> <p>Direct Marketing</p> <p>Chair: Arnaud De Bruyn</p> <p>A Decision-support Tool for Recommending Promising Categories for Targeted Promotions <i>Els Breugelmans, Yasemin Boztug, Thomas Reutterer</i></p> <p>Empirical Analysis of the Value of Targeting Information in Coupons: Goals and category effects <i>Ignacio Osuna, Jorge Gonzalez, Julian Villanueva</i></p> <p>Targeting the High Value Customers in Direct Marketing: A Quantile Regression Approach <i>Simon Lo, Geng Cui, Xi Zhang</i></p> <p>Nullifying Endogeneity in Direct Mail Optimization: A Simple Delphi Solution to a Complex Marketing Problem <i>Arnaud De Bruyn</i></p>	<p>SD04 – Room 14</p> <p>User Generated Content (<i>Special Session</i>)</p> <p>Chair: Jing Gao</p> <p>Peeking into Online Bargain Hunting Forums: How Active Participants Influence the Silent Majority <i>Jing Gao, Jie Zhang</i></p> <p>Social Network Learning: How User Generated Contents on Review Websites Influence Consumer Decisions <i>Hai Che, Tat Chan, Chunhua Wu</i></p> <p>User Generated Content in News Media <i>Tuba Pinar Yildirim, Esther Gal-Or, Tansev Geylani</i></p> <p>The Design of Internet Communities <i>Kaifu Zhang, Miklos Sarvary</i></p>
<p>SD05 – Room 15</p> <p>Auctions</p> <p>Chair: Alex Kim</p> <p>The Advertising Agency Selection Contest: A Competitive Auction with an Incumbent, Participation Costs, and Differential Qualities <i>Sharon Horsky, Dan Horsky, Robert Zeithammer</i></p> <p>Entertainment Shopping Auctions: Smart-shopping Opportunity or Lottery? <i>Jochen Reiner, Martin Natter, Bernd Skiera</i></p> <p>Mechanism Choice in Procurement Auctions: An Experiment <i>Timo Heinrich, Jeannette Brosig</i></p> <p>On the Optimal Number of Advertising Slots in a Generalized Second Price Auction <i>Alex Kim, Subramanian Balachander, Karthik Kannan</i></p>	<p>SD06 – Room 16</p> <p>Entertainment Marketing II</p> <p>Chair: Hyoung-Goo Kang</p> <p>Destination Marketing using Electronic Games? <i>Suzanne C. Beckmann, Kerri-Ann Kuhn</i></p> <p>Time-dependent TV Channel Choice Model at Household-level <i>Lily Su</i></p> <p>Blame it on the Rain: The Economic Impact of Precipitation in a Leisure Industry <i>Hyoung-Goo Kang, Hailey Joo, Jon Moon</i></p>	<p>SD07 – Room 17</p> <p>Experimental Economics (<i>Special Session</i>)</p> <p>Chair: Carl Mela</p> <p>Who Thinks about the Competition? Managerial Ability and Strategic Entry in US Local Telephone Markets <i>Avi Goldfarb, Mo Xiao</i></p> <p>A Semiparametric Cognitive Hierarchy Model for the p-Beauty Contest <i>Carl Mela, P. Richard Hahn, Kristian Lum</i></p> <p>Between-game Rule Learning in Dissimilar Symmetric Normal-form Games <i>Eran Haruvy, Dale Stahl</i></p> <p>Competing for the Low-end Market: A Theoretical and Experimental Investigation <i>Wilfred Amaldoss, Woochoel Shin</i></p>	<p>SD08 – Room 18</p> <p>Pharmaceuticals</p> <p>Chair: Eelco Kappe</p> <p>Extreme Information and Learning <i>Ping Li, Sridhar Narayanan</i></p> <p>Drug Prescription Behavior and Decision Support Systems <i>Tolga Akcura, Zafer Ozdemir</i></p> <p>Combination Drugs to Extend the Product Life Cycle <i>Eelco Kappe, Stefan Stremersch</i></p>

Saturday, June 19th, 2010

3.30-5.00 (SD)

<p>SD09 – Room 19</p> <p>Product Management</p> <p>Chair: Wooseong Kang</p> <p>Optimal Product Line Selection: A Fuzzy Goal Programming Approach <i>Bijaya Krushna Mangaraj, Debasis Pradhan</i></p> <p>Consumer Self-knowledge and Self-selection <i>Juanjuan Zhang, Liang Guo</i></p> <p>Strategic Line Pricing: Measuring the Effects of Attribute Variety and Product Line Length <i>Geoffrey Pofahl</i></p> <p>Technological Drivers of Product Portfolio Strategy <i>Wooseong Kang, Barry Bayus, Mitzi Montoya</i></p>	<p>SD10 – Room 20</p> <p>International Marketing II</p> <p>Chair: Helene de Burgh-Woodman</p> <p>Product Knowledge and Motivation as Moderators of the CoO Effect: An Omission Detection Perspective <i>Xiaoning Guo, Geng Cui, Yu Su</i></p> <p>Chinese Consumers' Ethnocentric Values and Consumption Behaviour <i>Frauke Mattison Thompson, Robert Hoffmann</i></p> <p>Hedonic Consumption & Changing Demographic of Indian Consumer: Emerging Trend & Strategic Implication <i>Anurag Kansa</i></p> <p>A Global Theory for a Global Market: Bringing a Humanities-based Theory to Marketing and the Contemporary Global Marketplace <i>Helene de Burgh-Woodman</i></p>	<p>SD11 – Room 21</p> <p>Conjoint Analysis II</p> <p>Chair: Vithala Rao</p> <p>Conjoint-design: Concluding Impact on Price-elasticity and Validity <i>Judith Schloffer, Thomas Foscht, Leonhard Kehl</i></p> <p>Ranking Models in Conjoint Analysis <i>Karyin Lam, Philip Hans Franses, Alex Koning</i></p> <p>Using Information Seeking Behavior in Preference Measurement for Complex Products <i>Sören W. Scholz, Reinhold Decker, Martin Meissner</i></p> <p>Measuring the Effect of Peer Influence on Attribute Preferences <i>Vithala Rao, Vishal Narayan, Carolyne Saunders</i></p>	<p>SD12 – Room 22</p> <p>ASA Special Session on Statistics and Marketing: New Methods for Exploring, Understanding, and Managing Consideration Sets (Special Session)</p> <p>Chair: Guilherme (Gui) Liberali</p> <p>Optimal Time-to-morph and Cognitive Costs of Morphing <i>Guilherme (Gui) Liberali, John R. Hauser, Glen L. Urban</i></p> <p>Recommending Products to Adaptive Decision Makers <i>Daria Dryabura</i></p> <p>Do Competitive Test Drives and Product Brochures Improve Sales? <i>John R. Hauser, Guilherme (Gui) Liberali, Glen L. Urban</i></p> <p>Developing Consideration Rules for Durable Goods Markets <i>Glen L. Urban, Daria Dryabura, John R. Hauser, Jong Moon Kim, Erin MacDonald</i></p>
<p>SD13 – Room 23</p> <p>Experiments on Pricing and Other Exchange Mechanisms (Special Session)</p> <p>Chair: Aradhna Krishna</p> <p>Tiers in One-sided Matching Markets - Theory and Experimental Investigation <i>Yu Wang, Eman Haruvy</i></p> <p>Competitive Implications of Hagglng - A Theoretical and Experimental Investigation <i>Tony Cui, Paola Mallucci, Z. John Zhang</i></p> <p>Informative Advertising, Product Variety and Price Competition: An Experimental Analysis <i>Chuan Hey, Wilfred Amaldoss</i></p> <p>Greening the Product Portfolio: Corporate Virtue or Backdoor Profit? <i>Aradhna Krishna, Uday Rajan</i></p>	<p>SD14 – Room 24</p> <p>Services</p> <p>Chair: Kimmy Wa Chan</p> <p>Quantifying the Economic Value of Service Menu Extension <i>Jinsuh Lee, Sangwoo Shin</i></p> <p>How Fairness Makes Me Feel: The Effects of Distributive, Procedural, and Interactional Justice on Repatronage <i>Cathy Yi Chen, Peter De Mayer</i></p> <p>How Job Stress Affects Employees' Service Performance: Roles of Social-support and Perspective-taking <i>Kimmy Wa Chan, Echo Wen Wan</i></p>	<p>SD15 – Room 25</p> <p>Managerial Decision Making</p> <p>Chair: Martha Tipton</p> <p>Impulse Buying Revisited - In the View of Behaviorism: An Investigation into impulse Buying using the Behavior Perspective Model <i>Wei-chen, Jenny Ma</i></p> <p>Innovation and Innovation Potential Convey Vital Information <i>Martha Tipton, Sundar Bharadwaj</i></p>	

INFORMS Society for Marketing Science Newsletter

SICS

SUMMER INSTITUTE IN COMPETITIVE STRATEGY

Haas School of Business
University of California, Berkeley
Sponsored by
INFORMS Society for Marketing Science (ISMS)
Institute for Business Innovation (IBI)

Program

(All presentations are in Room C210)

Sunday, July 18th, 2010

6:30-8:30pm Reception, Faculty Club

Monday, July 19th

9:05-10:25am

"(De)Legitimizing the Competition: Consumer Inferences about Product Quality and Prices"

Preyas Desai (Duke University), John Lynch (University of Colorado at Boulder), and Robin J. Tanner (University of Wisconsin)

Discussant: Anthony Dukes (University of Southern California)

10:40-12:00pm

"A Structural Model of Sponsored Search Advertising"

Susan Athey (Harvard University) and Denis Nekipelov (University of California, Berkeley)

Discussant: Juanjuan Zhang (MIT)

1:30-2:50pm

"Efficient Adaptation versus Gains from Specialization: Comparing Firms and Markets"

Birger Wernerfelt (MIT)

Discussant: Abel Jeuland (University of Chicago)

3:00-4:20pm

"Contract Pricing in Consumer Credit Markets"

Liran Einav (Stanford University), Mark Jenkins (University of Pennsylvania), Jonathan Levin (Stanford University)

Discussant: Kannan Srinivasan (Carnegie-Mellon University)

Tuesday, July 20th

9:00-10:20am

"Second Mover Strategies: Communication Considerations in Product Design"

Sridhar Moorthy (University of Toronto), and Botao Yang (University of Southern California)

Discussant: Ganesh Iyer (University of California, Berkeley)

10:40-12:00pm

"Repeated Interactions, Transparency, and Firm Competition on the Internet"

Sara Ellison (MIT), and Christopher Snyder (Dartmouth)

Discussant: Chakravarthi Narasimhan (Washington University, St. Louis)

1:30-2:50pm

"Nonparametric Estimation of Marketing Mix Effects Using a Regression Discontinuity Design"

Wesley R. Hartmann (Stanford University), Harikesh S. Nair (Stanford University), and Sridhar Narayanan (Stanford University)

Discussant: Anand V. Bodapati (UCLA)

3:00-4:20pm

"Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior"

Babur De Los Santos (Indiana University), Ali Hortacsu (University of Chicago), and Matthijs R. Wildenbeest (Indiana University)

Discussant: Dina Mayzlin (Yale University)

Wednesday, July 21st

9:00-10:20am

"Persuasive Advertising with Sophisticated but Impressionable Consumers"

Dominique O. Lauga (University of California, San Diego)

Discussant: Mengze Shi (University of Toronto)

10:40-12:00pm

"Complementary Goods: Creating and Sharing Value"

Taylan Yalcin (Harvard University), Elie Ofek (Harvard University), Oded Koenigsberg (Columbia University), and Eyal Biyalogorski (IDC Herzelia)

Discussant: Jiwoong Shin (Yale University)

1:30-2:50pm

"Position Competition in Sponsored Search Advertising"

Tat Y. Chan (Washington University, St. Louis), and Young-Hoon Park (Cornell University)

Discussant: Raphael Thomadsen (UCLA)

3:00-4:20pm

"Dynamic Entry with Cross Product Spillovers: An Application to the Generic Drug Industry"

A. Ronald Gallant (Duke University), Han Hong (Stanford University), and Ahmed Khwaja (Duke University)

Discussant: Minjung Park (University of Minnesota)

Thursday, July 22nd

9:00-10:20am

"Structural Equilibrium Analysis of Political Advertising"

Brett R. Gordon (Columbia University) and Wesley R. Hartmann (Stanford University)

Discussant: Subrata Sen (Yale University)

10:40-12:00pm

"Consumer Thinking and Product Line Design"

Liang Guo (Hong Kong University of Science and Technology), and Juanjuan Zhang (MIT)

Discussant: David Godes (University of Maryland)

1:30-2:50pm

"Strategic Issues in Two-Sided Markets"

Benjamin E. Hermalin (University of California, Berkeley)

Discussant: Dmitri Kuksov (Washington University, St. Louis)

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3:00-4:20pm

"Brand Extension in Markets with Preference Based Segmentation"

Yogesh Joshi (University of Maryland), David Reibstein (University of Pennsylvania), and John Zhang (University of Pennsylvania)

Discussant: Ron Goettler (University of Chicago)

Friday, July 23rd

9:00-10:20am

"Mixed Bundling in Two-Sided Markets: Theory and Evidence"

Yong Chao (University of Southern California), and Timothy Derdenger (Carnegie Mellon University)

Discussant: Qiaowei Shen (University of Pennsylvania)

10:40-12:00pm

"Privacy Regulation and Online Advertising"

Avi Goldfarb (University of Toronto), and Catherine Tucker (MIT)

Discussant: Pradeep Chintagunta (University of Chicago)

1:30-2:50pm

"Search, Design, and Market Structure"

Heski Bar-Isaac (New York University), Guillermo Caruana (CEMFI), and Vicente Cuñat (London School of Economics)

Discussant: Ram Rao (University of Texas, Dallas)

3:00-4:20pm

"The Pattern of Technological Evolution: The Role of Context-Dependent Preferences"

Yuxin Chen (Northwestern University) and Özge Turut (Sabanci University)

Discussant: Sanjay Jain (Texas A&M University)

Management Science Special Issue on Behavioral Economics and Finance

Coeditors

Brad M. Barber, UC Davis
Teck Ho, UC Berkeley
Terrance Odean, UC Berkeley

Submission Deadline: July 15, 2010

Expected Publication Date: Fall 2011

Management Science will publish a special issue on research broadly related to behavioral economics and finance and their applications in related fields including marketing, operations management, and organizational behavior. The goal of the special issue is to promote research on behavioral economics and finance while leveraging the crossdisciplinary heritage of Management Science to provide a high-quality outlet for this research.

We welcome experimental (both standard and brain-imaging), empirical, and theoretical papers that investigate individual decision making, interactive decision making in games, and behavior of participants in markets. Participant is broadly defined but includes producers, customers, investors, fund managers, analysts, and corporate managers. Market is also broadly defined but includes commodity, stock, fixed income, retail, business-to-business, and auction markets. We particularly welcome research that investigates the impact of participants' behavior on the current financial crisis and recession, meta-analysis that combines results from multiple studies and disciplines, and field experiments that point to clear conclusions.

Submission: Please submit your manuscript online via ScholarOne Manuscripts at <http://mc.manuscriptcentral.com/ms>. Note that you must select "Special Issue" as the Manuscript Type in Step 1 and select Teck Ho, Brad Barber, or Terrance Odean as Department Editor in Step 5.

Faculty Moves



Seethu Seetharaman will be moving to Washington University in St. Louis this Fall as the inaugural Pat McGinnis Chaired Professor of Marketing. Our hearty congratulations!

Identify the picture (puzzle in last issue)

The childhood picture of a marketing scientist in the last issue was Dr. V. Kumar and not Seenu Srinivasan, as some of you guessed.

INFORMS Society for Marketing Science

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An e-mail directory of the Society for Marketing Science membership is available on the Web at <http://www.informs.org/Membership/Member-Directory>

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