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SOCIETY FOR MARKETING SCIENCE NEWSLETTER

Spring 2011 Vol. 41, nr. 2







33rd Annual Marketing Science Conference June 9-11, 2011 Houston, Texas

CONFERENCE CO-CHAIRS







Sharad Borle



Ajay Kalra



Amit Pazgal

ADMINISTRATIVE COORDINATOR



Linda Werckle



[The Editor's Note]

Houston! The 2011 Marketing Science Conference is near, and we all look forward to "coming early, staying late, making as many new friends, and talking to as many old friends, as possible" to paraphrase co-chair Randy Batsell in our exclusive pre-conference interview p. 7. Of course, Randy also reminds us to "attend the sessions and ask interesting and insightful questions." We will do so, relying on the full conference program on pp. 10-31 to optimize our selection.

This issue also features an interview with Allenby and Rossi, news on recent awards, the full program of the ISMS-sponsored Summer Institute in Competitive Strategy, and useful announcements.

Luc Wathieu *Editor*

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New ISMS Officers

Bart Bronnenberg (Tilburg University) and Luc Wathieu (Georgetown University) were elected Officers of the ISMS. Bart is now Vice-President of Education, and Luc is the Newsletter's Editor. They have a lot in common, some of which can readily be observed on these pictures!





Bart Bronnenberg

Luc Wathieu

"Like" Marketing Science on Facebook, "Follow" it on Twitter

"Marketing Science" now has a Facebook page: www.facebook.com/marketingscience

and a Twitter page:

http://twitter.com/#!/MarketngScience (note the spelling).



The journal posts acceptance decisions, links to articles in advance, and TOCs of upcoming issues. People can forward the links to these news items to their own pages on facebook or twitter. Thanks Technology!

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FEATURE INTERVIEWwith Greg Allenby and Peter Rossi

Greg Allenby and Peter Rossi were recipients of the 2010 ISMS Long Term Impact Award for their paper "Bayesian Statistics in Marketing" that appeared in Marketing Science in 2003. Their book "Bayesian Statistics and Marketing," coauthored with Robert McCulloch and published by Wiley in 2006 is now a must-read for scholars and doctoral students in Marketing.



Greg Allenby



Peter Rossi

What's your assessment of the use of Bayesian statistics and econometrics in academic papers in Marketing, and in particular in INFORMS journals?

Papers employing Bayesian methods are routinely found and cited in *Marketing Science* and other INFORMS journals. The field of Marketing has been at the forefront of business applications of Bayesian methods for a number of reasons,

including its desire to make disaggregate inferences about parameters and to take marketing actions on a disaggregate level. Marketing as a discipline has also embraced Bayesian methods because of its computational advantage in estimating hierarchical models (e.g., models with heterogeneity) and models with likelihoods. Examples of the later are models with cutoffs and points of discontinuity, as in the presence of consideration sets and threshold effects. Bayesian methods can easily deal with irregular likelihoods, and are more efficient that statistical methods employing method-of-moments estimators.

What is the impact of Bayesian approaches on the practice of Marketing Science? What drives the adoption of the Bayesian approach when people switch to it?

The biggest impact has been on problems that can be standardized so that the analyst does not have to create their own code, nor think too hard about the prior distribution. An excellent example is Sawtooth Software's conjoint software that is the industry leader. Another example is DemandTec, a firm specializing in retail price optimization, who offers price rationalization software to firms like Kroger and WalMart. A common aspect of these applications is the presence of many units-of-analysis (e.g., respondents or SKUs), coupled with the desire to understand disaggregate effects.

In your opinion what could further facilitate the widespread adoption of the methodology in academic research and in practice?

Two things – the extension of Bayesian methods to more complicated models of behavior, and the development of practitioner software that makes current research more accessible. Marketing models are and probably always will be too simplistic because human behavior is so complex. We have only begun to get our arms around more reasonable models of decisionmaking and marketplace behavior. An example is the use of

factor-analytic models in marketing. While these models are especially useful for understanding data dependencies, they are often not a good pick for modeling individual-level behavior unless it is reasonable to assume that variables are truly a reflection of a common construct. We believe that individuals act for concrete reasons, and that the abstraction and aggregation present in factor models is often not a good description of how people really behave. Yet, dealing with high dimensional data is problematic in applied contexts, and alternative methods of data reduction, such as filtering and variable selection, offer an interesting alternative to a factor representation.

We are committed to making software implementations of Bayesian methods available to academics and practitioners. To this end, we have created an R package branded "bayesm" which implements all of the methods and models discussed in our book. We continue to add methods to this package as we develop them further.

bayesm can serve as a template for those who desire to add Bayesian inference capabilities to other software platforms. For example, incorporation of methods from bayesm into the popular Stata software would increase the use of Bayesian methods dramatically.

You are in the process of revising the book. What exciting new developments are you most likely to report on?

We are beginning to talk about this. There are been many developments in choice modeling and simultaneity that have been published since the book was originally published in January 2006. We plan to greatly expand the development and discussion of these areas in the revised edition. Another area of great progress in Bayesian statistics is the area of non-parametric and semi-parametric methods. The new version will discuss

some applications of these methods to models useful in Marketing.

Are you planning to help behavioral researchers in Consumer Behavior and Marketing to move beyond p-values and adopt some interesting Bayesian tools? Or is that a lost battle?

That's a good question. A good place to start is in the area of mediation analysis, where current methodology for demonstrating a mediating effect is based on the value of regression coefficients and possibly fit statistics. But, fundamentally, the issue of mediation takes its form in terms of the concept of conditional independence. If B mediates the relationship between A and C, then A and C must be independent of each other given B, or $A \rightarrow B \rightarrow C$. This is an example of a "graph" for which Bayesian methods can be applied and tests developed that more powerfully utilize all of the information present in the data.



The Great Man Who Started It All: Reverend Thomas Bayes (1702-1761)

ISMS AWARDS

Finalists of The Bass Award, The Little Award, and The Long Term Impact Award

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

Bass Award Finalists

Zsolt Katona & Miklos Sarvary, for "The Race for Sponsored Links: Bidding Patterns for Search Advertising," *Marketing Science*, 29:2, 2010, 199-215.

Jun B. Kim, Paulo Albuquerque, & Bart J. Bronnenberg, for "Online Demand Under Limited Consumer Search," *Marketing Science*, 29:6, 2010, 1001-1023.

Juanjuan Zhang, for "The Sound of Silence: Observational Learning in the U.S. Kidney Market," *Marketing Science*, 29:2, 2010, 315-335.

Little Award Finalists

Jean-Pierre H. Dubé, Günter J. Hitsch, & Pradeep K. Chintagunta, "Tipping and Concentration in Markets with Indirect Network Effects," *Marketing Science*, 29:2, 2010, 216-249.

Zsolt Katona & Miklos Sarvary, for "The Race for Sponsored Links: Bidding Patterns for Search Advertising," *Marketing Science*, 29:2, 2010, 199-215.

Juanjuan Zhang, for "The Sound of Silence: Observational Learning in the U.S. Kidney Market," *Marketing Science*, 29:2, 2010, 315-335.

Jiwoong Shin & K. Sudhir, "A Customer Management Dilemma: When Is It Profitable to Reward One's Own Customers?," *Marketing Science*, 29:4, 2010, 671-689.

Wesley R. Hartmann, "Demand Estimation with Social Interactions and the Implications for Targeted Marketing," *Marketing Science*, 29:4. 2010, 585-601.

Long Term Impact Award Finalists

Ofek E & Sarvary M., "R&D, Marketing, and the Success of Next-Generation Products," *Marketing Science*, 22:3, 2003, 355-370.

Xie J. & Shugan S. M., "Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell," *Marketing Science*, 20:3, 2001, 219-243.

Godes D. & Mayzlin D., "Using Online Conversations to Study Word-of-Mouth Communication," *Marketing Science*, 23:4, 2004, 545-560.

Desai P. S., "Quality Segmentation in Spatial Markets: When Does Cannibalization Affect Product Line Design?," *Marketing Science*, 20:3, 2001, 265-283.

Nijs V. R., Dekimpe M., Steenkamp, J., & Hanssens D.," The Category-Demand Effects of Price Promotions," *Marketing Science*, 20:1, 2001, 1-22.

Amaldoss W. & Jain S., "David vs. Goliath: An Analysis of Asymmetric Mixed-Strategy Games and Experimental Evidence," *Management Science*, 48:8, 2002, 972-991.

Kim J., Allenby G. M., & Rossi P.E., "Modeling Consumer Demand for Variety," *Marketing Science*, 21:3, 2002, 229-250.

Mehta N., Rajiv S., & Srinivasan K., "Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation," *Marketing Science*, 22:1, 2003, 58-84.

van Heerde H., Leeflang P., & Wittink D., "Decomposing the Sales Promotion Bump with Store Data," *Marketing Science*, 23:3, 2004, 317-334.

Bronnenberg B. J. & Mahajan V., "Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables," *Marketing Science*, 20:3, 2001, 284-299.

Villas-Boas J., "Communication Strategies and Product Line Design," *Marketing Science*, 23:4, 2004, 304-316.

Toubia O., Simester D. I., Hauser J. R. & Dahan E., "Fast Polyhedral Adaptive Conjoint Estimation," *Marketing Science*, 22:3, 2003, 273-303.

Sudhir K., "Competitive Pricing Behavior in the Auto Market: A Structural Analysis," *Marketing Science*, 20:1, 2001, 42-60.

Tellis G. J., Stremersch S., & Yin E., "The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness," *Marketing Science*, 22:2, 2003, 188-208.

Bronnenberg B., & Mela C., "Market Roll-Out and Retailer Adoption for New Brands," *Marketing Science*, 23:4, 2004, 500-518.

Chen Y., Narasimhan C., & Zhang Z. J., "Individual Marketing with Imperfect Targetability," *Marketing Science*, 20:1, 2001, 23-41.

Sudhir K., "Structural Analysis of Manufacturer Pricing in the Presence of a Strategic Retailer," *Marketing Science*, 20:3, 2001, 244-264.

Anderson E. & Simester D., "Long-Run Effects of Promotion Depth on New Versus Established Customers: Three Field Studies," *Marketing Science*, 23:1, 2004, 4-20.

Mizik Wins Buzzell Best Paper Award



N. Mizik

The Marketing Science Institute's 2011 Robert D. Buzzell MSI Best Paper Award was given to Natalie Mizik for her 2009 MSI Report (09-116) titled "Assessing the Total Financial Performance Impact of Marketing Assets with Limited Time-series Data: A

Method and an Application to Brand Equity Research."

The award, instituted in 1993, honors the authors of MSI working papers that have made the most significant contribution to marketing practice and thought. It also signals the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous. The reason for this delay is to allow sufficient time to assess the impact of field of marketing. each paper on the Congratulations Natalie!

Chevalier and Mayzlin's O'Dell Award



J. Chevalier

D. Mayzlin

Judith A. Chevalier and Dina Mayzlin have won the 2011 William F. O'Dell Award, rewarding a long-term contribution to Marketing, for their article "The Effect of Word of Mouth on Sales: Online Book Reviews," which appeared in the August 2006 (Volume 43, Number 3) issue of JMR.

The award honors the Journal of Marketing Research article published in 2006 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice. The committee overseeing the voting process comprised Sunil Gupta (chair), James Bettman, and Jean-Pierre Dubé. Bravo Judith and Dina!

Trusov, Bodapati and Bucklin Win Green Award







M. Trusov

A. Bodapati

R. E. Bucklin

Michael Trusov, Anand V. Bodapati, and Randolph E. Bucklin have been selected as the recipients of the 2011 Paul E. Green Award for their article "Determining Influential Users in Internet Social Networks," which appeared in the August 2010 (Volume 47, Number 4) issue of Journal of Marketing Research.

The award honors the *Journal of Marketing Research* article published in 2010 that shows or demonstrates the most potential to contribute significantly to the practice of marketing research. The committee overseeing the voting process comprised Eitan Muller, Misra Sanjog, and F.G.M (Rik) Pieters.



Welcome to Houston!

An Exclusive Interview with Randy Batsell, Co-Chair of the 2011 Marketing Science Conference

What will be the key highlights of this year's conference?



One of the highlights will be the great diversity of the papers. Another will be the 50 year Marketing Science Institute Anniversary, with a great line-up of speakers. Still another will be the large collection of papers in the Internet Domain. All in all, this conference represents an excellent

cross-section of analytical work in Marketing.

I believe one other factor that will stand out is the hotel and meeting space. Since the hotel and conference facility are connected and the back-up hotel is only 1 block away we can all spend more time in sessions and seeing old friends (the word "old" used in both contexts) and less time getting back and forth. In short, more of our time will be spent at its highest and best use.

Tell us about the works of the host team from the Marketing Group at Rice's Jones Graduate School of Business.

This group of four Co-Chairs and three additional contributors -- the additional contributors in getting this work done have been Utpal Dholakia, Dinah Vernik, and Linda Werckle -- has functioned as a fairly effective team.

The scheduling, for example, was actually accomplished by 6 different faculty, each of whom took papers in their own research area. This cut

down on the quantity for each person and thus increased the time that could be spent on this task.

What has been the most pleasurable aspect of preparing this conference, if any?

Getting to know and appreciate my fellow faculty better is one thing. There is nothing like an important task with a pressing time deadline to find out how well a group can work together. The second thing I have really enjoyed is solving the various problems that come up and trying to make sure individual needs have been met.

What keeps you awake at night?

So far, nothing, but maybe I am kidding myself. Each of the four co-chairs has contributed a great deal of time and effort and that is how everything has been done. Also, the INFORMS staff from Terry, to Cheryl, to Paulette, to Sandy, have all been extremely knowledgeable, professional, and cheerfully helpful.

How can each of us best contribute to making the Houston Conference a successful event?

Come early, stay late, make as many new friends, and talk to as many old friends, as possible. Attend the sessions and ask interesting and insightful questions. If you see a Ph.D. student or new faculty present materials, and you have a helpful and constructive suggestion, make sure you mention it to them or send them an e-mail later. Start a new research project with someone whose perspective is stretching your current boundary.

How should marketing scientists prepare themselves for the harsh weather of Houston in June? Down here in Texas we have pretty good AC systems and almost all of our time can be spent indoors. If you are hearty and healthy do a 2 mile run at noon -- just kidding -- I don't want to get sued.



McNair Hall at Rice University

Home of the Jesse H. Graduate School of Business



City of Houston, TX



33rd Annual Marketing Science Conference June 9-11, 2011 Houston, Texas



Summary Schedule

Wednesday, June 8	3, 2011	
8:30am-8:00pm	Doctoral Consortium	Rice University
Thursday, June 9, 2		
7:00am-5:00pm	Conference Registration	Legends Ballroom Foyer
7:30-8:30am	Continental Breakfast	Discovery Center A & B
8:30-10:00am	Session 1 (TA)	All 15 Meeting Rooms
10:00-10:30am	AM Break	Legends Ballroom Foyer
10:30am-12:00pm	Session 2 (TB)	All 15 Meeting Rooms
12:00-1:30pm	Lunch	Discovery Center A & B
1:30-3:00pm	Session 3 (TC)	All 15 Meeting Rooms
3:00-3:30pm	PM Break	Legends Ballroom Foyer
3:30-5:00pm	Session 4 (TD)	All 15 Meeting Rooms
5:30-7:30pm	Opening Reception	Champions & Legends Foyer
Friday, June 10, 20		
7:00am-5:00pm	Conference Registration	Legends Ballroom Foyer
7:30-8:30am	Continental Breakfast	Discovery Center A & B
8:30-10:00am	Session 1 (FA)	All 15 Meeting Rooms
10:00-10:30am	AM Break	Legends Ballroom Foyer
10:30am-12:00pm	Session 2 (FB)	All 15 Meeting Rooms
12:00-1:30pm	Lunch	Discovery Center A & B
1:30-3:00pm	Session 3 (FC)	All 15 Meeting Rooms
3:00-3:30pm	PM Break	Legends Ballroom Foyer
3:30-5:00pm	Session 4 (FD)	All 15 Meeting Rooms
6:00-7:00pm	Cocktails	Legends Ballroom Foyer
7:00-9:30pm	Dinner Served	Legends Ballroom
Saturday, June 11,		
7:00am-3:00pm	Conference Registration	Legends Ballroom Foyer
7:30-8:30am	Continental Breakfast	Discovery Center A & B
8:30-10:00am	Session 1 (SA)	All 15 Meeting Rooms
10:00-10:30am	AM Break	Legends Ballroom Foyer
10:30am-12:00pm	Session 2 (SB)	All 15 Meeting Rooms
12:00-1:30pm	Lunch	Discovery Center A & B
1:30-3:00pm	Session 3 (SC)	All 15 Meeting Rooms

Thursday, June 9th, 2011 8.30-10.00 (TA)

TA01 – Legends Ballroom I Marketing Science Institute I

Chair: Don Lehmann

The History of Marketing Science: The Early Years

Russ Winer

New Product Design under Channel Acceptance: Brick-and-Mortar, Online Exclusive, or Brick-and-Click Lan Luo, Jiong Sun

The Evolution of Research on New Products, Innovation, and Growth *Don Lehmann*

TA02 – Legends Ballroom II Google WPP Award Papers

Chair: Shuba Srinivasan

A Structural Model of Employee Behavioral Dynamics in Enterprise Social

Yan Huang, Anindya Ghose

William Rand

Media Aggregators and the Link Economy: Strategic Hyperlink Formation in Content Networks Chrysanthos Dellarocas, Zsolt Katona,

The Broadcast Window Effect: Information Discovery and Cross-channel Substitution Patterns for Media Content Rahul Telang, Anuj Kumar, Michael Smith

Are Audience Based Online Metrics Leading Indicators of Brand Performance? Shuba Srinivasan, Randolph Bucklin, Koen Pauwels, Oliver Rutz

TA03 – Legends Ballroom III Internet

Chair: Anita Elberse

Information Available versus Information Acquired? Implications for Consumer Choice Models

S. Siddarth, Imran Currim, Ofer Mintz

Investigating the Dynamic Impact of Advertising on Online Search and Offline Sales

Jeffrey Dotson, Sandeep Chandukala, Qing Liu, Stefan Conrady

Not to Click Through: The Benefits of Search Engine Advertising - Combination of Old and New Media German Zenetti, Tammo Bijmolt, Daniel Klapper, Peter Leeflang

Viral Videos: The Dynamics of Online Video Advertising Campaigns Anita Elberse, Clarence Lee, Lingling Zhang

TA04 - Legends Ballroom V

Bayesian Econometrics I: Methods & Application

Chair: Keyvan Dehmamy

Dyadic Patent Citation and Firm Performance

Yantao Wang, Yi Qian, Sha Yang

Dyadic Choice and Compromise Effects: Implications for Decision Optimality Lin Bao, Neeraj Arora, Qing Liu

Choice from Simulated Store Shelves – How Similar are Two Identical SKUs? Keyvan Dehmamy, Thomas Otter

TA05 – Legends Ballroom VI New Product I: Introduction

Chair: Michael Cohen

Observational Learning and Networking Externality in Decision-making Dongling Huang, Andrei Strijnev, Yuanping Ying

Optimizing the Three Dimensions of New FMCG's Market Success by Means of the Marketing Mix

Tilo Halaszovich, Christoph Burmann

An Empirical Analysis of New Product Launch Michael Cohen, Rui Huang

TA06 - Legends Ballroom VII

Competition I: Measuring the Impact of Competition in Retail Markets I

Chair: A. Yesim Orhun

The Impact of Competition on Endogenous Product Provision: The Case of Motion Picture Exhibition Market A. Yesim Orhun, Pradeep Chintagunta, Sriram Venkataraman

Empirical Investigation of Retail Expansion and Cannibalization in a Dynamic Environment

S Sriram, V Kumar, Joseph Pancras

How Wal-Mart's Entry Affects Incumbent Retailers Huihui Wang, Carl Mela, Andrés Musalem

Retail Market Expansion and Substitution Effects: Evidence from a Field Experiment Frederico Rossi, Eric Anderson, Ralf Elsner, Duncan Simester

TA07 - Founders I

ASA Special Session on the Marketing-Statistics Interface – III

Chair: Peter J. Lenk

Dynamic Market Segmentation Models and Methods

Timothy J. Gilbride, Peter J. Lenk

Viral Marketing: Understanding the Diffusion of User Generated Content Within and Across Networks Yuchi Zhang, Wendy W. Moe

Bayesian Model Selection and Simulation Bias of the Harmonic Mean Estimator of Integrated Likelihoods Peter J. Lenk

TA08 - Founders II

Innovation I: Open Innovation

Chair: Sanjay Sisodiya

Open Innovation Practices And Market Outcomes: The Moderating Role of Product Capabilities

Deepa Chandrasekaran, Gaia Rubera, Andrea Ordanini

Network and Knowledge Asset Alignment in Open Innovation Tanya Tang, Eric Fang, William Qualls

Innovative Capability: Investigating Open Innovation, Marketing Capability, and Firm Performance
Sanjay Sisodiya, Yany Grégoire,

Jean Johnson

Thursday, June 9th, 2011 8.30-10.00 (TA)

TA09 – Founders III	TA10 – Founders IV	TA11 – Champions Center I	TA12 – Champions Center II
Promotions I	Consumer Behavior: Perceptions	Direct Marketing	Branding
Chair: Dinesh Gauri	Chair: Jana Diels	Chair: Eric Schwartz	Chair: Xiaoying Zheng
Timing of Retailer Price-promotions Huseyin Karaca, Anne T. Coughlan, Lakshman Krishnamurthi, Vincent Nijs Stars, Leaders, Free-riders and Losers: Roles in the Category Expansion during Sales Promotions Sergio Meza The Impact of Retailer Promotional Activities on Store Traffic Shyda Valizade-Funder, Oliver Heil, Kamel Jedidi An Empirical Investigation of Retailer Pass-throughs Across Categories Dinesh Gauri, Joseph Pancras, Debabrata Talukdar	The Effects of New Product Introduction to Different Category Context on Price Evaluations Akihiro Nishimoto, Sayaka Ishimaru, Sotaro Katsumata, Eiji Motohashi How Surprisingly Little Thoughts Count-On Receiver's Motivated Appreciation for Giver's Thoughts Yan Zhang When Looks Can Be Deceptive: Consumer Response to Unfamiliar Product Packaging Descriptors Rishtee Batra Understanding Customers` Substitution Patterns when Branded Items Become Unavailable Jana Diels, Lutz Hildebrandt, Nicole Wiebach	Calibration? Definition, Motivation and Insights Learned from a Direct Marketing Setting Kristof Coussement, Wouter Buckinx Optimizing Target Selection of Direct Mailing by Charities Remco Prins, Bas Donkers Test and Learn: A Reinforcement Learning Perspective Eric Schwartz	Customer Based Multidimensional Brand Equity and Asymmetric Risk Kyoung Nam Ha, Gary Erickson, Robert Jacobson Brand Equity and Product Recalls Sheila Goins, Cathy Cole, Qiang Fei, Lopo Rego Factors Enhancing a Brand's Competitive Clout: A Two-step Empirical Analysis Juan Carlos Gázquez-Abad, Agustí Casas-Romeo, Rubén Huertas-García, Francisco J. Martínez-López The Impact of Marketing Capability on Customer Responses: A Customer-based Brand Equity Perspective Xiaoying Zheng, Siqing Peng, Yi Xie
TA13 – Champions Center III	TA14 - Champions Center VI	TA15 – Champions Center V	
Quantifying the Profit Impact of Marketing I	Customers' Willingness-to-pay Research	B2B: Relationships	
		Chair: Alfred Zerres	
Marketing I Chair: Xueming Luo The Impact of Strategic Alliance on the Innovator's Financial Value in Markets with Network Effects and Standard Competition Qi Wang, Ashwin Malshe, Jinhong Xie	Research Chair: Neil Biehn Exploring Consumer Heterogeneity with Respect to Seasonal Shifts of Demand Ali Umut Guler A Structural Model for a "Name Your Own Price" Mechanism with a Fixed	Chair: Alfred Zerres A Theory of Bargaining Costs and Price Terms in the Absence of Relationship-Specific Investments Desmond (Ho-Fu) Lo, Giorgio Zanarone Assessment of Purchasing Maturity in Small Business	
Marketing I Chair: Xueming Luo The Impact of Strategic Alliance on the Innovator's Financial Value in Markets with Network Effects and Standard Competition Qi Wang, Ashwin Malshe, Jinhong Xie The Dynamic Effects of Service Recovery Strategies on Customer Satisfaction Xueming Luo, Fang Zheng	Research Chair: Neil Biehn Exploring Consumer Heterogeneity with Respect to Seasonal Shifts of Demand Ali Umut Guler A Structural Model for a "Name Your Own Price" Mechanism with a Fixed Price Option Kerem Yener Toklu Framing Effects and Consumers'	Chair: Alfred Zerres A Theory of Bargaining Costs and Price Terms in the Absence of Relationship- Specific Investments Desmond (Ho-Fu) Lo, Giorgio Zanarone Assessment of Purchasing Maturity in	
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Marketing I Chair: Xueming Luo The Impact of Strategic Alliance on the Innovator's Financial Value in Markets with Network Effects and Standard Competition Qi Wang, Ashwin Malshe, Jinhong Xie The Dynamic Effects of Service Recovery Strategies on Customer Satisfaction Xueming Luo, Fang Zheng The Information Content of Marketing Investments: The Case of Sales Force Resizing Announcements	Research Chair: Neil Biehn Exploring Consumer Heterogeneity with Respect to Seasonal Shifts of Demand Ali Umut Guler A Structural Model for a "Name Your Own Price" Mechanism with a Fixed Price Option Kerem Yener Toklu Framing Effects and Consumers' Reactions to Corporate Social Responsibility Carmelo J. Leon, Jorge Araña,	Chair: Alfred Zerres A Theory of Bargaining Costs and Price Terms in the Absence of Relationship-Specific Investments Desmond (Ho-Fu) Lo, Giorgio Zanarone Assessment of Purchasing Maturity in Small Business Jeffery Adams, Ralph Kauffman Integrative Negotiation Training: Enduring Effects of Asymmetrical and Symmetrical Training Alfred Zerres, Klaus Backhaus,	

Thursday, June 9th, 2011

10.30-12.00 (TB)

TB01 – Legends Ballroom I Marketing Science Institute II

Chair: Don Lehmann

Research on Branding: Issues and Outlook

Jan-Benedict Steenkamp

Research on Brands: Latest Findings and Future Opportunities

Marc Fischer

The Evolution of Research on Marketing Metrics Dominique Hanssens

TB02 – Legends Ballroom II Empirical Modeling

Chair: Eric Schwartz

Modeling Online Visitation and Conversion Dynamics Chang Hee Park, Young-Hoon Park

Speed of Product Updates in Online Games

Paulo Albuquerque

Estimating Preferences from Configured Choice Sanjog Misra

Test and Learn: A Reinforcement Learning Perspective *Eric Schwartz*

TB03 – Legends Ballroom III Social Networks and Profitability

Chair: Michael Haenlein

Co-chair: Barak Libai

How Customer Word of Mouth Affects the Benefits of New Product Exclusivity to Distributors

Christophe Van den Bulte, Renana Peres

Evolving Viral Marketing Strategies William Rand, Forrest Stonedahl

Determinants of Social Influence on Adoption in Customer Ego Networks Hans Risselada, P.C. (Peter) Verhoef, Tammo Bijmolt

Customer Acquisition in a Connected World: Revenue vs. Opinion Leaders Michael Haenlein, Barak Libai

TB04 - Legends Ballroom V

Bayesian Econometrics II: Methods & Application

Chair: Sudhir Voleti

Simultaneous Scaling of Multiple Domains: Application to Country-of-origin Effects in Asia Luming Wang, Giana Eckhardt, Terry Elrod

A Dynamic Spatial Hierarchical Model of Theater Level Box-office Performance Shyam Gopinath, Pradeep Chintagunta, Hedibert Lopes, Sriram Venkataraman

Attribute-level Heterogeneity Peter Ebbes, John Liechty, Rajdeep Grewal, Matthew Tibbits

A Nonparametric Model of Attribute Based Inter-product Competition Sudhir Voleti, Pulak Ghosh, Praveen Kopalle

TB05 – Legends Ballroom VI

New Product II: Diffusion

Chair: Li Zheng

Modeling Seasonality in New Product Diffusion

Yuri Peers, Philip Hans Franses, Dennis Fok

Empirical Test of the Bass Diffusion Model using Exogenous Shocks on Word of Mouth Effect Sungjoon Nam

Spatiotemporal Analysis of New Product Diffusion Li Zheng

TB06 - Legends Ballroom VII

Competition II :More on Measuring the Impact in Retail Markets

Chair: A. Yesim Orhun

Entry with Social Planning Stephan Seiler, Pasquale Schiraldi, Howard Smith

Sleeping with the "Frenemy": The Agglomeration-differentiation Tradeoff in Spatial Location Choice Sumon Datta, K. Sudhir

Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety K. Sudhir, Sumon Datta

TB07 - Founders I

ASA Special Session on the Marketing-Statistics Interface – II

Chair: Anindya Ghose

Assessing the Validity of Market Structure Analysis Derived from Text Mining Data Oded Netzer, Ronen Feldman, Moshe Fresko, Jacob Goldenberg

What Drives Me? A Novel Application of the Conjoint Adaptive Ranking Database System to Vehicle Consideration Set Formation using Population Statistics Ely Dahan

How is the Mobile Internet Different? Search Costs and Local Activity Sangpil Han, Avi Goldfarb, Anindya Ghose

Evaluating Financial Risk from Cross Border M&A Activities on Brand identity Sustainability Sixing Chen, Xiaoqi Yang, Ronald W. Cotterill

TB08 – Founders II

Innovation II

Chair: Chander Velu

An Analysis of the Financial Performance of Radical, Complex and Financially Risky Innovations Lisa Schöler, Bernd Skiera, Gerard J. Tellis

Promoting Growth and Innovation through Acquisition: A Choice Modeling Approach Yu Yu, Vithala Rao

Product Portfolio Effects of Innovation: A Diversification Perspective on Innovation Value Creation Fredrika Spencer, Richard Staelin

Entrepreneurs as Owner-managers, Ownership Concentration and Business Model Innovation Chander Velu, Arun Jacob

Thursday, June 9th, 2011

10.30-12.00 (TB)

TB09 – Founders III	TB10 - Founders IV	TB11 – Champions Center I	TB12 - Champions Center II
Promotions II	Decision Making	Response to Advertising	Brand Identity
Chair: Francesca Sotgiu	Chair: Robert Rooderkerk	Chair: Ho Kim	Chair: Stefan Worm
On the Timing and Depth of a Manufacturer's Sales Promotion Decisions with Forward-looking Consumers Yan Liu, Subramanian Balachander, Sumon Datta Empirical Investigation of Consumer Impulse Purchases from Television Home Shopping Channels Sang Hee Bae, Sang-Hoon Kim, Sungjoon Nam The Impact of Free-trial Promotions on Adoption of a High-tech Consumer Service Bram Foubert, Els Gijsbrechts, Charlotte Rolef Promotion Effectiveness in Economic Turbulence: From Price Wars to Economic Downturns Francesca Sotgiu, Katrijn Gielens	Some Empirical Evidence on Predicted versus Reported Behavior: The Role of Attitudes and Situational William Putsis, Preethika Sainam, Gal Zauberman Units Versus Numbers Ashwani Monga, Rajesh Bagchi Resource Abundance and Conservation in Consumption Meng Zhu, Ajay Kalra Optimizing the Assortment Layout: The Effect of Categorization Congruency on Purchase Incidence Robert Rooderkerk	Selling the Drama: Death-related Publicity and its Impact on Music Sales Leif Brandes, Stephan Nüesch, Egon Franck Is Beauty in the Eye of Beholders? Linking Facial Features to Source Credibility in Advertising Li Xiao, Min Ding Creativity in Advertising and Implications for Product Sales Performance Peter Saffert, Werner Reinartz Priming vs. Wearout: Early Prelaunch Advertising, Online Buzz and Newproduct Sales Ho Kim, Dominique Hanssen	Brand Extensions Frequency and Brand Performance Helena Allman Material Values and Consumer Personality Effects on Brand Personality Perceptions Tiffany Ting-Yu Wang Cross-cultural Differences in Brand Engagement Antonieta Reyes, Felipe Korzenny What Makes a Strong B2B Brand? The Role of Tangible versus Intangible Brand Attributes Stefan Worm
TB13 – Champions Center III	TB14 – Champions Center VI	TB15 – Champions Center V	
Quantifying the Profit Impact of Marketing II	Dynamic Pricing Issues	No Session	
Chair: Xueming Luo	Chair: Jonathan Zhang		
An Econometric Model of Firms' Participation Decisions Across CSR Activities Nitin Mehta, Vikas Mittal, Christopher Groening The Case Stock Market Rewards for Customer and Competitor Orientations: of Initial Public Offerings Alok R. Saboo, Rajdeep Grewal The Impact of Marketing Strategy on Corporate Bankruptcy Niket Jindal, Leigh McAlister	Online Content Pricing Anita Rao Conspicuous Consumption and Dynamic Pricing Richard Schaefer, Raghunath Rao Estimating Dynamic Pricing Decisions in Markets with State Dependent Demand Koray Cosguner, Tat Y. Chan, P. B. Seetharaman Dynamic Targeted Pricing in B2B Settings Jonathan Zhang, Oded Netzer, Asim Ansari		

Thursday, June 9th, 2011 1.30-3.00 (TC)

TC01 - Legends Ballroom I

Choice I: New Models Of ...

Chair: Peter Stuettgen

Assessing Two Alternative Methods for Modelling Heterogeneity in Stated Preference Data Paul Wang, Jordan Louviere, Kyuseop Kwak

A Direct Utility Model for Asymmetric Complements Sanghak Lee, Greg Allenby, Jaehwan Kim

Utility-based Model of Asymmetric Competitive Structure using Store-level and Forced Switching Data Paul Messinger, Fang Wu

A Satisficing Choice Model Peter Stuettgen, Peter Boatwright, Robert Monroe

TC02 - Legends Ballroom II

Online Advertising - I

Chair: Laura Kornish

How Do Advertising Standards Affect Online Advertising? Avi Goldfarb

Internet Display Advertising and Consumer Purchase Behavior: Do Ad Platforms Matter? Paul Hoban, Randolph Bucklin

The Effect of Banner Exposures on Memory for Established Brands Titah Yudhistira, Eelko Huizingh, Tammo Bijmolt

Website Ad Quantities: An Empirical Analysis of Traffic, Competition, and Business Model Laura Kornish, Jameson Watts

TC03 - Legends Ballroom III

Internet: Social Influence

Chair: Jun Yang

Successful Social Networkers: Impact of Activities and Network Positions Lucas Bremer, Florian Stahl, Asim Ansari, Mark Heitmann

The Evolution of Switch Customers in E-Commerce: Understanding When and How Customers Switch Fan Zhang, Tat Chan, Qin Zhang

Is it a Fad or Necessity? Measuring the Effectiveness of Social Media on E-tailers Jun Yang, Jungkun Park

TC04 - Legends Ballroom V

Econometric Methods I: General

Chair: Sridhar Narayanan

A Cigarette, a Six Pack or Porn? The Complementarity of Vices Rachel Shacham, Peter Golder, Tulin Erdem

Handling Endogenous Regressors by Joint Estimation Using Copulas Sungho Park, Sachin Gupta

Improving Predictive Validation Steve Shugan

Regression Discontinuity with Unobserved Score Sridhar Narayanan, Kirthi Kalyanam

TC05 - Legends Ballroom VI **New Product III: Adoption**

Chair: Mark Ratchford

An Investigation of Scales for Consumer Innovativeness Masataka Yamada, Toshihiko Nagaoka

A Multivariate Analysis of Pre-acquisition **Drivers of Technology Adoption** Mark Ratchford, Jeffrey Dotson

TC06 - Legends Ballroom VII Competition III: General

Chair: Vincent Mak

What if Marketers Put Customers Ahead of Profits? Scott Shriver, V. "Seenu" Srinivasan

Gaining from Imitative Entry: Dynamic **Durable Pricing with Rational** Consumer Expectations Lu Qiang, Wei-yu Kevin Chiang

KFC and McDonald's Entry in China: Competitors or Companions? Qiaowei Shen, Ping Xiao

Dominance and Innovation in a Dynamic Macro Environment Vincent Mak, Jaideep Prabhu, Rajesh Chandy, Chander Velu

TC07 - Founders I

ASA Special Session on the Marketing-Statistics Interface - I

Chair: Michael Braun

Customer Waiting Time and Purchasing Behavior: An Empirical Study of Supermarket Queues Andrés Musalem, Yina Lu, Marcelo Olivares, Ariel Schilkrut

Forecasting Customer Purchase Rates Incorporating Temporal Variation
Luo Lu, Zainab Jamal

Optimal Mailing in a Beta-geometric Beta-binomial (BG/BB) Model George Knox

Modeling Customer Lifetimes with Multiple Causes of Churn Michael Braun, David Schweidel

TC08 - Founders II

Innovation III

Chair: Merle Campbell

The Chinese Knockoff Effect: How Do Consumers Perceive "Shanzhai" Cellphones?

Shu-Chun Ho, Huang Shang-Jui

When do Firms Benefit from Alliance Specialization in Either Innovation or Marketing?

Jongkuk Lee, Young Bong Chang

The Financial Determinants of Adopting Radically Innovative Information Technology: An Empirical Anarchy Merle Campbell, Tim Bohling, Maureen Schumacher, V Kumar

Thursday, June 9th, 2011 1.30-3.00 (TC)

TC09 – Founders III	TC10 – Founders IV	TC11 – Champions Center I	TC12 – Champions Center II
Promotions III	Consumer Behavior	Advertising Strategy	Brand Equity
Chair: Ty Henderson	Chair: Yi-Yun Shang	Chair: Sabita Mahapatra	Chair: U.N. Umesh
How Effective Are Conditional Promotions Tobias Langer, Kusum Ailawadi, Karen Gedenk, Scott Neslin Coupon Expiration and Redemption Joseph Pancras, Rajkumar Venkatesan Gifts with a Gab: A Multivariate Poisson Analysis of the Effects of Gifts on Customer Acquisitions Sudipt Roy, Purushottam Papatla Promoting a Brand Portfolio with a Social Cause: Findings from an In-market Natural Experiment Ty Henderson, Neeraj Arora	My Brain is Tired. Can I Make Inference Spontaneously? Xiaoning Guo, Inigo Arroniz Theories of Emotion in Consumer Behavior Khalil Rohani, Laila Rohani, Joe Barth Carrot or Stick? - Asymmetric Evaluation on Counterfeit Products Under Different Self Construal Xi Chen Remedying Reverse Self-control Effect of Hyperopic Consumers on Vicious Avoidance Yi-Yun Shang, Kuen-Hung Tsai	The Impact of Advertising on Brand Trial in Experience Good Markets Raimund Bau Advertising during Recession: Role of Industry Characteristics, Strategy Type, and Market Orientation Peren Ozturan, Aysegul Ozsomer A Study on the Effectiveness of Emotional Versus Rational Appeals on Consumer of Eastern India Sabita Mahapatra	Improving the Image of Countries, Cities and Tourist Destinations, Using Media and Branding Strategies Eduardo Oliveira Competitive Advantage through Internal Branding Constituents:Developing Critical Component Framework Anurag Kansal, Prem Dewani Conceptualization and Development of Scale for Power of Brand in a Brand-consumer Relationship Roopika Raj, Abraham Koshy Patent Data and Marketing Science U.N. Umesh, Monte Shaffer
TC13 - Champions Center III	TC14 - Champions Center VI	TC15 – Champions Center V	
Quantifying the Profit Impact of Marketing III	Consumer Responses to Pricing	CRM I: Customer Lifetime Value	
Chair: Xueming Luo	Chair: Anja Lambrecht	Chair: Zainab Jamal	
The Market Valuation of Company Initiated Customer Engagement Sander F. M. Beckers, Jenny van Doorn, P.C. (Peter) Verhoef Impact of Price Change on Profitability: Theory and Empirical Evidence Vinay Kanetkar The Value Relevance of Marketing Expenditures Min Chung Kim, Leigh McAlister Assortment Diversification in the Retail Industry: The Impact on Market-based and Accounting-based Performance Timo Sohl, Thomas Rudolph	Starting Prices as Catalysts for Consumer Response to Customization Marco Bertini, Luc Wathieu Free vs. Fee: Pricing of Online Content Services Kanishka Misra, Anja Lambrecht Private Label Response to National Brand Promotions: A Field Experiment Eric Anderson, Karsten Hansen, Duncan Simester Paying with Money or with Effort: Pricing When Customers Anticipate Hassle Anja Lambrecht, Catherine Tucker	Payments as a Virtual Lock-in: Customers' Profitability over Time in the Presence of Payments Irit Nitzan, Barak Libai, Danit Ein-Gar A New Model Proposal to Churn Management Omer Faruk Seymen, Abdulkadir Hiziroglu Hazards of Ignoring Involuntary Customer Churn Zainab Jamal, Randolph Bucklin	

Thursday, June 9th, 2011 3.30-5.00 (TD)

TD01 - Legends Ballroom I

Choice II: Effects on ...

Chair: Linda Court Salisburyua

Incorporating State Dependence in Aggregate Market Share Models Polykarpos Pavlidis, Dan Horsky, Minjae Song

Complexity Effects on Choice **Experiment-based Model Performance** Benedict Dellaert, Bas Donkers, Arthur van Soest

The Interplay of Reference Dependence and Choice Set Formation in Replacement Decisions Paul Messinger, Joffre Swait

Does Choice Set Formation Drive the Diversification Effect? A Model and Experimental Evidence Linda Court Salisbury, Fred M. Feinberg

TD02 - Legends Ballroom II

Online Advertising - II

Chair: Harald van Heerde

Connecting Social Media with Television Advertising and Online Search Yanwen Wang

Investigating Advertisers' View of Online and Print Media: Complements or Substitutes? Shrihari Sridhar, S Sriram

Does Television Advertising Influence Online Search? Mingyu Joo, Kenneth Wilbur, Yi Zhu

Does Online Advertising Help or Hurt Offline Sales? A Nation-wide Field Experiment Harald van Heerde Isaac Dinner Scott Neslin

TD03 - Legends Ballroom III

Internet: Car Buying

Chair: Chen Lin

Modeling the Volume of Positive Online Word of Mouth for Automobiles Jie Feng, Purushottam Papatla

External Search in Secondary Markets and Impact of Internet Search on Seller Choice Sonika Singh

Media, Finance and Automotive: A Latent Trait Model of Consumption in Seemingly Disparate Categories Chen Lin, Douglas Bowman

TD04 – Legends Ballroom V

Econometric Methods II: General

Chair: Martin Spann

Empirical Regularity in Academic Marketing Research Productivity Patterns Vijay Ganesh Hariharan, Debabrata Talukdar, Chanil Boo

Investigating the Performance of a Dynamic Budget Allocation Heuristic: A Simulation based Analysis Nils Wagner

Social Network Based Judgmental Forecasting Martin Spann, Christian Pescher, Gary Lilien, Gerrit Van Bruggen

TD05 - Legends Ballroom VI

New Product IV: Strategy

Chair: Dinah Vernik

Strategic Product Line Design with Product Concept Demonstration Taewan Kim, Eunkyu Lee

The Strategic Role of Exchange Programs Bo Zhou, Debu Purohit, Preyas Desai

Merging in Spatial Competition Tieshan Li

Price and Inventory Competition between New and Old Technologies Dinah Vernik, Preyas Desai, Fernando Bernstein

TD06 - Legends Ballroom VII

Competition IV: Quality

Chair: S. Chan Choi

The Impact of Competition and the Cost of Overstating Quality on the Optimal Quality, Quality Claims Praveen Kopalle, Don Lehmann

A Structural Analysis on Service Quality and Pricing Tradeoff in Airlines Chen Zhou, Rajdeep Grewal

Hedonic Quality Differentiation and Channel Choice S. Chan Choi

TD07 - Founders I

Services

Chair: Kimmy Wa Chan

Service Worker Role in Encouraging Customer Equity: Dyadic Analysis Yu-Li Lin, Hsiu-Wen Liu

Perceptions of Service Failures: A Test and Extension of Affective Forecasting Theory Muyu Wei, Geng Cui

Can I Do It? Can You Do It? Roles of Self-efficacy and Other-efficacy of Customers and Employees Kimmy Wa Chan, Bennett C. K. Yim, Simon Lam

TD08 - Founders II

Innovation IV

Chair: Anna S. Cui

Patent Rank and Firm Performance Monte Shaffer, U.N. Umesh

What You Don't Know Can't Hurt You: Effects of Knowledge Limitations on Technological Innovativeness Stav Rosenzweig, David Mazursky

Alliance Portfolio Resource Diversity and Firm Innovation Anna S. Cui, Gina O'Connor

Thursday, June 9th, 2011 3.30-5.00 (TD)

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TD09 – Founders III	TD10 - Founders IV	TD11 – Champions Center I	TD12 - Champions Center II
Retailing I: General	Consumer Behavior: Decision Making	Advertising Content	Bidding
Chair: Umut Konus	Chair: Berna Basar	Chair: Larry Garber	Chair: Ming Cheng
The Effect of Brand Assortment Shares on National Brand Performance Across U.S. Supermarkets Minha Hwang, Raphael Thomadsen Validating Suppliers of Retailer's Resources in Augmenting Product Safety Performance Wei-Che Hsu, Ming-Chih Tsai Assortment Selection in Retailing: Strict Return Policies Call for Eccentric Products Aydin Alptekinoglu, Elif Akcali, Alex Grasas Tracking Holistic Customer Experience in Realtime Umut Konus, Emma MacDonald, Hugh Wilson	Consumer Gratitude and Customer Loyalty: Moderating Effect of Stage of Relationship, Gender and Age Prem Dewani, Anurag Kansal Impact of Visual and Tactile Input on Variety Seeking Behavior Subhash Jha, S (Sivkumaran) Bhardawaj Turkish Gift Buying Attitudes in Today's Marketing Environment Berna Basar, A. Banu Elmadag Bas	The Role of Brand Construal and Affect Valence in Comparative Advertising Ying Ho, Candy K. Y. Ho The Influence of Product-placement Clutter and Other Context Variables on Brand Attitude and Memory Pola Gupta The Effects of Shape Complexity and Presentation Larry Garber, Eva Hyatt, Unal Boya	Coordinating Traditional and Search Advertising Alex Kim, Subramanian Balachander Modeling Price Dynamics in Simultaneous Auctions: A Bayesian Factor Analytic Approach Norris Bruce An Investigation of Market Learning and its Implications for an IP Auction House Joseph Derby, Mayukh Dass An Empirical Investigation of Sponsored Search Engine Advertising Pricing Ming Cheng, Lei Wang, S. Chan Choi
TD13 – Champions Center III	TD14 – Champions Center VI	TD15 – Champions Center V	
Quantifying the Profit Impact of	Pricing and Competition	CRM II: Customer Loyalty	
Marketing IV	Chair: Maxim Sinitsyn	Chair: Harmeen Soch	
Chair: Xueming Luo The More Efficient the Better: Advertising Efficiency and Its Impact on Firm's Financial Performance Jin-Woo Kim, Traci Freling Marketing Spending, Analyst Coverage, and Firm Performance in the IPO Market Monica Fine, Kimberly Gleason Can Stock Markets Really Predict the Future? Case of Product Innovations M. Berk Talay, M. Billur Akdeniz Total Recall: Investor and Consumer Response Following Toyota's Automotive Recall Robert Evans Jr.	Inferring Competitor Pricing with Incomplete Information Marcel Goic, Alan Montgomery Resale Price Maintenance when Retailers are Heterogeneous Charles Ingene, Mark Parry, Zibin Xu MAP and RPM: Determinants of Violations Ayelet Israeli, Eric Anderson, Anne T. Coughlan Coordination of Price Promotions in Complementary Categories Maxim Sinitsyn	Allocating Optimal Multi-period Budget to Loyalty and Sales Promotion Programs Hsiu-Yuan Tsao, Li-Wei Chen, Hsiu-Feng Yan The Impact of Loyalty Program on Loyalty Transfer within the Partnership Network So Young Lee, Hyang Mi Kim, Jae Wook Kim Influence of Perceived Relationship Investment and Cross-buying on Share-of Wallet Harmeen Soch, Navneet Multani	

Friday, June 10th, 2011

8.30-10.00 (FA)

FA01 - Legends Ballroom I

Choice III: More Effects on ...

Chair: Zhevin (Jane) Gu

Capturing the Unobserved Comparison Effects in Consumer Choices: A Hierarchical ME Model Ping Wang, Jaihak Chung, Meng Su, Luping Sun

Learning Dynamics in Product Relaunch Sue Ryung Chang, Tulin Erdem

Consumer Attribute-based Learning and Retailer Category Management Strategies

Zheyin (Jane) Gu, Sha Yang

FA02 - Legends Ballroom II

UGC-I (The Evolution and Impact of **Online Opinions)**

Chair: Ashish Sood

Online Product Opinions: Incidence, Evaluation and Evolution Wendy W. Moe, David Schweidel

A Firm's Optimal Response to Negative Rumors Dina Mayzlin, Yaniv Dover, Jiwoog Shin

Empirically Investigating the Relationship between What Brands Do and What Consumers Say (Social Media), Sense (Mindset), and Do (Purchase) Douglas Bowman, Manidh Tripatthi

Power of Customer Voice: Shap Analysis of Online Product Reviews to Predict Diffusion in Sequential Channels Ashish Sood, Mayukh Dass, Wolfgang Jank, Yue Tian

FA03 - Legends Ballroom III Internet: Customer Response

Chair: Aditya Billore

Sales Tax and Online Consumer Behavior Nicholas Lurie, Sriram Venkataraman,

Peng Huang

Trajectory-based Consumer Segmentation and Product Recommender System in the Online Market

Youngsoo Kim, Ramayya Krishnan

The Impact of Personalization and Interactivity on Choice Goal Attainment and Decision Satisfaction Sally McKechnie, Prithwiraj Nath

Consumer Demographics & Changing Perception to Online Advertising: Applying Learning Curve Mechanism Aditva Billore, Anurag Kansal

FA04 - Legends Ballroom V

Dynamic Models I

Chair: Rene Algesheimer

Applying Conditional Three-level Nonlinear Growth Curve Modeling to Innovation Diffusion Margot Loewenberg, Markus Meierer, Rene Algesheimer

An Asymmetric Threshold Error Correction Model of Pass-through in the U.S. Supermarket Industry Miquel Gomez, Christopher Lanoue, Timothy Richards

A Bayesian DYMIMIC Model for Forecasting Movie Viewers Dong Soo Kim, Jaehwan Kim, Duk Bin Jun

Measuring Individual's Growth in Achievement Over Time Under Changing Group Affiliations Rene Algesheimer, Markus Meierer, Egon Franck, Leif Brandes

FA05 - Legends Ballroom VI

New Product V: Design & Development

Chair: Wooseong Kang

Marketing Instrument Innovations and Their Impact on New **Product Performance** Wenzel Drechsler, Martin Natter

Investigating the Relationship between R&D and Marketing in the New Product **Development Process** Suj Chandrasekhar, Srinath Gopalakrishna

Embedding Product Development Accelerations in Environmental Uncertainty Tao Wu

Consumer Opinion of Product **Design Dimensions** Wooseong Kang, Janell Townsend, Mitzi Montoya

FA06 - Legends Ballroom VII

Channels I: General

Chair: Sudheer Gupta

Information Sharing and New Product Development in a Non-integrated Distribution Channel Shan-Yu Chou

Distributor Support in New Product Launch Wei Guan, Jakob Rehme

Long-term Asymmetric Buyer-seller Relationship: An Empirical Study Yuying Shi, Qiong Wang, Bart Weitz

Inventories, Incentives, and Channel Structure Sudheer Gupta

FA07 - Founders I

Panel Session: Cases? Projects? Simulations? Problem Sets? What's the Best Way to Teach Marketing Science?

Chair: Gary Lilien

Co- Chair: Arvind Rangaswamy

Cases? Projects? Simulations? Problem Sets? What's the Best Way to Teach Marketing Science? Moderators: Gary Lilien, Arvind Rangaswamy, Panelists: Arnaud De Bruyn, Dominique Hanssens, Ujwal Kayande, Charlotte Mason

FA08 - Founders II

The Long Run Consequences of Short Run Decisions I

Chair: K. Sudhir

Co-Chair: Ahmed Khwaj

Taste and Health: Balancing and Highlighting in Choices Across Complementary Categories Hai Che, Botao Yang, K. Sudhir

Information Acquisition and Ex-ante Moral Hazard Jian Ni, Nitin Mehta

Changing the Tone: The Dynamics of Political Advertising over the Election Cycle Ron Shachar, Paul Ellickson, Mitch Lovett

A Dynamic Model of Thirst and Beverage Consumption Ahmed Khwaja, K. Sudhi, Guofang Huang

Friday, June 10th, 2011 8.30-10.00 (FA)

FA09 – Founders III	FA10 – Founders IV	FA11 – Champions Center I	FA12 – Champions Center II
Retailing II: General	Measurement Issues	Using Endorsers in Advertising	Aesthetics
Chair: Manish Gangwar	Chair: Julie Lee	Chair: Debasis Pradhan	Chair: Elea McDonnell Feit
The Impact of Retailers' Corporate Social Responsibility on Price Fairness Perceptions and Loyalty Kusum Ailawadi, Jackie Luan, Scott Neslin, Gail Taylor To Kill Two Birds with One Long Queue Wenqing Zhang, Chun (Martin) Qiu Shopper Loyalty to Whom? Chain and Outlet Loyalty in a Dynamic Retail Environment Arjen van Lin, Els Gijsbrechts Examining Store Attractiveness as a Category-specific Trait Manish Gangwar, Qin Zhang, P. B. Seetharaman	Customer Innovation: A Combined Lead User and Conjoint Analysis Approach Alexander Sänn; Daniel Baier Accountability of Biological-response Measures for Advertising Effects Akihiro Inoue Using Augmented Best-worst Scaling To Test Schwartz' Theory of Values Julie Lee, Jordan Louviere, Geoff Soutar	Alienating the Mainstream: Does the Inclusion of Gay and Lesbian Imagery Diminish Brand Perception? Anthony Perez, Helene Caudill Consumer Perceptions of Corporate Gayfriendly Activities: The Role of Gender and Gay Identity Gillian Oakenfull Attitude towards Celebrity Endorsement and Brand Loyalty: Mediating Effect of Celebrity Credibility Debasis Pradhan, Duraipandian Israel	Inferring Color Preferences: A Utility Model Approach Seth Orsborn, Peter Boatwright, Jonathan Cagan Product Aesthetics is Must or Plus? Trade-offs Between Product Aesthetic and Functional Attributes Jesheng Huang, Chia Ming Hu Shaping Product Perceptions Tanuka Ghoshal, Peter Boatwright Modeling the Impact of Visual Design in Consumer Choice Model Elea McDonnell Feit, Jeffrey Dotson, Mark Beltramo, Randall Smith
FA13 – Champions Center III	FA14 – Champions Center VI	FA15 – Champions Center V	
Marketing Finance Interface I	Pricing and Consumer Behavior	CRM IV: Customer Loyalty	
Chair: Michal Herzenstein	Chair: Marcus Kunter	Chair: Janghyuk Lee	
Going Public: How Stock Market Participation Changes Firm Product Innovation Behavior Christine Moorman, Simone Wies Media Expenditure Effectiveness and Firm Performance Lopo Rego, Lisa Schöler, Bernd Skiera The Impact of Capital Structure on	Prominence in Consumer Search: Impact on Assortment Lin Liu, Anthony Dukes Choosing the Right Plan? Asymmetric Biases in 3-part Tariff Plan Choices Vardit Landsman, Itai Ater A Model of the Consumer Pricing Decision Process under	Understanding Whether and How Marketing Efforts Drive Loyalty in the Car Industry of Emerging Market's Guillermo Armelini, Hernán Román Is Rewarding VIPs Profitable? Steven Sangwoo Shin, Jia Li The Effects of Effort Level on Reward Redemption Behavior	
Customer Satisfaction Reo Song, Gautham Vadakkepatt	Pay-what-you-want Marcus Kunter	Jiyoon Kim, Janghyuk Lee, Sang Yong Kim	
The Use of Advertising for Capital Market Benefits Michal Herzenstein, Tzachi Zach, Dan Horsky			
A Simple Metric that Really Matters: Including the Share of Customer Business in Financial Reports Christian Schulze, Manuel Bermes, Bernd Skiera			

Friday, June 10th, 2011 10.30-12.00 (FB)

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FB01 – Legends Ballroom I	FB02 – Legends Ballroom II	FB03 – Legends Ballroom III	FB04 – Legends Ballroom V
Choice IV: Market Structure & Substitution	UGC-II (Quest for Comprehension and Integration)	Internet Relationship	Dynamic Models II
Chair: Kamer Toker-Yildiz Measuring how Different Marketing Instruments Affect Competition: The Role of Choice Model Specifications Qiang Liu, Thomas Steenburgh, Sachin Gupta	Chair: Manish Tripathi Listening in on Online Conversations: Measuring Consumer Sentiment with Social Media David Schweidel, Wendy W. Moe Social Tag Maps: A New Approach For	Commerce Environments Paul Driessen, Marcel van Birgelen, Eric Rongen	Chair: Roopa Choodamani Advertising Strategies by Multinational Firms Wiebke Schlabohm, Barbara Deleersnyder Modeling Dynamics of Consumer
Optimal Dynamic Pricing Strategies: Consumer Cross-category Incidence/Purchase Quantity Decisions Sri Devi Duvvuri, Praveen Kopalle Market Delineation Strategies in Consumer Goods Market Sebastian Gabel, Raimund Bau The Influence of Willingness-to-pay on Consumer's Cross Category Purchase Behavior Kamer Toker-Yildiz, Sri Devi Duvvuri, Minakshi Trivedi	Understanding Brand Association Networks Hyoryung Nam The Quest for Content: The Role of User Generated Links in Online Content Shachar Reichman, Jacob Goldenberg, Gal Oestreicher A Framework for Unifying Differentiated User-generated Content: What I Say, Where I Go, and What I Think Manish Tripathi, Ashish Sood	The Quality of Electronic Customer-to- customer Interaction: Classification and Consequences Moritz Mink, Dominik Georgi Video Ads Virality Thales Teixeira Avatar Identification on 3d Commercial Website: Gender Issues Ingrid Poncin, Marion Garnier	Preference and Promotion Effect in Brand Choices Eiji Motohashi, Tomoyuki Higuchi Be Careful When Using the Mover-stayer Conceptual Framework in Brand Choice Mode Kanghyun Yoon Morphing Marketing Response Optimization – Advocating a Next Practice Roopa Choodamani, Pradeep Kumar
FB05 – Legends Ballroom VI Game Theory I: Decisions Under	FB06 – Legends Ballroom VII Channels II: Relationship Management	FB07 – Founders I Panel Session: Collaborative	FB08 – Founders II The Long Run Consequences of Short
Chair: Jeffrey D. Shulman How Hidden Add-on Pricing Can Reduce Profit Jeffrey D. Shulman, Xianjun Geng Salesforce Compensation under Inventory Considerations Kinshuk Jerath, Tinglong Dai Memories and Rules Juanjuan Zhang, Jeanine Miklós-Thai The Model of Buzz Jiwoong Shin, Arthur Campbell, Dina Mayzlin	Chair: Sara Valentini Investigating Impact of Multiple Communication & Marketing Mix Elements in Multichannel Environment Ashish Kumar, Ram Bezawada, Minakshi Trivedi The Added Customer Benefit and Consequences of Online-offline Channel Integration Jochen Binder, Marcus Schögel Return on Channel Investments for Customer Acquisition – A Cross-channel Analysis Maik Eisenbeiss, Monika Käuferle, Peter Saffert, Werner Reinartz Does Multichannel Usage Produce More Profitable Customers Sara Valentini, Elisa Montaguti, Scott Neslin	Research: Reasons Why, Difficulties and Potential Models Chair: Glen Urban Collaborative Research: Reasons Why, Difficulties and Potential Models (Data Base sharing and Prospective Meta Analysis) Moderator: Glen Urban, Panelists: Eric Bradlow, Gary Lilien, Don Lehmann, Catherine Tucker, Stefan Stremersch, Jan-Benedict Steenkamp, Jerry Wind, Gui Liberali	Run Decisions II Chair: K. Sudhir Co-Chair: Ahmed Khwaja Dynamic Competition between New and Used Durable Goods without Physical Depreciation Masakazu Ishihara, Andrew Ching A Dynamic Model of Competition with Bundling Vineet Kumar, Timothy Derdenger A Dynamic General Equilibrium Model of User Generated Content Carl Mela, Dae-Yong Ahn A Dynamic Structural Analysis of Enterprise Knowledge Sharing Baohong Sun, Yingda Lu, Param Vir Singh
	Insights into the Role of the Internet in a Multichannel Customer Management Strategy		

Strategy
Tanya Mark, Katherine N. Lemon,
Jan Bulla, Antonello Maruott,

Mark Vandenbosch

Friday, June 10th, 2011 10.30-12.00 (FB)

Tiday, Julie 10 , 2011	10.30-12.00 (FB)	
FB10 – Founders IV	FB11 – Champions Center I	FB12 – Champions Center II
Bayesian Applications	Salesforce I	Internet: Unique Topics
Chair: Ralf van der Lans	Chair: James Hess	Chair: Agustí Casas-Romeo
Variety Seeking in Movie Choice: The Role of Ratings Joon Ro, Romana Khan Inferring Competition in Search Engine Advertising with Limited Information Sha Yang The Multiple Effects of Social Comparisons on Consumer Expenditure Rafael Becerril-Arreola Partner Selection in Brand Alliances Ralf van der Lans, Bram Van den Bergh, Evelien Dieleman	DEA with Econometrically Estimated lindividual Coefficients: A Pharmaceutical Sales Force Application Soenke Albers, Andre Bielecki Modeling Geo-dependent Attitudes with Spatial Factor Analysis: An Application to Financial Planning Stanislav Stakhovych, Michel Wedel, Tammo Bijmolt Assessing Salesforce Performance: An Empirical Approach Wei Zhang, Ajay Kalra Sales Contests and Quotas with Imbalanced Territories - A Model and Experiments James Hess, Niladri Syam, Ying Yang	Quantifying Transaction Costs in Online / Offline Grocery Channel Choice Junhong Chu, Pradeep Chintagunta, Javier Cebollada The Effect of Banner Exposures on Memory for Established Brands Titah Yudhistira, Eelko Huizingh, Tammo Bijmolt A Study of Consumer Interest in Innovative Products Across Developed and Emerging Markets Gauri Kulkarni Application of Case Study on the Quality of Public Transport in European Cities with a Tool for Digital Ethnography Agustí Casas-Romeo, Rubén Huertas-García, Juan Carlos Gázquez-Abad
FB14 – Champions Center VI	FB15 – Champions Center V	
Pricing Research	CRM III: Customer Loyalty	
Chair: R. Mohan Pisharodi	Chair: Radu Dimitriu	
Service Refund as a Price Discrimination Mechanism Zelin Zhang, Weishi Lim Determinants of Gain and Loss Parameters in Store-level Data: A Cross-category Analysis Sebastian Oetzel, Daniel Klapper The Timing and Speed of New Product Price Landings Carlos Hernandez Mireles, Dennis Fok, Philip Hans Franses Price Pressure and Supplier Relations: Industry-Specific Findings R. Mohan Pisharodi, Ravi Parameswaran, John Henke, Jr.	Do Reward Programs Affect Consumer Behavior? Ricardo Montoya, Oded Netzer, Ran Kivetz Shortcuts to Glory? Exploring When and Why Attribute Performance can Directly Drive Loyalty Johannes Boegershausen, Christophe Haon, Daniel Ray How do E-Commerce Interfaces Affect Customer Satisfaction and Loyalty? Hsiu-Wen Liu, Yu-Li Lin Investigating Multipurpose Customers Radu Dimitriu, Fred Selnes	
	Bayesian Applications Chair: Ralf van der Lans Variety Seeking in Movie Choice: The Role of Ratings Joon Ro, Romana Khan Inferring Competition in Search Engine Advertising with Limited Information Sha Yang The Multiple Effects of Social Comparisons on Consumer Expenditure Rafael Becerril-Arreola Partner Selection in Brand Alliances Ralf van der Lans, Bram Van den Bergh, Evelien Dieleman FB14 – Champions Center VI Pricing Research Chair: R. Mohan Pisharodi Service Refund as a Price Discrimination Mechanism Zelin Zhang, Weishi Lim Determinants of Gain and Loss Parameters in Store-level Data: A Cross-category Analysis Sebastian Oetzel, Daniel Klapper The Timing and Speed of New Product Price Landings Carlos Hernandez Mireles, Dennis Fok, Philip Hans Franses Price Pressure and Supplier Relations: Industry-Specific Findings R. Mohan Pisharodi,	FB10 – Founders IV Bayesian Applications Chair: Ralf van der Lans Variety Seeking in Movie Choice: The Role of Ratings Joon Ro, Romana Khan Inferring Competition in Search Engine Advertising with Limited Information Sha Yang The Multiple Effects of Social Comparisons on Consumer Expenditure Rafael Becerril-Arreola Partner Selection in Brand Alliances Ralf van der Lans, Bram Van den Bergh, Evelien Dieleman FB14 – Champions Center VI Pricing Research Chair: R. Mohan Pisharodi Service Refund as a Price Discrimination Mechanism Zelin Zhang, Weishi Lim Determinants of Gain and Loss Parameters in Store-level Data: A Cross-category Analysis Sebastian Oetzel, Daniel Klapper The Timing and Speed of New Product Price Landings Carlos Hemandez Mireles, Dennis Fok, Philip Hans Franses Price Pressure and Supplier Relations: Industry-Specific Findings R. Mohan Pisharodi, Robert I Salesforce I Chair: James Hess DEA with Econometrically Estimated individual Coefficients: A Pharmaceutical Sales Force Application Scenke Albers, Andre Bielecki Modeling Geo-dependent Attitudes with Spatial Pachors, Andre Bielecki Modeling Geo-dependent Attitudes with Spatial Pachor Analysis: An Application to Financial Planning Stanislav Stakhovych, Michel Wedel, Tammo Bijmolt Assessing Salesforce Performance: An Empirical Approach Wei Zhang, Ajay Kalra Sales Force Application Scenke Albers, Andre Bielecki Modeling Geo-dependent Attitudes with Spatial Pachor Analysis: An Application to Financial Planning Stanislav Stakhovych, Michel Wedel, Tammo Bijmolt Assessing Salesforce Performance: An Empirical Approach Wei Zhang, Ajay Kalra Sales Force Application Scenke Albers, Andre Bielecki Modeling Geo-dependent Attitudes with Spatial Pachoral Pachors Application to Financial Planning Stanislav Stakhovych, Michel Wedel, Tammo Bijmolt Assessing Salesforce Performance: An Empirical Planning Stanislav Stakhovych, Michel Wedel, Tammo Bijmolt Modeling Geo-dependent Attitudes with Spatial Pachor Analysis: An Application to Financial Planning Stanislav Stakhovy

Friday, June 10th, 2011

1.30-3.00 (FC)

FC01 - Legends Ballroom I

Choice V: Empirical Results

Chair: Christian Schlereth

Measuring Scale Attraction Effects in Charitable Donations: An Application to Optimal "Laddering

Kee Yeun Lee, Fred M. Feinberg

Data or Structure? Using a Field Experiment to Assess the Determinants of Counterfactual Demand Predictive Performance

Manuel Hermosilla, Yi Qian, Eric Anderson

Estimation of Willingness to Pay Intervals by Discrete Choice Experiments Christian Schlereth, Christine Eckert, Bernd Skiera

FC02 - Legends Ballroom II

UGC-III (Content and Impact)

Chair: Raji Srinivasan

Bimodal Distribution of Emotional Content in Customer Reviews: Emotional Biases in Online Customer Reviews Wonjoon Kim

Ad Revenue and Content Commercialization: Evidence from Blogs Monic Sun, Feng Zhu

Does Advertising Affect Chatter? -Assessing the Dynamics of Advertising on Online Word-of-mouth Seshadri Tirunillai

Social Influence in the Evolution of Online Ratings of Service Firms Raji Srinivasan

FC03 – Legends Ballroom III

Analytic Models of Online Behavior

Chair: J. Miguel Villas-Boas

The Interplay Between Sponsored Search and Display Advertising Kannan Srinivasan, Kinshuk Jerath, Amin Sayedi

Optimal "Last-minute" Selling by a Monopolist Facing Forward-looking and Risk Averse Consumers *Ori Marom*, Abraham Seidmann

Sampling Paid Content Florian Stahl, Don Lehmann, Oded Koenigsberg, Daniel Halbheer

Optimal Search for Product Information J. Miguel Villas-Boas, Monic Sun, Fernando Branco

FC04 - Legends Ballroom V

Structural Models I

Chair: Wenbo Wang

A Dynamic Model of Consumers' Optimal Default on Financial Products: A Case of Subprime Mortgages Minjung Park, Patrick Bajari, Sean Chu, Denis Nekipelov

Modeling Consumer Learning of Attribute-specific Preferences Jihong Min, Subramanian Balachander

Studying the Switching Behavior of Electricians: Assessing the Impact of a Loyalty Program Madhu Viswanathan, Ranjan Banerjee, Om Narasimhan

Green Lifestyle Adoption: Shopping without Plastic Bags Wenbo Wang, Yuxin Chen

FC05 - Legends Ballroom VI

Game Theory II: Market Entry

Chair: Matthew Selove

Cross-market Experience and Market Entry Dai Yao, Yakov Bart

The Benefit of Increased Competition David Soberman, Amit Pazgal

A Dynamic Model of Competitive Entry Response Matthew Selove

FC06 - Legends Ballroom VII

Channels III: Competition

Chair: Jaime Romero

When and How Do Coordinating Contracts Improve Channel Efficiency? Ernan Haruvy

Channel Structure and Performance under Co marketing Alliance Xiao Zuhui, Liu Lming, Zhang Xubing

Should Be Close To or Away From Your Competitors? Store Location Choice by Gravity Model Wei-Jhih Yang, Jesheng Huang,

Wei-Jhih Yang, Jes Lichung Jen

Price Competition in the Spanish Nondurable Retail Industry Jaime Romero, Daniel Klapper, Martin Natter

FC07 – Founders I

New Directions in Word of Mouth

Chair: Jonah Berger

Co-Chair: Andrew Stephen

How the Frequency and Pattern of Social Influence Over Time Shape Product Adoption Raghu Iyengar, Jeffrey Cai, Jonah Berger

The Complementary Roles of Traditional and Social Media Publicity in Driving Marketing Performance Andrew Stephen, Jeff Galak

Promotional Reviews

Yaniv Dover, Dina Mayzlin

Multichannel Word of Mouth: The Effect of Brand Characteristics Renana Peres, Ron Shachar

FC08 - Founders II

Dynamic Models in Marketing

Chair: Paul Ellickson

Learning about Entertainment Products: A Dynamic Consumer Decision Model with Learning about Changing Match-Values Mitch Lovett, William Boulding, Richard Staelin

Determining Consumers' Discount Rates With Field Studies Song Yao, Jeongwen Chiang, Yuxin Chen, Carl Mela

Does AMD Spur Intel to Innovate More? Ronald Goettler, Brett Gordon

Dynamics of Pricing Strategy and Repositioning Costs Paul Ellickson, Sanjog Misra, Harikesh Nair

Friday, June 10th, 2011

1.30-3.00 (FC)

FC09 - Founders III	FC10 – Founders IV	FC11 - Champions Center I	FC12 - Champions Center II
Retailing IV: Competition	Segmentation	Salesforce II	Word of Mouth and Marketing Strategy
Chair: Aharon Hibshoosh Product Variety Decision: When Specialty Stores Meet with Big-box Retailers Jiong Sun, Tao Chen Variety and Cost Pass-through among Supermarket Retailers Timothy Richards, Stephen Hamilton, William Allender Pricing, Package Size, Advertising and Trade Areas in Spatial Competition of Retail Warehouse Clubs Aharon Hibshoosh	Chair: David Norton Loyalty to Service Providers in the Very Short Run and in the Very Long Run: The Impact of Ageing and Cohort Gilles Laurent, Raphaëlle Lambert-Pandraud The Dynamics of Brand Preferences along Consumers' Life Paths Tingting Fan, Peter Golder Limited Editions: When Snobs Behave Like Conformists and Conformists Behave Like Snobs Sergio Moccia, Oliver Heil One Size Fits Others: The Role of Label Ambiguity in Targeting Diverse Consumer Segments David Norton, Randy Rose, Caglar Irmak	Individual-based or Group-based Tournaments? An Experimental Study Hua Chen, Noah Lim, Michael Ahearne Investigating Salespeople Turnover in a Dynamic Structural Framework Steven Lu, Ranjit Voola	Chair: Yogesh Joshi Impact of Company Announcements on the Evolution of Online Word-of-mouth Omer Topaloglu, Piyush Kumar, Dennis Amett, Mayukh Dass Antecedents and Consequences of Prerelease C2C Buzz Evolution: A Functional Analysis Guiyang Xiong, Sundar Bharadwaj Underpromising and Overdelivering Competitive Implications of Word of Mouth Yogesh Joshi, Andrés Musalem
FC13 –Champions Center III	FC14 – Champions Center VI	FC15 – Champions Center V	
Financial Decision Making	Price Discounting	CRM V: Customer Satisfaction	
Chair: Carlos Lourenco	Chair: Kamel Jedidi	Chair: Nima Jalali	
What You Know, What You Do or Who You Know? A Model of Individual Investor Returns Thomas Gruca, Sheila Goins Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/N Heuristic Jeff Inman, Susan Broniarczyk, Mimi Morrin Individual Investors Risk Behavior in Times of Crisis: A Cross-cultural Study Nikos Kalogeras, Joost M.E. Pennings, Joost Kuikman, Koert van Ittersum Improving Investment Advice using Preferred Outcome Distributions Carlos Lourenco, Bas Donkers, Benedict Dellaert, Dan Goldstein	An Empirical Investigation of the Long- term Effects of Price Discrimination in Business Markets Hernan Bruno, Shantanu Dutta Trading Variety for a Discount: Variety- seeking as a Booster for Second Degree Price Discrimination Yulia Nevskaya Volume Based Discounts and Sequential Choice: Structural Estimation and Determination of Optimal Pricing James Reeder, Sanjog Misra A Conjoint Model of Quantity Discounts Kamel Jedidin, Raghu Iyengar	The Utility of DLF Binary Ratings in Customer Satisfaction Measurement and Modeling Keith Chrzan, Jeremy Loscheider One-stop Shopping: A Double Edged Sword? Xiaojing Dong, Pradeep Chintagunta Dynamics of Satisfaction: A Regime Switching Ordinal Model for Affective and Cognitive Factors Nima Jalali, Purushottam Papatla	

Friday, June 10th, 2011

3.30-5.00 (FD)

FD01 – Legends Ballroom I	FD02 – Legends Ballroom II"	FD03 - Legends Ballroom III	FD04 – Legends Ballroom V
Choice VI: Applications	UGC-IV (Content and Impact)	Online Search	Structural Models II
Chair: Paola Mallucci Modeling Consumer Demand for Type, Form, and Package Size in the Seafood and Fish Industry Benaissa Chidmi Determinants of Complement Exclusivity in Platform Markets: A Study of the U.S. Videogame Market Srabana Dasgupta, Souvik Datta, Nilesh Saraf Manufacturers' e-B2B Platform Choices – Relational Risk Threshold Chen-Han Yang, Ming-Chih Tsai, Chieh-Hua Wen Contractual Choices and their Consequences in a Time Inconsistent World Paola Mallucci, George John, Om Narasimhan	Chair: Janghyuk Lee Understanding the Dynamic Process of Online WOM: A HB Choice Model for Online Response Behavior Luping Sun, Ping Wang, Meng Su User-generated Content in News Media T. Pinar Yildirim, Esther Gal-Or, Tansev Geylani Online Reviews and Consumers' Willingness-to-pay: The Role of Uncertainty Yinglu Wu, Jianan Wu Failed Diffusion on Weak Tie Bridges Janghyuk Lee, Seok-Chul Baek, Jonghoon Bae, Sukwon Kang, Hyung Noh	Chair: Alan Montgomery Consumer Search and Propensity to Buy Ofer Mintz Return on Quality Improvements in Search Engine Marketing Nadia Abou Nabout, Bernd Skiera Which Link to Click—Sponsored or Organic? An Empirical Investigation on Consumer's 'Clickability" Amalesh Sharma, Sourav Borah Predicting Purchase Conversion Rates for Online Search Advertisements Using Text Mining Alan Montgomery, Kinshuk Jerath, Qihang Lin	Chair: Yi Zhao The Impact of the Marketing Mix on Durable Product Replacement Decisions Dinakar Jayarajan, S. Siddarth, Jorge Silva-Risso Economic Value of Celebrity Endorsement: Tiger Woods' Impact on Sales of Nike Golf Balls Kevin Chung, Timothy Derdenger, Kannan Srinivasan Determination of Brand Assortment: An Empirical Entry Game with Post-choice Outcome Li Wang, Tat Y. Chan, Alvin Murphy An Empirical Model of Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of Product Yi Zhao, Ying Zhao, Yuxin Chen
FD05 – Legends Ballroom VI	FD06 – Legends Ballroom VII	FD07 – Founders I	FD08 – Founders II
Game Theory III: General Chair: Niladri Syam A Model of the "It" Products in Fashion Kangkang Wang, Dmitri Kuksov Would "False" Promotions be Profitable? Evidence from Experimental Data Yiting Deng, William Boulding, Richard Staelin Facts and Slant in News Production Yi Zhu, Anthony Dukes, Kenneth Wilbur Production Networks in Co-creation Niladri Syam, Amit Pazgal	Distribution Channel in the Presence of Posted Prices Xiao Huang, Greys Sosic The Optimal Online Common Agency Strategy in the Presence of In-store Display Advertising Hao-An Hung, I-Huei Wu Slotting Allowance and Marketing		Managerial Myopia and Real Activity Mis-Management: Consequences for Marketing and Firm Performance Chair: Natalie Mizik Co-chair: Anindita Chakravarty Performance Benchmarks as Drivers of Marketing: The Role of Analyst Forecasts Anindita Chakravarty, Rajdeep Grewal Dynamics of Marketing Effort Valuation: High-Frequency Stock Market Data Analysis Isaac Dinner, Natalie Mizik, Don Lehmann Changing the Rules of the Game: The Impact on Firm Value of Adopting an Aggressive Marketing Strategy Following Equity Offerings Didem Kurt, John Hulland Customer Satisfaction and the CEO's
Chair: Niladri Syam A Model of the "It" Products in Fashion Kangkang Wang, Dmitri Kuksov Would "False" Promotions be Profitable? Evidence from Experimental Data Yiting Deng, William Boulding, Richard Staelin Facts and Slant in News Production Yi Zhu, Anthony Dukes, Kenneth Wilbur Production Networks in Co-creation	Chair: Volker Trauzettel Name-your-own-price as a Competitive Distribution Channel in the Presence of Posted Prices Xiao Huang, Greys Sosic The Optimal Online Common Agency Strategy in the Presence of In-store Display Advertising Hao-An Hung, I-Huei Wu Slotting Allowance and Marketing Channel Strategy: An Empirical Analysis Using Quantile Regression Joo Hwan Seo, Ravi Achrol Price-matching and Retailing Strategies	Management Science Chair: Richard Batsell Meet the Editors	Mis-Management: Consequences Marketing and Firm Performan Chair: Natalie Mizik Co-chair: Anindita Chakravarty Performance Benchmarks as Driven Marketing: The Role of Analyst Forece Anindita Chakravarty, Rajdeep Gree Dynamics of Marketing Effort Valuati High-Frequency Stock Market De Analysis Isaac Dinner, Natalie Mizik, Don Lehmann Changing the Rules of the Game: Impact on Firm Value of Adopting Aggressive Marketing Strategy Follow Equity Offerings Didem Kurt, John Hulland

Friday, June 10th, 2011

3.30-5.00 (FD)

FD09 - Founders III

Retailing V: Location Decisions

Chair: Jungki Kim

The Effect of in-Store Travel Distance on Unplanned Purchase with Applications to Shopper Marketing Sam Hui, Yanliu Huang, Jeff Inman,

Sam Hui, Yanliu Huang, Jeff Inman, Jacob Suher

Location Choices of Differentiated Firms: Evidence from Shopping Centers' Entry Decisions Zheng Li, Maria Ana Vitorino

Demand Growth Patterns of Individual Consumers in a Geographically Expanded Retail Market Jungki Kim, Duk Bin Jun, Myoung Hwan Park

FD10 - Founders IV

Survey Research

Chair: Songting Dong

The Impact of Different Scaling Techniques on Dropout Rates in Online Surveys

Petra Wilczyński, Marko Sarstedt

A Machine Learning Approach to Analyzing Multi-attribute Data: the OrdEval Algorithm Sandra Streukens, Koen Vanhoof, Marko Robnik-Sikonja

Voice Analysis for Measuring Consumer Preferences Hye-jin Kim, Min Ding

Estimating Nonresponse Bias in Survey Data Songting Dong, Ujwal Kayande

FD11 - Champions Center I

Sports and Fashion

Chair: Hema Yoganarasimhan

An Empirical Investigation of Sports Sponsorship Yupin Yang, Avi Goldfarb

The Consumption of Live Sporting Events: Satisfaction of Very Important Fans Dennis Ahrholdt, Claudia Höck, Christian Ringle

Testing Firms' Conditional Differentiation Behaviour: Quantitative Evidence in Fashion Advertising Kitty Wang

Identifying the Presence and Cause of Fashion Cycles in the Choice of Given Names Hema Yoganarasimhan

FD12 - Champions Center II Models of Word of Mouth Processes

Chair: Rakesh Niraj

Modeling Promotional Word-of-mouth Backhun Lee, Minhi Hahn

Where Do the Joneses Go on Vacation? Social Comparison and the Weighting of Information Ingmar Nolte, Sandra Nolte, Leif Brandes

Wisdom of the Crowds versus Critics and Market Success over Time in Entertainment Products Rakesh Niraj, Jagdip Singh

FD13 - Champions Center III

Network Effects

Chair: Harikesh Nair

Online Consumer-to-consumer Communication and Marketing Strategy Ganesh Iyer, Zsolt Katona

Identifying High Value Customers in a Network: Individual Characteristics Versus Social Influence Sang-Uk Jung, Qin Zhang, Gary J. Russell

Brand Value and Indirect Network Effects in a Two-sided Platform Yutec Sun

Social Ties and User Generated Content: Evidence from an Online Social Network Harikesh Nair, Reto Hofstetter, Scott Shriver

FD14 - Champions Center VI

Marketing Strategy I: General

Chair: Neil Bendle

Does Market Potential Always Attract New Market Entry? A Contingency View Namwoon Kim, Ge Zhan, Sungwook Min

Repositioning via Abstraction Using Categorical Data Jonathan Lee, Heungsun Hwang

Business is in My Blood: Do Family Firms Outperform Non-family Firms During Economic Recessions? Saim Kashmiri, Vijay Mahajan

Are Your Customers Crazy?

Neil Bendle

FD15 - Champions Center V

CRM VI: Customer Satisfaction

Chair: Jiana-Fu Wang

Modeling Determinants of the Satisfaction-loyalty Relationship: Theoretical and Empirical Evidence Young Han Bae, Gary J. Russell, Lopo Rego

Does the Variance in Customer Satisfaction Matter for Firm Performance? Eun Young Lee, Shijin Yoo, Dong Wook Lee, Sundar Bharadwa

The Impact of Online Railway Ticket Cancellation Policy on Revenue and Customer Satisfaction Jiana-Fu Wang

Saturday, June 11th, 2011 8.30-10.00 (SA)

SA01 – Legends Ballroom I

Conjoint Analysis: Improving the Process

Chair: Dan Horsky

Best-worst Conjoint Analysis as a Remedy for Lexicographic Choosers Joseph White, Keith Chrzan

Using Additional Data Collection and Analysis Steps to Improve the Validity of Online-based Conjoint Sebastian Selka, Daniel Baier

Estimation of Individual Level Multiattribute Utility from Ordinal Paired Preference Comparisons Dan Horsky, Paul Nelson, Sangwoo Shin

SA02 – Legends Ballroom II Twitter and Social Media

Chair: Abishek Borah

Methodology for Codifying Qualitative Twitter Content into Categorical Data Stephen Dann

Gossip: Can It Kill a Giant? Liwu Hsu, Shuba Srinivasan, Susan Fournier

Structural Dynamic Factor Analysis for Quantitative Trendspotting Rex Du, Wagner Kamakura

Is All That Twitters Gold? Market Value of Digital Conversations in Social Media Abishek Borah, Gerard Tellis

SA03 – Legends Ballroom III

Effects of Online Medium on Consumer Behavior

Chair: Jie Zhang

Disentangling the Effects of Online Shopping Decision Time on Website Conversion

Dimitrios Tsekouras, Benedict Dellaert

Clicks to Conversion: The Impact of Product and Price Information Vandana Ramachandran, Siva Viswanathan, Hank Lucas

Retargeting – Investigating the Influence of Personalized Advertising on Online Purchase Behavior

Alexander Bleier, Maik Eisenbeiss

Usage Experience with Decision Aids and Evolution of Online Purchase Behavior Jie Zhang, Savannah Wei Shi

SA04 – Legends Ballroom V Structural Models III

Chair: Andre Bonfrer

An Equilibrium Analysis of Online Social Content-sharing Websites Tony Bao, David Crandall

Uncovering the Dynamics of Product and Process Innovation: An Analysis of Dynamic Discrete Games Xi Chen, John Dong

Market Size, Quality, and Competition in Portuguese Driving Schools David Muir, Maria Ana Vitorino, Katja Seim

Investigating Income Dynamics using the BLP Market Share Model Andre Bonfrer, Anirban Mukherjee

SA05 - Legends Ballroom VI Game Theory IV: Signaling

Chair: Yuanfang Lin

The Green Monoploist Kyung Jin Lim, Sridhar Balasubramanian, Pradeep Bhardwaj

Mass Behavior in a World of Connected Strangers Jurui Zhang, Yong Liu, Yubo Chen

Informational Effect of Soldout Products on Consumer Search Behavior and Product Evaluation Yuanfang Lin, Paul Messinger, Xin Ge

SA06 – Legends Ballroom VII

Channels VI: General

Chair: Joseph Lajos

Impact of Consumer Returns on the Manufacturer's Optimal Returns Policy Thanh Tran, Ramarao Desiraju

The Effects of Asymmetric Interdependence on Asymmetric Conflict - Using Response Surface Analysis Hyang Mi Kim, Jae Wook Kim

Do Channel Roles and the Salesdistribution Relationship Differ Between Countries? Joseph Lajos, Hubert Gatignon, Erin Anderson

SA07 – Founders I

Entertainment Marketing I: Movies

Chair: Tom Fangyun Tan

Demand Lifting through Pre-launch Marketing Activities Shijin Yoo, Tae Ho Song, Janghyuk Lee

Awareness and Preference-based

Consumer Segmentation in Forecasting Movie Box-office Performance Sangkil Moon, Barry Bayus, Youjae Yi, Junhee Kim

Can Star Actors and Directors Reduce the Risk of Box Office Failure? An Analysis of Risk Effects Alexa Burmester, Michel Clement, Steven Wu

An Empirical Study of the Effects of Production Timing Decisions on Movie Financial Performance Tom Fangyun Tan, Kartik Hosanagar, Jehoshua (Josh) Eliashberg

SA08 - Founders II

Continous-Time Marketing

Chair: Olivier Rubel

Life-cycle Channel Coordination Issues in Launching and Innovative Durable Product Xiuli He. Gutierrez J. Gutierrez

An Exact Method for Estimating Structural Continuous-time Models with Discrete-time Data Prasad A. Naik

Advertising Investments under Competitive Clutter Olivier Rubel

Saturday, June 11th, 2011 8.30-10.00 (SA)

SA09 - Founders III

Retailing VI: Auto Industry

Chair: Tae-kyun Kim

Financial Incentives and Adoption of Hybrid Cars

Sriram Venkataraman, Anindya Ghose

Auto Industry Crisis and Firm Outcomes O. Cem Ozturk, Sriram Venkataraman, Pradeep Chintagunta

Variation in Retailer Competition in Durable Goods Markets: An Empirical Study Tae-kyun Kim, S. Siddarth, Jorge Silva-Risso

SA10 - Founders IV

Health Care Marketing I

Chair: Yansong Hu

Future Challenges for eHealth Concept Based on Market Analysis Lenka Jakubuv, Juraj Borovsky

Exploring Relationships among Marketing Effort, Customer's Personality and Hospital Brand Experience Ravi Kumar, Shailendra Singh, Prem Purwar, Satyabhushan Dash

Offering Pharmaceutical Samples: The Role of Physician Learning and Patient Payment Ability Ram Bala, Pradeep Bhardwaj, Yuxin Chen

From Invention to Innovation: Technology Licensing by New Ventures in the Biopharmaceutical Industry Yansong Hu

SA11 - Champions Center I

Social Influence I

Chair: Jose-Domingo Mora

The Silent Signals: Implicit User Generated Content and Implications for Consumer Decision Making Sunil Wattal, Anindya Ghose, Gordon Burtch

A Model of Social Dependence and Intra-group Interaction Youngju Kim, Jaehwan Kim, Neeraj Arora

You May Have Influenced My Next Purchase: Social Influence in Food Purchase Behavior Jayati Sinha, Gary J. Russell, Dhananjay Nayakankuppam

Intra and Cross-household Influences As Predictors of Individual Consumption Jose-Domingo Mora

SA12 - Champions Center II

Online Word of Mouth Research

Chair: Mounir Kehal

Get Something for Nothing: Designing Optimal Free Sampling Strategy for Online Communities Shuojia Guo, Lei Wang, Yao Zhao

The Impact of Online Referrals on Consumer Choice in the Context of Charity Donations Kyuseop Kwak, Luke Greenacre, Valeria Noguti, Alicia Tan

eWom Conducing Text-based Knowledge Diffusion Through the Social Web: An Empirical Study Mounir Kehal

SA13 - Champions Center III

Private Labels I: General

Chair: Murali Mantrala

Implementing Online Store for National Brand when Competing against Private Label

Naoual Amrouche, Ruiliang Yan

Measuring Cross-category Spillover Effects of Private Label Branding in U.S. Supermarket Retailing Sophie Theron, Timothy Richards, Geoffrey Pofahl

What Drives Private-label Margins? Anne ter Braak, Inge Geyskens, Marnik G. Dekimpe

The Dynamic Impact of Increasing Pricegap And Assortment-imitation on Private Label Performance Murali Mantrala, Elina Tang, Srinath Beldona, Shrihari Sridhar, Suman Basuroy

SA14 - Champions Center VI

Marketing Strategy II: Firm Performance

Chair: Soumya Sarkar

Various Strategic Orientations: Theoretical Comparison, Construct Refinement and Empirical Analyses Christian Hoops, Michael Bücker

Effect of Advertising Capital and R&D Capital on Sales Growth, Profit Growth and Market Value Growth Gautham Vadakkepatt, Venkatesh Shankar, Rajan Varadarajan

Influence of Market Orientation on Corporate Brand Performance: Evidences from Indian B2B Firms Soumya Sarkar, Prashant Mishra

SA15 - Champions Center V

CRM VII: Customer Equity

Chair: Anita Basalingappa

The Formation of Impulse Buying: A Perspective on Self-control Failure of Consumer Behavior in CRM Kok Wei Khong, Hui-I Yao

Monetizing UGC: A Hybrid Content Approach Theodoros Evgeniou, Kaifu Zhang, Paddy Padmanabhan, Inyoung Chae

Competitiveness of Customer Relationship Management: Does Profitability Really Matter? Tae Ho Song, Sang Yong Kim

Differential Influences of Market Structures on Cognition and Affect Anita Basalingappa, M. S. Subhas

Anita Basalingappa, M. S. Subh

Saturday, June 11th, 2011 10.30-12.00 (SB)

SB01 - Legends Ballroom I

Advertising: Strategy

Chair: Gangshu Cai

Competing In Hollywood Claudio Panico, Sebastiano Delre

Advertising and Pricing Strategies for Luxury Brands with Social Influence and Brand Maintainance Jin-Hui Zheng, Chun-Hung Chiu, Tsan-Ming Choi

Persuading Consumers With Social Attitudes Daniel Halbheer, Stefan Buehler

Efficacy of Advertising Structures and Cost Sharing Formats in a Competing Channel

Gangshu Cai, Bin Liu, Zhijian (Zj) Pei

SB02 - Legends Ballroom II

Social Networks

Chair: Christian Barrot

Stimulus and Mutual Interaction Stochastic Bass Model Tolga Akcura, Kemal Altinkemer

Assessing Value in Product Networks Barak Libai, Eyal Carmi, Ohad Yassin, Gal Oestreicher

Consumers as Active Participants in Viral Marketing Campaigns – Analyzing Forwarding Behavior Christian Pescher, Martin Spann, Philipp Reichhart

An Empirical Comparison of Seeding Strategies for Viral Marketing Christian Barrot

SB03 - Legends Ballroom III

Online Consumer Behavior

Chair: Donna L. Hoffman

Post-consumption Satisfaction with Movies: A Multivariate Poisson Analysis of Online Ratings Ruijiao Guo, Purushottam Papatla

The Role of Trust in the Firm-hosted Virtual Community in Purchase Intentions Formationt Illaria Dalla Pozz

Modeling Unobserved Drop-out Rate to Optimize e-Panelist Lifetime Value Arnaud De Bruyn

Why People Use Social Media: How Motivations Influence Goal Pursuit Donna L. Hoffmann

SB04 - Legends Ballroom V

Product Management: General

Chair: Yeong Seon Kang

Voice Banking: An Exploratory Study of the Access to Banking Services using Natural Speech Mauro Arancibia, Claudio Villar, Jorge Marshall, Natalia Arancibia, Sergio Meza

R&D Spillover and Product Differentiation in Fully Covered Market Xin Wang, Yuying Xie

Downsizing or Price Competition Responding to Increasing Input Cost Yeong Seon Kang

SB05 – Legends Ballroom VI Game Theory V: General

Chair: Ruhai Wu

Within-firm and Across-firm Search: The Impact on Firms' Product Lines and Prices

Anthony Dukes, Lin Liu

Bounded Rationality in Dynamic Games: Insights into Strategy Optimization Amid Player Uncertainty Jennifer Cutler

Firm Strategies in the "Mid Tail" of Platform-based Retailing Baojun Jiang, Kinshuk Jerath, Kannan Srinivasan

Repeated Consumption Pattern under Different Pricing Schemes Ruhai Wu, Suman Basuroy

SB06 - Legends Ballroom VII

Improving Efficiency in Marketing Negotiations

Chair: Ralf Wagner

Measuring Efficiency of Negotiated Exhanges: An Evaluation, Refinement and Extension P.V. (Sundar) Balakrishnan, Charles Patton, Robert Wilken

Benefits of Mediating Lawyers in Negotiations Olivier Mesly

The Role of Intuition and Deliveration in Negotiations

Katrin Bloch, Ralf Wagner

The Role of Team Composition in Cross-cultural Business Negotiations

Cross-cultural Business Negotiation: Robert Wilken, Frank Jacob, Nathalie Prime

Facing Bargaining Power Ralf Wagner, Katrin Bloch

SB07 – Founders I

Entertainment Marketing II

Chair: Erik Bushey

The Impact of Product Placement on Ad Avoidance Natasha Foutz, David Schweidel, Robin Tanner

The Advertising Role of Professional Critics in the Book Industry Michel Clement, Marco Caliendo

US Holidays in Non-US Markets: Moderating Role of Movie Nationality in Demand Fluctuation

Joonhyuk Yang, Wonjoon Kim

Modeling Head-to-head Competition and Quality Decisions in Television Program Scheduling

Erik Bushey, Udatta Palekar

SB08 – Founders II Privacy and Marketing

Chair: Catherine Tucker

The Impact of Relative Standards on the Propensity to Disclose Alessandro Acquisti, Leslie John, George Loewenstein

Privacy as Resistance to Segmentation Luc Wathieu

Misplaced Confidences: Privacy and the Control Paradox Laura Brandimarte, Alessandro Acquisti, George Loewenstein

Social Networks, Personalized Advertising, and Privacy Controls Catherine Tucker

Saturday, June 11th, 2011 10.30-12.00 (SB)

SB09 – Founders III	SB10 – Founders IV	SB11 – Champions Center I	SB12 – Champions Center II
International Marketing I: General/Emerging Markets	Health Care Marketing II	Social Influence II	Privacy and Marketing
Chair: Sameer Mathur Global Expansion To vs. From Emerging Markets: An Empirical Study of Crossborder M & A's Completion Chenxi Zhou, Qi Wang, Jinhong Xie Going Global: Why Some Firms from Emerging Markets Internationalize More than Others Sourindra Banerjee, Rajesh Chandy, Jaideep Prabhu Multinational Strategic Alliance Models between Taiwan and China Shih-Wei Huang, Wun-Hwa Chen, Ai-Hsuan Chiang Quantity Discounts in Emerging Markets Sameer Mathur, Kannan Srinivasan, Preyas Desai	Chair: Jaap Wieringa Product Bundling in Patent-protected Markets Eelco Kappe, Stefan Stremersch How Generic Drugs Affect Brands Before and After Entry Jaap Wieringa, Peter Leeflang, Ernst Osinga How, When and to Whom Should Pharmaceutical Innovations be Promoted? Katrin Reber, Peter Leeflang, Philip Stern, Jaap Wieringa	Chair: Duraipandian Israel Co-creation of Social Value in an Online Brand Community Kwok Ho Poon, Leslie S.C. Yip What is There to 'Like' About Facebook? K N Rajendran, Steven B Corbin, Ciara Pearce, Matthew Bunker Too Much or Not Enough - How the Degree of Interpersonal Similarity Forces Compliance with Requests Johannes Hattula, Sven Reinecke, Stefan Hattula User Personality, Perceived Benefits and Usage Intensity of Social Networking Sites: An Indian Study Duraipandian Israel, Debasis Pradhan	Chair: Catherine Tucker The Impact of Relative Standards on th Propensity to Disclose Alessandro Acquisti, Leslie John, George Loewenstein Privacy as Resistance to Segmentatio Luc Wathieu Misplaced Confidences: Privacy and th Control Paradox Laura Brandimarte, Alessandro Acquist George Loewenstein Social Networks, Personalized Advertising, and Privacy Controls Catherine Tucker
SB13 – Champions Center III Private Labels II: Effect on the Distribution Channel Chair: Alexei Alexandrov Retailer Brand: To Keep it Private or Not? Yunchuan Liu, Liwen Chen, Steve Gilbert Retailer Brand Introduction with Consumer Evaluation Ying Xiao, Yunchuan Liu Market Expansion Effort in a Common Retailer Channel with Asymmetric Manufacturers Serdar Sayman, Gangshu Cai Effects of Manufacturers' Advertising on Volumes, Retail Margins, and Retail Profits Alexei Alexandrov	SB14 – Champions Center VI Marketing Strategy III: General Chair: Nipun Agarwal To Research or to Execute? Analysis of the Drivers of Marketing Performances Chiara Saibene, Fabio Ancarani Recall Now or Recall Later: Investigating Drivers of a Firm's Decision to Delay a Recall Meike Eilert, Kartik Kalaignanam, Satish Jayachandran Virtual Events: An Emerging Tactic that Complements the World of Experience Marketing Nipun Agarwal	SB15 – Champions Center V CRM VIII: Customer Lifetime Value Chair: Peter Pal Zubcsek Churn Prediction using Bayesian Ensemble in Telecommunications Market Jaewook Lee, Namhyong Kim Improved Churn Prediction With More Effective Use of Customer Data Özden Gür Ali, Umut Ariturk, Hamdi Ozcelik Information Communities: The Network Structure of Communication Peter Pal Zubcsek, Imran Chowdhury, Zsolt Katona	

Saturday, June 11th, 2011 1.30-3.00 (SC)

		1.00-0.00 (00)	
SC01 – Legends Ballroom I	SC02 – Legends Ballroom II	SC03 – Legends Ballroom III	SC04 – Legends Ballroom V
Advertising And Two Sided Markets	Auctions and Pricing	Meet the Editor: Journal of Service Research	Unique Topics 2
Chair: Kaifu Zhang The Impact of Advertising on Media Bias Tansev Geylani, T. Pinar Yildirim, Esther Gal-Or Matching Markets for Contextual Advertising: The Tao of Taobao and the Sense of AdSense Chunhua Wu, Kaifu Zhang, Tat Y. Chan Is Online Content Worth Paying For?: A Two-sided Market Approach Jinsuh Lee, Manohar Kalwani Contextual Advertising Kaifu Zhang, Zsolt Katona	Chair: Woochoel Shin Lemony Prices: An Online Field Experiment on Price Dispersion Zemin Zhong, David Ong Two-dimensional Auctions for Sponsored Search Amin Sayedi, Kinshuk Jerath Does Higher Transparency Lead to More Search in Online Auctions? Peter T. L. Popkowski Leszczyc, Ernan Haruvy First-page Bid Estimates and Keyword Search Advertising: A Strategic Analysis Woochoel Shin, Preyas Desai, Wilfred Amaldoss	Chair: Richard Batsell Meet the Editors	Chair: Nithya Rajamani Role of Government in Marketing Sustainable Development: An Exploratory Investigation V. Mukunda Das, Saji K B Linkages between Infrastructure and Consumption Demand in Emerging Markets Puja Agarwal Poverty (Tenure) Track Daniel Shapira, Eran Manes The Nature of Informal Garments Markets: An Empirical Examination in Emerging Economy Prashant Mishra, Gopal Das
SC05 – Legends Ballroom VI	SC06 – Legends Ballroom VII	SC07 – Founders I	SC08 – Founders II
No Session	Consumer Preferences	Entertainment Marketing III	No Session
	Chair: Doug Walker Awareness and Ability to Express Preferences and its Impact on the Establishment of Causal Relations Rubén Huertas-García, Paloma Miravitlles-Matamor, Esther Hormiga, Jorge Lengler A Bayesian Approach to Estimating Demand for Product Characteristics: An Application to Coffee Purchase in Boston Margil Funtanilla, Benaissa Chidmi An Anti-ideal Approximation of the Mixed Logit Model Robert Bordley Can CRM Create Goal Incongruence Among Salespeople and their Firms? An Agency Theory Perspective Doug Walker, Eli Jones, Keith Richards	Chair: Dominik Papies Co:Chair: Sohyoun Shin Influence of Film Adaptation on Motion Picture Performance: Experiences on SF Films in Hollywood Sunghan Ryu, Young-Gul Kim, Jae Kyu Lee Buy-now Prices at Entertainment Shopping Auctions Jochen Reiner, Martin Natter, Bernd Skiera Testing Strategies in Hollywood: A Duopolistic Game vs. an Agent Based Model Sebastiano Delre, Claudio Panico An Experimental Analysis of Price Elasticities for Music Downloads Dominik Papies, Martin Spann, Michel Clement	

Saturday, June 11th, 2011 1.30-3.00 (SC)

1.55-5.55 (55)			
SC09 – Founders III	SC10 - Founders IV	SC11 – Champions Center I	SC12 – Champions Center II
International Marketing II	No Session	No Session	No Session
Chair: Fareena Sultan			
Beyond Globalization: Effectiveness of Technology Strategies of Foreign Firms in China Bennett C. K. Yim, Caleb Tse, Eden Yin			
National Influencers on Adoption And Usage of Online Auction Websites: New Zealand, Germany & Korea Tony Garrett, Jong-Ho Lee, Stefan Bodenberg			
Unraveling the Internationalization- profitability Paradox Joseph Johnson, Debanjan Mitra, Eden Yin			
Consumers Un-tethered: A Three-market Study of Consumer Acceptance of Mobile Marketing Fareena Sultan, Andrew J. Rohm, Tao (Tony) Gao, Margherita Pagani			
SC13 – Champions Center III	SC14 - Champions Center VI	SC15 – Champions Center V	
Private Labels III: Effect on Market Shares	Marketing Strategy IV: Firm Performance	No Session	
Chair: Hyeong-Tak Lee	Chair: Sohyoun Shin		
The Long Term Impact of a Recession on Brand Shares Satheeshkumar Seenivasan, Debabrata Talukdar, K. Sudhir	Drivers of International Growth: Analysis of U.S. Franchisors' International Growth Strategies Bart Devoldere, Venkatesh Shankar		
The Introduction of a Store Brand in a High-quality Market Segment: Analysis of a Natural Experiment Elena Castellari, Rui Huang	Analyzing the Dynamics of Satisfaction, Recommendation and Customer Acquisition Henning Kreis, Till Dannewald		
Investigation of Determinants of Private Label Success in an Integrated Framework Hyeong-Tak Lee, Thomas Gruca	Exploring the Components of Marketing Process Capability & Confirming Its Relationship w/Performance Sohyoun Shin		

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)

Co-Chairs: Dmitri Kuksov and Kannan Srinivasan

Program

(All presentations are in Room F320)

Monday, July 11th, 2011

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

Tuesday, July 12th

9:00-9:05am *Welcome*

9:05-10:25am

"Does Reducing Spatial Differentiation Increase Product Differentiation? Effects of Zoning on Retail Entry and Format Variety"

Sumon Datta (Purdue University) and K. Sudhir (Yale University)

Discussant: Wes Hartmann (Stanford University)

10:40-12:00pm

"Seeking an Aggressive Competitor: How Product Line Expansion Can Increase All Firms' Profits" Raphael Thomadsen (UCLA)

Discussant: Sridhar Moorthy (University of Toronto)

1:30-2:50pm

"Targeting Political Advertising on Television"

Mitchell Lovett (University of Rochester) and Michael Peress (University of Rochester)

Discussant: Jean-Pierre Dubé (University of Chicago)

3:00-4:20pm

"Strategic Consumer Competition between Heavy and Light Users" Steven Shugan (University of Florida)

Discussant: Tony Cui (University of Minnesota)

Wednesday, July 13th

9:00-10:20am

"The Value of Low Value Customers"

Lipondor Subramanian (University of Tayon, Dallag

Upender Subramanian (University of Texas, Dallas), Jagmohan S. Raju (University of Pennsylvania) and Z. John Zhang (University of Pennsylvania)

Discussant: Jeff Shulman (University of Washington)

10:40-12:00pm

"Media, Aggregators and the Link Economy: Strategic Hyperlink Formation in Content Networks" Chrysanthos Dellarocas (Boston University), Zsolt Katona (University of California, Berkeley) and William Rand (University of Maryland)

Discussant: Anthony Dukes (University of Southern California)

1:30-2:50pm

"Retargeting, Dynamic Retargeting and Online Consumer Behavior"
Anja Lambrecht (London Business School) and Catherine Tucker (MIT)

Discussant: Brett Gordon (Columbia University)

3:00-4:20pm

"Economic Value of Celebrity Endorsement: Tiger Woods' Impact on Sales of Nike Golf Balls" Kevin Y.C. Chung (Carnegie-Mellon University), Timothy Derdenger (Carnegie-Mellon University) and Kannan Srinivasan (Carnegie-Mellon University)

Discussant: Nitin Mehta (University of Toronto)

Thursday, July 14th

9:00-10:20am

"Numbers Turn Into Power: Sequential vs. Simultaneous Group Buying Mechanisms" Ming Hu (University of Toronto), Mengze Shi (University of Toronto) and Jiahua Wu (University of Toronto)

Discussant: Jerath Kinshuk (Carnegie-Mellon University)

10:40-12:00pm

"Identifying the Presence and Cause of Fashion Cycles in the Choice of Given Names" Hema Yoganarasimhan (University of California, Davis)

Discussant: Matthew Selove (University of Southern California)

1:30-2:50pm

"Repositioning Dynamics and Pricing Strategy"

Paul B. Ellickson (University of Rochester), Sanjog Misra (University of Rochester) and Harikesh S. Nair (Stanford University)

Discussant: Vineet Kumar (Harvard University)

3:00-4:20pm

"National Label's Response to Store Brands: Throw in the Towel or Fight Back?"
Sherif Nasser (Washington University, St. Louis), Danko Turcic (Washington University, St. Louis) and Chakravarthi Narasimhan (Washington University, St. Louis)

Discussant: Nanda Kumar (University of Texas, Dallas)

7:00pm

Conference Dinner - Claremont Hotel

Keynote Speaker: Preyas Desai (Duke University)

Friday, July 15th

9:00-10:20am

"How is the Mobile Internet Different? Search Costs and Local Activities"
Anindya Ghose (New York University), Avi Goldfarb (University of Toronto) and Sang-Pil Han (New York University)

Discussant: Raghuram Iyengar (University of Pennsylvania)

10:40-12:00pm

"There's no "I" in "Team": Measuring Individual Contributions to Team Outcomes" Xinlei (Jack) Chen (University of British Columbia), Yuxin Chen (Northwestern University) and Kenneth C. Wilbur (Duke University)

Discussant: Sridhar Narayanan (Stanford University)

1:30-2:50pm

"Asymmetric Demand Effects and Cost Pass-Through"

Alexei Alexandrov (University of Rochester) and Ozlem Bedre-Defoliey (European School of Management and Technology)

Discussant: Ram Rao (University of Texas, Dallas)

3:00-4:20pm

"Demarketing"

Jeanine Miklos-Thal (University of Rochester) and Juanjuan Zhang (MIT)

Discussant: Anne Coughlan (Northwestern University)

4:30pm Drinks at the Faculty Club





SICS 2011 co-chairs Dmitri Kuskov and Kannan Srinivasan

CALLS FOR SUBMISSION

QME Conference September 23-24

Submission Deadline: June 1, 2011

ISMS 2011 Doctoral Dissertation Proposal Competition

Submission Deadline: June 30, 2011

IJRM Special Issue on Consumer Identities

Submission Deadline: June 30, 2011

The 2011-12 Gary L. Lilien ISMS-MSI Practice Prize Competition

Submission Deadline: July 1, 2011

IJRM Special Issue on Emerging Markets

Submission Deadline: July 1, 2011

"Ideas" Challenge in Celebration of MSI's 50th Anniversary

Submission Deadline: August 1, 2011

Journal of Product Innovation Management Special Issue on Innovation in the Global Automotive Industry

Submission Deadline: August 5, 2011

Journal of Service Research Special Issue on IT-Related Services: A Multidisciplinary Perspective

Submission Deadline: February 1, 2012

THE 2011-12 GARY L.LILIEN ISMS-MSI PRACTICE PRIZE COMPETITION

The INFORMS Society for Marketing Science and the Marketing Science Institute solicit entries for the 2011-12 Practice Prize Competition, the culmination of which will take place at the:

2011-12 Marketing Science Practice Conference at the University of Maryland, Washington, D.C.. Campus, December 9-10, 2011

Goal: The goal of the Gary L. Lilien Practice Prize is to highlight and celebrate outstanding marketing science work that has had significant organizational impact.

Prize Committee: The Prize Committee will be cochaired by Russ Winer (NYU) and John Deighton (Harvard). Other members of the committee include Tim Bohling (IBM), Kelly Hewett (Bank of America), P.K. Kannan (Maryland), Manfred Kraft (Muenster), Preyas Desai (Editor-in-chief, Marketing Science – Duke) and Scott Neslin (ISMS President – Dartmouth).

Eligibility: The Practice Prize is awarded for outstanding implementation of marketing science concepts and methods. The methods used must be innovative, sound, and appropriate to the problem and organization, and the work should have had significant, verifiable, and preferably quantitative impact on the performance of the client organization. Historically, two types of entries have been recognized: (1) a history of successful applications across time and/or organizations and (2) a single, impactful application. For the latter type of entry, the work should normally be completed within the five-year period prior to the year of the competition.

All the work done between December 2006 and December 2011 will be eligible to enter the competition. Prior publication of the work does not disqualify it. Anyone is eligible to enter except members of the judging committee.

Entry and Details: Entrants must submit...

- a 500-1000 word Abstract of the work, and
- An Impact Statement, a supplementary summary of what was accomplished and its organizational impact in enough detail (normally 500-1000 words) to judge the appropriateness of the work for the competition.
- Supplementary technical material of up to 20 pages that provides sufficient technical detail to

permit the Prize Committee to judge the technical merit of the work.

Up to four competition finalists will be selected from amongst the entries.

Finalists must agree to submit a paper of Marketing Science quality. That paper will go through a Marketing Science review process with Russ Winer acting as the Prize Competition Area Editor or the Editor-in-Chief. (The first round of that process will be completed in advance of the competition and will be input to the Prize Selection Committee.)

Finalists will present their work at a special session at the 2011-12 ISMS-MSI Marketing Science Practice Conference and the judging will take place immediately thereafter. The winner (or, in unusual circumstances, winners) will be announced at the ceremony (dinner event) awards at Conference. The delivery of the award requires the entry to satisfy the requirements for the competition, including a preliminary review by the Prize Committee that the paper appears likely to meet the publication standards of Marketing Science. At the end of the competition, each of the finalists' papers will undergo a further review process with Russ Winer acting as the AE or the EIC before it is accepted for publication as a refereed article in Marketing Science.

Examples: To review video clips of past finalists and winners, see

http://techtv.mit.edu/collections/isms Published articles can be found in Marketing Science (24-3,

2005 and 23-2, 2004) and several other issues of the journal.

Please direct questions about the process or eligibility to Gary L Lilien (glilien@psu.edu).

New ISMS Web Forum

Want to post a message online or want to start a new online forum on a particular topic? Go to: http://www.informs.org/Community/ISMS/ISMS-Forum. Each ISMS member can post messages or start their own forum, just log on with your membership id and password.

What is the objective of the ISMS forum? It provides a way for members to communicate with other members. For example, you can start a discussion about a specific marketing topic or research paper, or to announce job openings. I just created a forum for faculty positions in marketing, which will be a great way to promote any jobs for marketing faculty.

There is already one listing for a visiting faculty potion at The Olin Business School at Washington University in St. Louis for Spring 2012. For more details see the forum or https://jobs.wustl.edu.

Each University can post their own job openings, and for job candidates there is a setting where you will be notified of any new postings to the "faculty positions in marketing" forum.

QME CONFERENCE

Papers are invited for the ninth QME conference to be held at University of Rochester, William E. Simon Graduate School of Business, on Friday, September 23 – Saturday, September 24, 2011. 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 Sanjog Misra (Rochester), Yuxin Chen (Northwestern), Wes Hartmann (Stanford), Günter Hitsch (Chicago), Dmitri Kuksov (Washington U.), Carl Mela (Duke), and K. Sudhir (Yale).

Submit papers (.pdf) for review to: Sanjog Misra

sanjog.misra@simon.rochester.edu

INFORMS Society for Marketing Science

E-Mail Directory

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

INFORMS Membership Directory

A copy of INFORMS membership directory is posted at http://www.informs.org/Membership/Member-Directory

INFORMS Society for Marketing Science Website

http://marketing.society.informs.org

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