

Fall 2010

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SOCIETY FOR MARKETING SCIENCE NEWSLETTER

Fall 2010

Volume 41, No. 1



2010 ISMS Fellows



Jehoshua Eliashberg



Roland Rust



Dominique Hanssens

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INFORMS Society for Marketing Science Newsletter

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The Editor's Note

There is a lot of interesting stuff to report in this issue. Three new ISMS fellows were announced at the Marketing Science. We try to get a personal look at these people and their achievements.

Next, we have a pictorial report of the Marketing Science Conference, in Cologne - a wonderful conference with over 900 attendees! There was great food, a boat cruise, an organ recital, World Cup Soccer craziness, noisy discussions, and whole lot more. Okay, papers were also presented. Kudos to Werner Reinartz and his team, who took care of everything with meticulous attention to details, and, in great style.

We have news about the Bass award, the Little award and other awards bestowed on researchers at the conference. Hear from the new Editor in Chief who takes over Marketing Science from January 2011. See what the INFORMS fall meeting (from November 7-10, 2010 in Austin, Texas) has in store for you.

B.P.S. Murthi

New ISMS Fellows recognized

This year the search committee announced three new fellows:

Jehoshua Elasihberg

Dominique Hanssens

Roland Rust

As always, we present a profile of their well known academic life.

We also present a personal glimpse into their lives, a side that is often not seen by many members of the ISMS community.

Our Congratulations to the new ISMS Fellows !!



New ISMS Fellows 2010: Profiles in Excellence

JEHOSHUA ELIASHBERG



*Josh receiving the award from Scott Neslin.
Dave Montgomery is in the background.*



*Josh at the movie theatre ostensibly doing
research*

Jehoshua (Josh) Eliashberg is the Sebastian S. Kresge Professor of Marketing and Professor of Operations and Information Management, at the Wharton School of the University of Pennsylvania. He also held visiting scholar positions at the Business Schools of The University of Chicago, Chulalongkorn University (Bangkok, Thailand), Penn State University, INSEAD (Fontainebleau, France), Erasmus University (Rotterdam, The Netherlands), Singapore Management University, Carnegie-Mellon University, The University of British Columbia, UCLA, Time Inc., and at the Operations Research Department at AT&T Bell Laboratories.

Professor Eliashberg received a B.Sc. in Electrical Engineering from the Technion-Israel Institute of Technology at Haifa, an M.B.A. from Tel-Aviv University, and a doctoral degree in Decision Sciences and Marketing from Indiana University. He also received an Honorary Masters from the University of Pennsylvania.

Professor Eliashberg's research interests are in developing models and methodologies to solve business problems. His research has focused on various issues including new product development and feasibility analysis, marketing/manufacturing/R&D interface, and competitive strategies. He has particular interest in the media and entertainment, pharmaceutical, and the hi-tech industries. He has authored numerous articles appearing in major journals such as: *Decision Support Systems*, *European Journal of Operational Research*, *Group Decision and Negotiation*, *Interfaces*, *International Journal of Research in Marketing*, *Journal of Economic Psychology*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Manufacturing and Service Operations Management*, *Marketing Science*, and *Optimal Control Applications & Methods*. His work in the entertainment industry has been the subject of articles appearing in *Businessweek*, *The Christian Science Monitor*, *The Financial Post*, *Financial Times*, *Forbes*,

Fortune, Los Angeles Times, The New York Times, Variety, Newsweek, The Wall Street Journal, The Washington Post.

He has co-edited the books, *Handbooks in Operations Research and Management Science: Marketing* (with G. L. Lilien) and *Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives* (with Amiya K. Chakravarty). Professor Eliashberg has held various editorial positions in leading professional journals including: the Marketing Departmental Editor in *Management Science*, an Editorial Board member for *Marketing Science*, the *European Journal of Operational Research*, *Marketing Letter*, and Senior Editor for *Manufacturing and Service Operations Management*. He is currently the Series Editor of Springer's *International Series in Quantitative Marketing* and the Editor-in-Chief of *Foundations and Trends in Marketing*. His other professional services include membership on the advisory boards of the National Science Foundation, the American Councils for International Education, and the academic liaison committee of the CMO Council. He is also a member of INFORMS and AMA.

Professor Eliashberg teaches the following courses at Wharton: Marketing Research; Models for Marketing Strategy; New Product Management; Design, Manufacturing, and Marketing Integration; and Analysis of the Media and Entertainment Industries. Prior to joining academia, he was employed for a number of years as an electronic engineer and marketing. He has participated extensively in various executive education programs. His executive education and consulting activities include AccentHealth, AstraZeneca, AT&T, Booz, Allen & Hamilton, Bell Atlantic, Campbell Soup, Cheil Communications, CTV Television Network (Canada), Domino's Pizza, Franklin Mint, General Motors, Givaudan, HBO, IBM, Independence Blue Cross, Janssen Pharmaceutica Inc., Johnson & Johnson, L G Electronics, Lucent Technologies, Multimedia Development Corp. (Malaysia), Pathe Cinema (Holland), Philip Morris, The Siam Cement Group (Thailand), Sirius Satellite Radio, Warner Home Video, Weave Innovations Inc., Woodside Travel Trust, and Wyeth Pharmaceuticals.

Getting to know Josh: These are a few of my favorite things ...



Josh and grandson Eli



Josh and his wife Tova. Behind are two close friends: Berend and Tjitske Wierenga

INFORMS Society for Marketing Science Newsletter

My favorite Book	<i>Churchill, Truman, Surely You're Joking, Mr. Feynman.</i>	My source of happiness	<i>My family and my work,</i>
My favorite movie(s)	<i>Casablanca, High Noon, Chinatown.</i>	What marketing puzzles currently stimulate my mind?	<i>How the business models keep changing in the digital space.</i>
My Favorite Pastime	<i>Watching movies</i>	Papers that influenced me greatly...	<i>Papers by Frank Bass, Paul Green, and John Little.</i>
My best collaborators	<i>My doctoral students.</i>	My favorite food	<i>Gefilte fish, Spicy Chinese, Indian, Thai food.</i>
If I were not a professor, I would most likely be...	<i>a movie producer.</i>	Sports I am good at	<i>Used to be good at basketball. Not anymore.</i>
My family ...	<i>Tova (wife) Keren (daughter) Eli (grandson).</i>	Interesting website(s) I use...	<i>IMDB</i>
My research philosophy	<i>Start with a managerially relevant problem, develop a conceptual solution, and then look for appropriate data to test the solution.</i>		



Josh and actress Kelly McGillis

DOMINIQUE M. HANSSENS

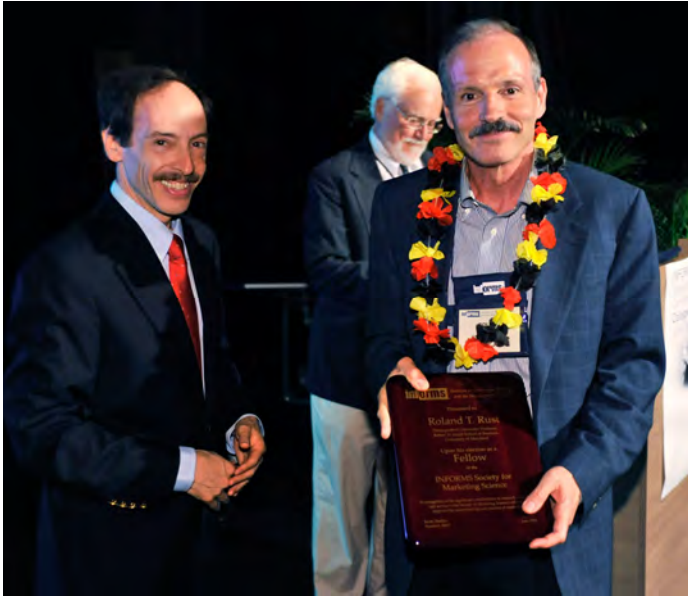
Dominique Hanssens is the Bud Knapp Professor of Marketing at the UCLA Anderson Graduate School of Management, where he has been on the faculty since 1977. He has served as the school's faculty chair, associate dean, and marketing area chair. From 2005 to 2007 he served as Executive Director of the Marketing Science Institute in Cambridge, Massachusetts.

Dr. Hanssens studied econometrics at the University of Antwerp (B.S., 1974) in his native Belgium. He then pursued graduate study in marketing at Purdue University's Krannert Graduate School of Management, where he obtained an M.S. in 1976 and a Ph.D. in 1977. His research focuses on strategic marketing problems, in particular marketing productivity, to which he applies his expertise in data-analytic methods such as econometrics and time-series analysis.

Professor Hanssens serves or has served as an area editor for *Marketing Science* and an associate editor for *Management Science* and the *Journal of Marketing Research*. His papers have appeared in the leading academic and professional journals in marketing, economics and statistics. Four of these articles have won Best Paper awards, in *Marketing Science* (1995, 2001, 2002) and *Journal of Marketing Research* (1999, 2007), and seven were award finalists. The second edition of his book with Leonard Parsons and Randall Schultz, entitled *Market Response Models* was published by Kluwer Academic Publishers in 2001 and translated in Chinese by Shanghai People's Publishing House in 2003. Professor Hanssens won distinguished teaching awards in the UCLA MBA and Executive MBA programs, and is a frequent contributor to the school's executive education offerings. In 2003 he was awarded the UCLA Anderson School's Neidorf 'decade' teaching award, and in 2007 he was the recipient of the Churchill Lifetime Achievement Award of the American Marketing Association.

Professor Hanssens' consulting experience covers strategic marketing problems such as allocating marketing resources, assessing long-term marketing effectiveness and growing customer equity. His approach emphasizes market-response modeling on sophisticated customer and marketing databases. He has conducted assignments for Agilent Technologies, British Telecom, Mercedes, Disney, Google, Hewlett Packard, Hughes, Johnson & Johnson, Mattel Toys, Microsoft, Schwab and Wells Fargo, among others. He is a founding partner of MarketShare Partners, a marketing analytics firm headquartered in Los Angeles.

ROLAND RUST



Scott Neslin, Roland Rust and David Montgomery at the awards ceremony



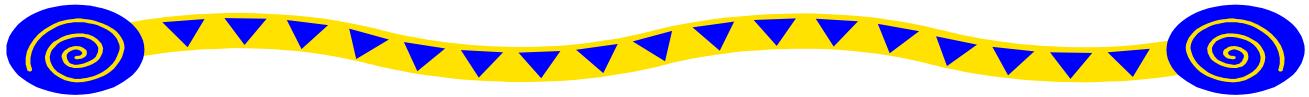
Roland with Maryland Marketing alum (and NCAA champion basketball coach) Gary Williams

Roland T. Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of two research centers: the Center for Excellence in Service and the Center for Complexity in Business. He was chair of the Department of Marketing at Maryland for eight years, during which he presided over the dramatic improvement of the department—in his last year as chair the department ranked number one in the world in number of publications in the top four marketing journals.

His lifetime achievement honors include AMA's Career Contributions to the Services Discipline Award, AMA's Churchill Award for Lifetime Achievement in Marketing Research, the Distinguished Marketing Educator Award from the Academy of Marketing Science, AMA's Mahajan Award for Career Contribution to Marketing Strategy, the Outstanding Contributions to Research in Advertising award from the American Academy of Advertising, Fellow of the American Statistical Association, the Elsevier Distinguished Marketing Scholar Award from SMA, and two distinguished doctoral alumnus awards from the University of North Carolina at Chapel Hill. He has also won 12 best article awards and the Berry/AMA Award for the best book in marketing.

He is the founder and Chair of the annual Frontiers in Service Conference, and was founding Editor of the Journal of Service Research. He is an Academic Trustee of the Marketing Science Institute and is the USA national representative to the European Marketing Academy. He is the immediate past Editor of the Journal of Marketing, and serves as Area Editor for Marketing Science. He has consulted with many leading companies worldwide, including such companies as American Airlines, AT&T, Comcast, Dow Chemical, DuPont, Eli Lilly, FedEx, Hershey, Hewlett-Packard, IBM, Lockheed Martin, Microsoft, NASA, NCR, Nortel, Procter & Gamble, Sears, Sony, Unilever, and USAA.

On the personal side, Roland was a national class distance runner in his collegiate days, he has been inducted into the DePauw University Athletic Hall of Fame. In spite of a variety of injuries and setbacks over the years, he still competes regularly, and is confident that no other Fellow can beat him in a 5K. He also enjoys good food and wine, and many of his friends look to him for restaurant recommendations.



Lessons I learnt from Running...By Roland Rust

My friends all know that I am a distance runner. I have been a competitive runner continuously (except for injury) since I was 13 years old. One of the things I have learned over all those years of training and competition is that sports really can teach you something about life. In fact, running seems to be an especially good classroom for learning about academic publishing. Some of the reasons are:

- Running has taught me to endure pain. The agony of the late stages of a race are great preparation for the agony of the review process, although I admit the agony of the review process can be worse!



Roland running the 10K

- Running the marathon has taught me to endure. I have one paper now that has been kicking around for over 10 years. I have never given up on it and have never become psychologically defeated, and the paper now appears likely to be accepted at one of our top journals. A marathon indeed!
- Running has taught me to overcome serious injury. I have had multiple serious injury problems over the years, resulting in three surgeries. Each time I came back to compete successfully. That was great practice for the serious injuries (to my psyche) of having several of my best (and eventually award-winning) papers rejected at the journal of first submission.
- Running has taught me that a steady pace is best. I never pull all-nighters, and I don't always work long days (except when I was Editor of *JM*!) but I work just about every day of every week and try to keep an even pace. Interestingly Eric Bradlow once told me that was his secret in surviving the editorship of *Marketing Science*. (As an aside, Eric is also someone who has caused me pain—see points 1 and 3. I forgive you, Eric.)

- Running has taught me my limitations. There's nothing like being absolutely crushed in a race to bring home the idea that others can be better. I do the best I can given my capabilities. I don't worry that Michel Wedel is a better empirical modeler than I am, or that Steve Shugan is better at analytics. I just figure that my portfolio of skills is unique, and I try to be the best I can at who I am.

My favorite metaphor for my life is from my college years. I was running cross-country for little DePauw University, where none of us were on scholarship. Every year we ran a meet called the Big State/Little State, in which the big universities with the star scholarship runners (e.g., Indiana, Purdue, Notre Dame, etc.) ran against the little guys. The meet was at Indiana University, and there was a terrible hill at about the four-mile mark. I had been running very hard up to that point, to try to beat some of the big school stars, but half-way up that hill I was in terrible pain and gasping for air. I thought 1) I was no longer moving at all, 2) everybody was going to pass me, and 3) I was going to die. The only way out seemed to be to just give up and walk off the course. I decided instead to just hang in there in spite of everything, and amazingly finished high in the standings. That convinced me that even when it looks like things are going very badly (as many of you enduring the review process know can happen from time to time!) it is best to just hang in there and keep going. And that is what I have done.

Also I'm not ready yet for my finishing sprint, even though they gave me my trophy already. So you can expect to see me running in the pack for some time to come.



Marketing Science announces a new Editor in Chief

The selection committee in charge of finding a new Editor in Chief (EIC) for Marketing Science has announced the new EIC - Preyas Desai, the Spencer R. Hassell Professor at the Fuqua School of Business at Duke University.

Preyas Desai received his Ph.D. from Carnegie Mellon University, Pittsburgh. In addition, he has a BE in Mechanical Engineering, an MBA from Gujarat University and an MS in Marketing from CMU. Prior to joining Fuqua, he taught at the Krannert Graduate School of Management, Purdue University.

His research interests include management of distribution channels, marketing of durable goods, and segmentation and price discrimination. His papers have appeared in *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*. He has been a departmental editor for the marketing department of *Management Science*, an area editor for *Marketing Science*, and an associate editor for *Quantitative Marketing and Economics*.

Currently he teaches in the daytime MBA, CCMB and Global Executive MBA programs at the Fuqua School. His teaching interests include marketing management, marketing of high technology products, and business-to-business marketing.



A Message from Preyas Desai, EIC *Marketing Science*

First, I would like to give kudos and a big thank you to Eric Bradlow for his tireless service to the marketing science community over the last three years. Thanks to the strong leadership provided by Eric and his predecessors (Don Morrison, Subrata Sen, John Hauser, Rick Staelin, Brian Ratchford, and Steve Shugan), *Marketing Science* rightfully enjoys a prominent place among all business journals. I hope to continue along the same trajectory.

Under the transition plans that Eric and I have agreed to, Eric will handle review team assignments for all new submissions until the end of day October 31, 2010. I will handle all new submissions (including assigning area editors and reviewers) starting November 1, 2010. Eric will continue to handle revision manuscripts until December 31, 2010 (the end of his term). At that time, I will begin to handle all manuscripts (including those in process). I also plan to announce the new AEs and editorial board in early November.

The structure of the review process will remain the same. Most papers will be processed by an area editor and two reviewers. However, if we reach the conclusion that a paper has an extremely low probability of successfully going through the review process, we may not send it to reviewers. The AE and reviewers will continue to be anonymous, and they will not know the identity of the author(s). To the extent possible, we will try to conclude the review process at the end of two rounds.



I want to emphasize that *Marketing Science* remains open to all methodologies and paradigms. We in marketing understand the *perceptions = reality* equation. Therefore, I am also keen to ensure that the journal is seen as being open to all scientifically sound ideas and methodological approaches. Similarly, we will remain open to papers that make substantive contributions as well as those that make methodological contributions. True to its name, *Marketing Science* must be about both *Marketing* and *Science*. The science part allows us to give answers that are more correct but in the final analysis, our questions have to be about marketing.



The world around us is changing in important ways creating a new set of challenges related to globalization, emerging markets, health, energy, environment and other issues. I very strongly

believe that as a premier marketing journal, *Marketing Science* must define the research agenda for these new, emerging issues and take the lead role in providing strategic insights.

A more detailed editorial statement will be coming soon. In the meantime, if you have any suggestions for the journal, please send them to me at desai@duke.edu.

Congratulations to the Award Winners !

2009 John D.C. Little Award	
	The 2009 John D.C. Little Award was given to Brett Gordon , Columbia University for his paper “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry” published in <i>Marketing Science</i> . The award is given annually to the best paper that is published in <i>Marketing Science</i> or <i>Management Science</i> . Last year the award was given to Oded Netzer, James M. Lattin and V. Srinivasan.
Frank M. Bass Dissertation Paper Award	
	<p>The 2009 Frank M. Bass Dissertation Paper Award was given to Kenneth C. Wilbur, Fuqua School of Business, Duke University for his paper, “A Two-Sided Empirical Model of Television Advertising and Viewing Markets,” published in <i>Marketing Science</i> 2008, 27 (3), 356-378.</p> <p>This award is given annually to the best marketing paper derived from a PhD thesis that is published in an INFORMS sponsored journal.</p>

Long Term Impact Prize	
 	<p>The 2010 ISMS Long Term Impact Award was given to a paper written by Greg Allenby and Peter Rossi titled “Bayesian Statistics and Marketing” in <i>Marketing Science</i> 2003, Vol 22(3), 304-328. They were selected from a list of ten finalists.</p> <p>The award is given annually to a research paper published within the last 5-10 years that has been judged to have had the greatest impact in the field.</p> <p>Greg Allenby holds the Helen C. Kurtz Chair in Marketing at the Fisher College of Business at Ohio State University. His research focuses on the development and application of Bayesian statistical methods in marketing. These methods have been applied to develop new approaches to market definition and market segmentation, and to improve product development, pricing, promotion and targeting activities.</p> <p>Peter E. Rossi is James Collins Professor of Marketing at the Anderson School of Management, UCLA. Before joining UCLA, he was a chaired professor at Booth School of Business, University of Chicago. He founded the Kilts Center for Marketing there.</p>

V. Kumar won the **2010 DMEF Robert G. Clarke Outstanding Educator Award** for Lifetime Contributions to Direct and Interactive Marketing.

He holds the Richard and Susan Lenny Distinguished Chair in Marketing at J. Mack Robinson College of Business at Georgia State University





Deepa Chandrasekaran and **Gerard Tellis** won the *American Marketing Association Global Marketing SIG's 2010 Excellence in Global Marketing Research Award*. 2008 *Marketing Science* article, "The Global Takeoff of New Products: Culture, Wealth or Vanishing Differences."

Gerry holds the Neely Chair of American Enterprise, and is the Director of the Center for Global Innovation at the USC Marshall School of Business.

Deepa is an Assistant professor at Lehigh University.

2009 ISMS Practice Prize



The 2009-10 INFORMS Society for Marketing Science (ISMS) Practice Prize was awarded to Marc Fischer, University of Passau, and Sönke Albers, Christian-Albrechts-University at Kiel, for "Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities."

The prize is awarded for outstanding implementation of marketing science concepts and methods. The Practice Prize Committee was chaired by Russell Winer, New York University.

The winning research provides an innovative solution to the dynamic marketing allocation budget problem for multi-product, multi-country firms. A decision support model allows the firm to determine annual marketing budgets at the country-product-activity level in an Excel-supported environment. The model takes into account marketing dynamics and a product's growth potential as well as tradeoffs with respect to marketing effectiveness and profit contribution

The other finalists in the competition were:

- John Roberts, Australian National University and London Business School, Ken Roberts and Alan Simpson, both of Forethought Research, and Peter Danaher, Melbourne Business School, for “Jetstar: Driving the Brand”
- Joep Arts, VU University Amsterdam, Koen Pauwels, Ozyegin University and Dartmouth College, and Thorsten Wiesel, University of Groningen, for “Marketing’s Profit Impact: Quantifying Online and Offline Funnel Progression”



- V. Kumar and Denish Shah, both of Georgia State University, and Jac Herschler, Prudential, for “Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities’ Variable Annuity Sales”

Videos of these presentations are available at:

<http://www.msi.org/conferences/conferences.cfm?conf=101&page=354>.

In addition, papers and reports on these outstanding implementations of marketing science will appear in a forthcoming issue of *Marketing Science*.


Tidbits: Did you know?

Although, **Indian School of Business (ISB)**, Hyderabad, India was established only a decade ago it has already established itself as a top ranked MBA program. ISB’s ranking in last three years moved up steadily from 20th to 15th to 12th in 2010, as per the Financial Times London (FT ranking). They graduate about 500 MBA students each year.

With the entry of four junior faculty members over the last two years, the Marketing department at the Indian School of Business, Hyderabad, India is now a well-balanced research group. The Quantitative wing comprises **Sudipt Roy**, **Sudhir Voleti**, and **Manish Gangwar** while **Sridhar Samu**, **Rishtee Batra**, and **Tanuka Ghoshal** make up the Behavioral group.

Inaugural ISMS Doctoral Dissertation Award Competition: Winners Announced October 19, 2010

The winners of the 2010 Inaugural ISMS Doctoral Dissertation Award Competition have been selected. The winners are:

	<p>Mazakazu Ishihara, University of Toronto. “Dynamic Demand for New and Used Durable Goods without Physical Depreciation: The Case of Japanese Video Games.” Advisor: Andrew Ching.</p>
	<p>Baojun Jiang, Carnegie Mellon University. “Strategic Analysis of User Generated Contents and Platform.” Advisor: Kannan Srinivasan.</p>
	<p>Pranav Jindal, University of Chicago. “Role of Extended Warranties in Price Discrimination.” Advisor: Pradeep Chintagunta.</p>

The inaugural ISMS doctoral dissertation award competition received 15 proposals. The proposals were evaluated by a three-member committee comprising Vithala Rao, Karsten Hansen, and Venky Shankar under the administration of V. Kumar, Chair of ISMS doctoral dissertation award and Scott Neslin, President of ISMS. The winners were unanimously selected, and each award carries with it a \$5000 prize.

Each dissertation proposal was first reviewed by three scholars who are experts on the topic of that dissertation. The committee members read the proposals independently and also considered the ratings and comments of the expert reviewers. The committee judged the proposals on three major dimensions: (1) significance and scope of the research problem, (2) richness of modeling, and (3) potential for substantive contribution to marketing science theory and practice. The committee carefully considered dissertations involving different types of modeling approaches, including analytical, empirical, and experimental modeling. Judgment criteria for analytical modeling included novelty and appropriateness of approach while those for empirical modeling included whether it was the state-of-art or advancing the state-of-art in approach.

“The doctoral dissertation award is a new program for ISMS, perfectly consistent with our objective of enabling the generation of new research that furthers the field of marketing science. We are very proud of the quality of all the proposals we received. We are indebted to the service of V. Kumar in administrating the competition, to Vithala Rao, Karsten Hansen, and Venky Shankar for serving as judges, and to the several experts who served as reviewers,” said Scott Neslin, ISMS President.

Report on the Marketing Science Conference, June 7-19, 2010, Cologne, Germany

By Werner Reinartz, Conference Chair

The Marketing Area at University of Cologne hosted the 32nd INFORMS Marketing Science Conference from June 17 to June 19, 2010 at the MARITIM Hotel & Convention Center in Cologne, Germany.

In spite of the difficult planning (potential impact of swine flu, economic crisis, faculty travel restrictions, Island volcano eruption uncertainties), a new record setting 900 participants from around the globe joined the conference. Thus, the meeting was the largest Marketing Science Conference ever! This is great achievement and speaks for the need of having a large discipline-wide platform for exchange.

The conference comprised 15 parallel tracks, 180 sessions (thereof 41 special sessions), and 632 presentations. One key innovation in this year was the poster sessions. The poster session presentations provided excellent feedback and more opportunities for discussions with colleagues as there were no concurrent tracks. They allow authors to present projects that are at early stages of development and benefit from the interactive critique and suggestions from colleagues working in similar areas. In this first round we had 17 poster presenters

A true highlight of the conference was the organ concert, dedicated exclusively for the conference participants in the cathedral of Cologne. Conductor Prof. Winfried Böning presented a superb program in the awe-inspiring and inimitable atmosphere of the more than 700 years old gothic cathedral. A tour passing the golden shrine of the three wise men concluded this unforgettable evening.

As in any marketing science conference, the gala dinner is where the awards are announced. On the evening of June 18th, the participants joined on the “MS Rheinenergie”, a 300 foot catamaran to eat, drink, and celebrate. After cruising the Rhine river during the reception, the following dinner offered plenty of opportunities for reconnecting to old friends. Many participants stayed until midnight to socialize and enjoy the relaxed setting.

The conference was preceded on June 16, 2010, by the ISMS Doctoral Consortium. 80 participating doctoral students and 40 invited faculty members joined this year’s consortium, discussing new topics, ideas, and methods. The evening was spent at Peter’s Brauhaus one of the many traditional local Colognian Brauhauses. An enchanting evening with lots of discussion, camaraderie, and local food and beer concluded the consortium.

Telling from participants reactions, we believe that the conference was a great success. Of course, this success rests on many shoulders and I am glad, that we have an outstanding group of people taking part in the organization and running of the event. These include first and foremost the co-chairs, Franziska Völckner and Karen Gedenk and the conference managers Katia Allexi and Patrizia Goltz. Moreover, the “Team in Red” – students from the university of Cologne clad in bright red shirts – were ready to help in an instant. Finally, the INFORMS meetings team (Paulette Bronis and Cheryl Clark) supported us invaluablely.

We present a small selection of photos that convey the mood and spirit of the conference. If you want to see all photos please go to our website (<http://www.marketingscience2010.uni-koeln.de>). Thanks again for coming to Cologne!

Marketing Science Conference 2009 - A Pictorial Report





INFORMS Society for Marketing Science Newsletter





Organ Recital, cookies,
and
happy faces



Meet the Editors of JM, IJRM, JCR, JMR and MS: Young Marketing Faculty Publishing Workshop

Coordinated by Michael Haenlein, ESCP Europe, haenlein@escpeurope.eu

Venue: **Paris** Time: **17-20 January 2011** Deadline **31 October, 2010**

The objective of this workshop is to support young marketing faculty members from all over Europe in their effort to publish their research in the most prestigious outlets within the marketing discipline. Over a period of four days, the editors of five leading marketing journals (Ajay Kohli, Marnik Dekimpe, John Deighton, Hubert Gatignon, Miguel Villas-Boas) will work together with the participants in an interactive way to provide hands-on advice on the research publication process. Topics of discussion include how to craft manuscripts and respond to reviewers; how to manage a team of co-authors; how to position a manuscript and clearly define its contribution to theory; how to choose the appropriate level of detail for reporting statistical results; and how to make the transition from a creative idea to a publication. The seminar will be limited to 20 participants to ensure a high degree of interactivity between the participants and presenters (editors) and among participants and will take place in Paris from January 17-20 2011.

The workshop is targeted towards young, full-time, tenure-track marketing faculty members (Assistant Professor level) who have either recently been hired by an academic institution or are working in such an institution for less than three years. The event is targeted towards faculty members who have obtained their PhD and are working in a business school or university in Europe. Participants are expected to participate during the full duration of the workshop, which implies arriving in Paris in the evening of Sunday January 16th and departing in the evening of Thursday, January 20th.

Applications should be sent by e-Mail to the program coordinator (Michael Haenlein, ESCP Europe, haenlein@escpeurope.eu) by October 31st at the latest. Applications should include a short (one-page) CV, a brief statement (300 words) on the reasons for wanting to attend the seminar and a copy of a recent research paper (either published or work-in-progress) authored or co-authored by the applicant. Selection will be based on academic achievement and participants will be notified by November 15th. Additional details can be found at the following link:

<http://www.escpeurope.eu/nc/news/news-single/back/232/article/meet-the-editors-of-jm-ijrm-jcr-and-jmr-academic-training-programme-coordinated-by-michael-haen/>

Day 1: Monday, January 17 2011

“Crafting manuscripts and responding to reviewers”

Ajay Kohli, Georgia Institute of Technology, College of Management, Editor-in-Chief “Journal of Marketing”

Day 2: Tuesday, January 18 2011

“Picking your research topic and team”

Marnik G. Dekimpe, Tilburg University and Catholic University Leuven, Editor “International Journal of Research in Marketing”

Day 3: Wednesday, January 19 2011

“How to position a manuscript to contribute to consumer behavior theory”

John A. Deighton, Harvard Business School, Editor “Journal of Consumer Research”

Day 4: Thursday, January 20 2011

“Reporting statistical analyses in manuscripts and research presentations”

Hubert Gatignon, INSEAD, Associate Editor “Journal of Marketing Research”

“The creative process in research: From idea to publication”

J. Miguel Villas-Boas, Haas School of Business, University of California, Berkeley
Department Editor “Management Science”



News

September 2010

Greetings from your friends at MSI. Below, you will find news from MSI and links to some reports of interest to marketers. For more news, please visit www.msi.org.

- **Executive Director's Update September 2010**
- **Call for Research Proposals on Innovation**
- **Insights from MSI (Summer 2010)**
The value of word-of-mouth, shopper planning, disruptive technologies, and more.
- **New MSI Series: Fast Forward**
Kevin Lane Keller looks at branding imperatives for the new marketing realities.
- **Top Downloads for 2010**
- **New Member Companies**
In 2010, MSI has welcomed a number of companies to its distinguished list of member companies. These include: [Walmart](#), [Nestlé USA](#), [Catalina Marketing](#), [SymphonyIRI Group](#), [T. Rowe Price Associates Inc.](#), [ConAgra](#), [Eisai Inc.](#), [Pfizer Inc.](#), and [Kimberly-Clark Corporation](#).
- **In Memoriam: Former MSI President Alden G. Clayton**

Also of interest

- **Journal of Service Research offers thought leadership on managing firm/customer interface**
August issue features papers from MSI-sponsored conference.
- **Editorial: "Marketing Competition in the 21st Century"**
In a special issue of the *International Journal of Research in Marketing*, Oliver Heil, Donald Lehmann and Stefan Stremersch offer their thoughts on five critical market evolutions.

Ruth N. Bolton
Executive Director

Marni Zea Clippinger
Chief Operating Officer

Earl Taylor
Chief Marketing Officer

SICS 2011: SUMMER INSTITUTE IN COMPETITIVE STRATEGY

Co-Chairs

Dmitri Kuksov

Kannan Srinivasan

All interested researchers are invited to participate in the 9th SICS-Summer Institute in Competitive Strategy, which is scheduled to take place in **July 11-15, 2011**, at the Haas School of Business, University of California, Berkeley. The purpose of this meeting is to provide a setting which enables researchers interested in competitive strategy in marketing to meet and discuss research in this area for an extended period, exchange ideas, and engage in collaborative work.

The research area will be competitive strategy broadly defined, including both theoretical and empirical work. Topics covered may potentially include pricing, price discrimination, brand equity, brand strategies, brand extensions, product design, new product development, advertising, promotion, distribution channels, sales force management, e-commerce, customer relationship management, strategic alliances, customer retention, lifetime value of customers, customer equity, psychological phenomena relevant for competitive strategy.

The meeting will consist of the presentation of approximately fifteen research papers over the five days of the meeting. Each presentation will take an hour and a half, which includes presentation and discussion. In addition, time and space will be provided for the participants to engage in discussions and joint research. Past supporters of the conference include ISMS, IMIO and MSI.

Throughout the year, updated information on SICS will be posted to <http://groups.haas.berkeley.edu/marketing/sics>.

Registration: Standard registration for the meeting can be made by contacting Patricia Murphy (conference@haas.berkeley.edu, 510-642-4041) by **June 1, 2011**. Please provide your name, affiliation, email address, and telephone number. Last-minute registration at the meeting will also be available. The registration fee is \$200.

Papers: Researchers interested in submitting a paper to be presented at SICS should submit the paper or abstract by **January 31, 2011** to sics@haas.berkeley.edu. The papers to be presented will be selected by the SICS 2011 Co-Chairs based on quality, relevance to competitive strategy, and facilitation of breadth of topics discussed. In addition, some preference may be given to papers by junior faculty. Some papers may be directly solicited from the authors. Complete papers to be presented at the meeting should be available by June 1, 2011. Partial reimbursement of expenses incurred in lodging, registration fees, or traveling to the meeting may be available for the participating authors upon request.

Doctoral students: Doctoral students interested in competitive strategy are welcome, should apply to register by June 1, 2011, and if accepted do not have to pay the registration fees. Limited financial support for Doctoral students interested in attending SICS may be available upon request. Requests for financial support, with resumé and recommendation from adviser, can be submitted to sics@haas.berkeley.edu.

Informs Fall 2010, Austin, Texas

INFORMS Fall meetings begin in Austin from **November 7 - 10, 2010**. The Co-Chairs of the Sponsored Marketing Science clusters are **Frenkel ter Hofstede** and **Raghunath Rao** from the University of Texas, Austin.

Session Information: Tuesday Nov 09, 08:00 - 09:30

Title: Marketing Channels

Chair: **Tansev Geylani**, University of Pittsburgh

Title: The End of the Robinson-Patman Act? Evidence from Case Data

Tansev Geylani, University of Pittsburgh

Abstract: Robinson-Patman Act (RP) is an antitrust statute that limits price setting in distribution channels. We investigate whether the Act's legal threat has changed in the recent years. The results suggest that the probability of a plaintiff winning a case has significantly decreased after two landmark Supreme Court rulings. The results also indicate that smaller plaintiffs over time have fared worse than larger ones, a trend that challenges the notion that RP protects small businesses.

Title: The Emergence of the Warehouse Clubs and Consumption Trends in the US

Anthony Dukes, University of Southern California

Abstract: We explore the pricing and assortment strategies of warehouse clubs in light of the rise in US individual consumption over the past 30 years. We show how the warehouse club's pricing and assortment strategies are relatively more profitable than conventional retailers as consumers become heavier users. We further suggest that the warehouse club accelerates individual consumption. Its package sizes and tiered memberships choices are consistent with heavy consumption.

Title: Wal-Mart's Impact on Supplier Profits

Vincent Nijs, University of California-San Diego

Abstract: Little is known about Wal-Mart's influence on suppliers' performance. Manufacturers suggest Wal-Mart uses its power to squeeze their profits. In this paper we study the validity of that claim. We investigate the underlying mechanisms that may cause changes in manufacturer profits following Wal-Mart market entry. We find that post-entry supplier profits increased by almost 18% on average, whereas profits derived from incumbent retailers decreased only marginally.

Title: Retailers Competing with Inventory Availability

Aydin Alptekinoglu, Southern Methodist University

Abstract: Consider two retailers that can replenish their inventories only at a positive fixed order cost. What ties their replenishment decisions strategically is the customers' substitution behavior: a fixed percentage of customers facing shortages in one firm attempt to buy from the other firm. If fixed order costs are zero, equilibrium exists (shown by others). Else, single-period game has an equilibrium, whereas the multiple-period game may not (we show simple sufficient conditions for nonexistence).

Session Information : Tuesday Nov 09, 11:00 - 12:30

Title: Marketing Models of Boundedly Rational Consumers
at Austin, Co-Chair: **George John**, University of Minnesota

Chair: **Raghunath Rao**, University of Texas

Title: Marketing of Vice Goods

Sanjay Jain, Texas A&M University

Abstract: Consumers often are unable to resist the temptation of over-consuming certain products such as cookies, crackers, soft drinks, alcohol etc. In order to control their consumption, some consumers abstain from purchasing the product or buy small packages. We use the literature on hyperbolic discounting to model consumers' self control problems and examine how such self-control problems can alter the nature of competition between firms.

Title: Identifying Preferences and Expectations About Others in Strategic Interactions: Role of Projection

Yesim Orhun, University of Chicago

Abstract: I show a relationship between an individual's own preferences for altruism and the (implicit or explicit) expectations of others' actions in modified dictator games, violating the assumption of mutual consistency in expectations. In modified lost-wallet games, where strategic actions depend on trust in the other person's altruism along with an individual's own preference for altruism, considering the impact of systematically different beliefs resolves alleged preference-intransitivities.

Title: Loss Aversion in Durable Goods Markets with Resale

Raghunath Rao, University of Texas at Austin, **George John**, University of Minnesota, **Om Narasimhan**, University of Minnesota

Abstract: We analyze a model of a durable goods market whereby new goods are under a producer's control but there coexists an outside resale market. Consumers are reference-dependent but sophisticated and reference points are endogenous. Our model produces an effect akin to endowment effect and suggests a surprising outcome that the reference-dependence of consumers decreases firm profits. We relate this loss of profits to the impact of reference-dependence on well-known resale and substitution effects.

Session Information: Tuesday Nov 09, 13:30 - 15:00

Title: Dynamic Linear Models

Chair: **Garrett Sonnier**, University of Texas, Austin

Title: Optimal Advertising When Envisioning a Product-Harm Crisis

Olivier Rubel, University of California, Davis, **Prasad Naik**, University of California, Davis,
Shuba Srinivasan, Boston University

Abstract: We propose a stochastic dynamic model of brand advertising in which, at each instant, a non-zero probability exists for the occurrence of a crisis event. We gain new insights about optimal ad spending in such turbulent times by analytically solving the dynamic problem faced by the firm. We also empirically validate the model.

Title: The Evolution of Internal Market Structure

Oliver Rutz, Yale University, **Garrett Sonnier**, University of Texas, Austin

Abstract: We present a dynamic factor-analytic choice model to capture evolution of brand positions in latent attribute space. The dynamic attributes means are modeled as a Bayesian dynamic linear model (DLM). Applying the model to a panel data set on household purchases in the malted beverage category, we find considerable evidence for dynamics in the latent brand attributes. From a managerial perspective, we find advertising expenditures helps explain variation in the dynamic attribute means.

Title: A Dynamic Factor Model for Understanding the Intermediate Effects of Advertising on Sales

Norris Bruce, University of Texas at Dallas **Prasad Naik**, University of California, Davis,
and **Kay Peters**, University of Muenster, Germany

Abstract: This work investigates the intermediate effects of advertising (IEA), and the purported sequence through which these effects (cognitive, affective, and experience) mediates the effects of advertising on sales. We model IEA as time-varying, latent factors, and employ the Bayesian Kalman Filter/Smoothing, and the RJMCMC algorithms. We find support for two temporal sequences; and both are consistent with purchase decisions for low-involvement, frequently purchased items.

News and Notes

Faculty Moves

Sha Yang joined the Marshall School of Business, University of Southern California as a Professor of Marketing. Prior to joining USC, she was a faculty member at NYU.



Professor Ahmed Khwaja has joined the Yale faculty as an Assistant Professor of Marketing. Ahmed obtained his Ph.D. from the University of Minnesota and taught at Duke University prior to joining Yale. Professor Khwaja's research focuses on dynamic games, dynamic life cycle models of consumer behavior, asymmetric information, health insurance markets, and intertemporal choice. His research has appeared in several publications including the *Journal of Econometrics*, *Journal of Applied Econometrics*, *Journal of Law and Economics*, *International Journal of Industrial Organization*, and *Journal of Health Economics*. Prior to Yale SOM, Professor Khwaja taught at Duke University's Fuqua School of Business.

Sungho Park joined the W. P. Carey School of Business, Arizona State University in Fall 2010 as an Assistant Professor of Marketing. He received his PhD from the Johnson School of Management, Cornell University. He holds a B.A. in Linguistics from Seoul National University and a M.S. in Management Engineering from Korea Advanced Institute of Science & Technology. His research interests include dynamics in consumer choice and applications of structural econometric models to marketing and his work has been published in the *Journal of Marketing Research*.

Here are some recent changes here at **Ross School of Business**, University of Michigan

Brent McFerran joins as an Assistant Professor of Marketing (academic year 2010-11). Brent comes from the University of British Columbia.



David Wooten has been promoted from Associate Professor of Marketing to Alfred L. Edwards Associate Professor and Associate Professor of Marketing

Puneet Manchanda has been promoted from Professor of Marketing to Isadore and Leon Winkelman Professor and Professor of Marketing



INFORMS Membership Directory

A copy of INFORMS membership directory is posted at

<http://www.informs.org/Connect-with-People/Member-Directory>

INFORMS Society for Marketing Science Website

<http://www.informs.org/Community/ISMS>

ISMS PRACTICE PRIZE VIDEOS are available at

<http://www.informs.org/Community/ISMS/Practice-Prize-Videos>

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