

*Spring 2013*

## ISMS Newsletter

**Volume 43. No.1-2**

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# SOCIETY FOR MARKETING SCIENCE NEWSLETTER

Özyeğin University, Department of Marketing, is honored to welcome you to the

35th ISMS Marketing Science Conference July 11 - 13, 2013

—ÖZYEĞİN—  
—UNIVERSITY—



## [The Editor's Note]

Everyone is looking forward to an exceptional Marketing Science Conference in Istanbul, and co-organizers T. Erdem, E. Erkut and K. Pauwels give us a very warm welcome through a long interview and introductory message. As customary, we publish the program of the conference, to ease your planning across no less than 14 parallel sessions.

Please refer to the Contents list and the remaining pages to navigate through our articles on exciting initiatives, awards, conferences, a new journal, and... Turkish Coffee (BTW, to understand our cover, check the end of the article p. 7).



I was delighted to be re-elected as Newsletter Editor, but I would like to increase the frequency of publication.

I believe that the winning formula is to elaborate on events and initiatives taking place in our community, instead of merely announcing them (which is most effectively done through our email newsletter). Therefore, I appreciate any dynamic interaction with conference organizers and other leaders of our community. Thanks Koen Pauwels and the OzU team, and thanks to all the other contributors to this issue!

Luc Wathieu  
Editor

Send me your ideas at [lw324@georgetown.edu](mailto:lw324@georgetown.edu)

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## ISMS Board Elections

The following officers of ISMS have been elected and they will start in their official position on Jan 1, 2013.

Treasurer – S. Siddarth

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VP of External Relations – Gerry Tellis

VP of Meetings – Fred Feinberg

VP of Newsletters – Luc Wathieu



Clockwise from top left: S. Siddarth, K. Sudhir, F. Feinberg, G. Tellis

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## Welcome to Istanbul!

An Exclusive Interview with Koen Pauwels, Raoul Kübler, Steven Seggie, and colleagues from Ozyegin University.



Koen Pauwels

***Tell us what's most exciting about this year's Marketing Science Conference in Istanbul?***

The conference is hosting more than 800 marketing researchers from more than 20 countries. As usual, the Marketing Science Conference presentations offer a

rigorous and relevant stance on the future of marketing science and practice. However, unlike previous conferences, Marketing Science in Istanbul will also allow participants to have a look into the past of marketing. People have been trading, bargaining, and marketing goods here on the shores of the Bosphorus for more than 2,600 years. Byzantium, Constantinople, and Istanbul have all seen a colorful mix of people and cultures doing their business in this unique city built across continents. Eastern and oriental innovations made their way across the Bosphorus to Europe through Istanbul. Ottoman emperors brought tulips, coffee, and other delights, to the western world. Istanbul traders always understood how to please and convince their clients and how to compete to increase sales and market share. Unlike its competitors, Ozyegin University perfectly captures this spirit. OzU professors introduce more than 3,000 students from more than 30 countries to the latest developments in business research. Challenged by the entrepreneurial spirit and diverse cultural backgrounds of their students, OzU faculty

members never cease to discover new sights on international marketing. Thanks to this spirit the OzU team will be able to host an unforgettable conference, that does not only take place between continents, but will also allow participants to discover completely new worlds.

***Could you identify any interesting trends in the contents and methods of the submissions to the conference? Any pattern regarding the origin and style of submissions?***

Beyond the typical mix of worldwide researchers currently living in mature markets, this year's edition hosts many first-time participants from emerging markets in Asia and Africa. Moreover, four special sessions and two regular sessions focus on emerging markets, including sessions devoted to India and China. I am also excited about the panel session discussing "Modeling the Behavior of Decision Makers" with professors Rosanna Garcia, Tulin Erdem, Peter Fader, Eitan Muller and Martijn de Jong. Also trending upwards in submissions are (open) innovation, interactive and social media marketing and the marketing-finance interface.

***What should we know about the organizing team?***

Passionate experts in marketing science and practice are welcome wherever they come from at OzU. As a result, our growing marketing department boasts researchers from all subdisciplines and from countries such as Scotland (Steven Seggie), Belgium (Koen Pauwels), Pakistan and the U.S. (Romana Khan), Germany (Raoul Kuebler), and Turkey (Tolga Akcura, Sinem Atakan, Esra Genturk and Bige Saatcioglu). We have worked hard to provide our guests with an unforgettable conference: unique destination, debate-friendly environments, great cuisine, and a splendid view on one of the oldest cities in the world. That is the concept for Marketing Science Istanbul.

***Tell us a bit about Ozyegin University and why you have moved there. What is the marketing department like? What are you trying to achieve as a group?***

**Raoul V. Kübler.** after graduating from Kiel University I decided to join this unique and international team of great researchers and colleagues. It was an easy decision, thanks to the unique and supportive spirit and research atmosphere in the department and the whole business school. Ozu's start up ambience, flat hierarchy, and the possibility to shape –even in a small way- the future of this great place, are amazing features and confirm my decision every day. This, and the many discoveries Istanbul provides, make my travel to the land of OzU a story from the Thousand and One Nights.



**Steven Seggie:** I decided to move to OzU for a few different reasons. First, the international make of the group and the focus on doing research with practical implications was very attractive. Second, the idea of joining a start-up and having the opportunity to get involved and make a difference in shaping an institution was also very attractive to me. Third, Turkey is a very dynamic environment for business and as one of the up and coming developing markets, it is a really exciting place to be at the present time.



**Koen Pauwels:** “Never a boring day” should be the motto of Istanbul and OzU. I moved to Turkey because of the amazing opportunity at a start-up university in an emerging market. Planning new programs, researching new phenomena and building the marketing department are academic pleasures. Managers in Turkey are keenly aware of the need for marketing and building an

international brand for their products that often offer the best worldwide value-for-money. Students are very interested in marketing as well: a majority choose marketing as their main orientation. Our aim is to produce the best research, implement it in practice and share it with the best PhD, (executive) MBA and undergraduate students. This fits perfectly with OzU's “rigor + relevance” focus and international interactions across disciplines. Currently 8 experts strong, our marketing department includes specialists in empirical modeling, game theory, consumer behavior, interpretive research, and marketing strategy. We are adding 1-2 ‘best athletes’ among high quality applications in each of the coming years. Our PhD program currently has 2 third-year students (Ceren Demirci and Ela Ari) and 2 first-year students (Basar Ozcan and Burcu Sezen) who also volunteered to help conference participants.

***What has been the most pleasurable aspect of preparing this conference?***

The huge support Marketing Science Istanbul has received in the OzU family. Not only the marketing department, but also many other groups have provided help and ideas to make this conference an unforgettable event for all participants. From the rector down to our many student associations, support and help never ended. Following the unique team spirit of Ozu, everyone tried to ensure that participants will feel the typical Turkish hospitality and the great warm welcome OzU provides for its guest.

***What keeps you awake at night?***

That people once they adapt to the sun, the raki, and the city, won't leave because they like it too much!

Beside this we really regret that visitor will not have the opportunity to visit our new campus outside of the city in Cekmeköy on the Asian side of Istanbul. Being the first green campus in Turkey, it expresses many important OzU values: future-



orientation, passion, independence, sustainability, and rigor. But we are glad that the participants of the doctoral consortium will have the opportunity to experience the campus. As a special highlight the participants of the consortium will enjoy a high-class menu in our “Atelier Bleu” restaurant that is operated by our own hospitality management students.

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

Catch up with our OzU spirit and enjoy life with all of its surprises. We aim for you to be comfortable here: work intensively, discuss with passion and discover great new research. And then use the same passion in your free time to discover the Istanbul and the Turkish way of life.

***How should marketing scientists prepare themselves for the weather and effervescence of Istanbul?***

Istanbul in the summer is a pleasure. Life happens mostly outdoors. Many cafés and Turkish restaurants will offer the opportunity to meet and gather right in the streets, chatting and enjoying



the delightful Turkish cuisine. Please read up on major historical and current Turkish attractions and on the food and drink must-have

specialities. We include a teaser on Turkish coffee at the end of this article.

Summer weather is warm, but the closeness to the sea ensures an agreeable breeze. Participants are advised to bring comfortable walking shoes as there is so much to see within walking distance of the conference hotel.

***Tell us a little bit about yourself, your work and the work of some of your colleagues***

***Raoul V. Kübler:*** My research focuses on corporate communication. My dissertation dealt with crises communication, but my more recent work deals with innovation and international marketing. Together with Koen Pauwels, I am currently working on a project that explains differences in marketing sensitivity between countries based on country-specific circumstances such as culture, infrastructure and welfare. This research was inspired by my experiences with a completely new culture for me here in Turkey and will help managers to better adapt their marketing efforts to the local context.

***Steven H. Seggie:*** Most of my work is based on marketing channels and in particular the relationship between buyers and suppliers, framing of contracts, and opportunistic behaviors in the channel. In addition I have done some work on scientometrics in marketing and also on new product development. I also do some applied work in the areas of market entry, channel performance and channel design.

***Specialities of other researchers include:***

***Tolga Akcura*** (PhD from Carnegie Mellon, previously at Purdue): game theory  
His substantive interests include database marketing, pharmaceutical marketing and expert services, the impact of information technology on marketing, learning behavior of consumers and structural choice models, brand equity and its dynamic structure, and competitive strategies behind pricing, brand equity, and private labels.

***Sinem Atakan*** (PhD from University of Michigan): consumer behavior  
Her substantive interests include self-concept, emotions, culture and the effects of self-production.

**Esra Gencturk** (PhD from Minnesota, vice rector at OzU): marketing strategy

Her substantive interests include management of intra- and inter-organizational marketing exchanges, as well as information and knowledge flows; foreign market entry and penetration strategies, global marketing strategy formulation and implementation; research design, and measurement consideration

**Romana Khan** (PhD from Northwestern, previously at UT Austin): choice modeling

Her substantive interests include pricing and price discrimination, customization, public policy, retailing, and empirical industrial organization.

**Koen Pauwels** (PhD from UCLA, previously at Tuck Dartmouth): econometric and time series modeling

His substantive interests include long-term performance effects of product innovation, price changes, adding distribution channels and advertising campaigns, and resource allocation among offline and online marketing.

**Bigge Saatcioglu** (PhD Virginia Tech, previously at HEC Paris): interpretive paradigms

Her substantive interests include transformative and critical research and consumer culture theory.

### ***Is the level of registration to the Conference as strong as expected?***

We were first afraid that a more unusual destination like Istanbul would prevent people from submitting. However we were surprised by the vast amount of interest and papers we received. According to INFORMS we have received a number of papers similar to previous conferences. However, we are very pleased to announce that we have one of the highest attendance and registration rates among the recent Marketing Science conferences.

### ***Any other highlight of the conference?***

Turkey has a unique sense for combining pleasure with the work. To allow you to fully integrate into Turkish culture we organized an extra event right after the conference on Saturday evening: a night-cruise on the Bosphorus. Enjoy finest Turkish food, an astonishing view on the hot spots of this immense metropolis, and reflect together with your colleagues from all over the world about the past conference. We are sure that the moment we will dock again you will have fully understood the meaning of the Turkish saying "Kolay Gelsin".

### **Turkish coffee (Türk Kahvesi)**



*Turkish coffee is not only a drink but also a ritual. Since it has been introduced to the western world by Turks in 16th century it is known as Turkish coffee, although coffee is not grown in Turkey.*

*Turkish coffee drunk after meals and/or especially as "morning coffee" by housewives at 11 o'clock (but definitely not at breakfast) is served in small porcelain cups resembling espresso cups. It is traditionally prepared in a small copper pot called cezve. It is made by mixing an extremely finely ground coffee with water and sugar. They are all heated together at the same time and when the liquid boils coffee, Kahve is ready to be served.*

*According to your taste, you should let the hostess/waiter know in advance how much sugar you*

want in it: coffee is served as sade (without sugar), az Şekerli (a little sugar), orta (medium sugar) and Şekerli (sweet). While drinking you should leave the coffee grounds at the bottom of the cup, so sip the coffee lightly. Don't forget all festive meals always end with a cup of Turkish coffee.

Thin porcelain coffee cups add pleasure to the taste of your coffee. One of the sayings "A cup of coffee commits one to forty years of friendship." shows how much it is liked among Turks.

By the way - perhaps you will find someone who will read your future from the coffee grounds. This is very popular here in Turkey and sometimes you may be surprised by the things told by somebody who has no info about you. "Don't believe fortune telling but don't be left without fortune telling." is one of the favorite statements!!!

From: <http://www.mymerhaba.com/Turkish-Coffee-in-Turkey-2394.html>



## FINALISTS of the ISMS Long Term Impact Award

**Elberse A., Eliashberg J.**, "Demand and Supply Dynamics for Sequentially Released Products in International Markets: The Case of Motion Pictures", Marketing Science 2003, Volume 22, Summer, Pages 329-354.

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

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

**Van den Bulte C., Stremersch S.**, "Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test ", Marketing Science 2004, Volume 23, Fall, Pages 530-544.

**Moorthy S. ,** "A General Theory of Pass-Through in Channels with Category Management and Retail Competition", Marketing Science 2005, Volume 24, Winter, Pages 110-122.

**Günter J. Hitsch**, "An Empirical Model of Optimal Dynamic Product Launch and Exit Under Demand Uncertainty", Marketing Science 2006, Volume 25, Jan-Feb, Pages 25-50.

**Dina Mayzlin**, "Promotional Chat on the Internet", Marketing Science 2006, Volume 25, Mar-Apr, Pages 155-163.

**Gilbride T., Allenby G. ,** "A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules", Marketing Science 2004, Volume 23, Summer, Pages 391-406.

**Cabral, Luis, and J. Miguel Villas- Boas**, "Bertrand Supertraps", Management Science Eligible Articles 2005, Volume 51, Apr., Pages 599-613.

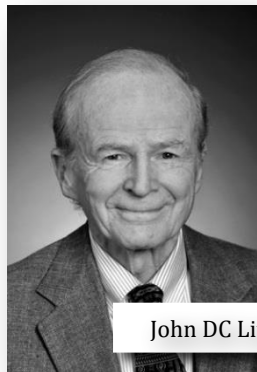
**Olivier Toubia**, "Idea Generation, Creativity, and Incentives", Marketing Science 2006, Volume 25, Sep-Oct, Pages 411-425.

**Acquisti A., Varian H.**, "Conditioning Prices on Purchase History", *Marketing Science* 2005, Volume 24, Summer, Pages 367-381.

FINALISTS  
of the  
John DC Little Award

**Christine Moorman, Rosellina Ferraro, and Joel Huber**, "Unintended Nutrition Consequences: Firm Responses to the Nutrition Labeling and Education Act", *Marketing Science*, September-October, Volume 31, Issue 5, Pages 717-737.

**Ganesh Iyer and Dmitri Kuksov**, "Competition in Consumer Shopping Experience", *Marketing Science*, November-December, Volume 31, Issue 6, Pages 913-933.



John DC Little

**Hema Yoganarasimhan**, "Cloak or Flaunt? The Fashion Dilemma", *Marketing Science*, January-February, Volume 31, Issue 1, Pages 74-95.

**David Godes**, "The Strategic Impact of References in Business Markets", *Marketing*

*Science*, March-April, Volume 31, Issue 2, Pages 257-276.

**Monic Sun**, "How Does the Variance of Product Ratings Matter?", *Management Science* 2012, Volume 58, Pages 696-707, April 2012.

**David Godes and José C. Silva**, "Sequential and Temporal Dynamics of Online Opinion", *Marketing Science*, May-June, Volume 31, Issue 3, Pages 448-473.

## Finalists of the Frank Bass Award

**Rutz Oliver J., Michael Trusov and Randolph E. Bucklin**, "Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?", *Marketing Science*, 2011, Volume 30, Issue 4, Pages 646-665.



*Oliver Rutz is at the Univ. of Washington's Foster School of business*

**Hema Yoganarasimhan**, "Cloak or Flaunt? The Fashion Dilemma", *Marketing Science*, 2012, Volume 31, Issue 1, Pages 74-95.



*Hema Yoganarasimhan is at UC Davis Graduate School of Management*

**Song Yao and Carl F. Mela**, "A Dynamic Model of Sponsored Search Advertising", *Marketing Science*, 2011, Volume 30, Issue 3, Pages 447-468.



*Song Yao is at Northwestern University*



## TEACHING MARKETING SCIENCE

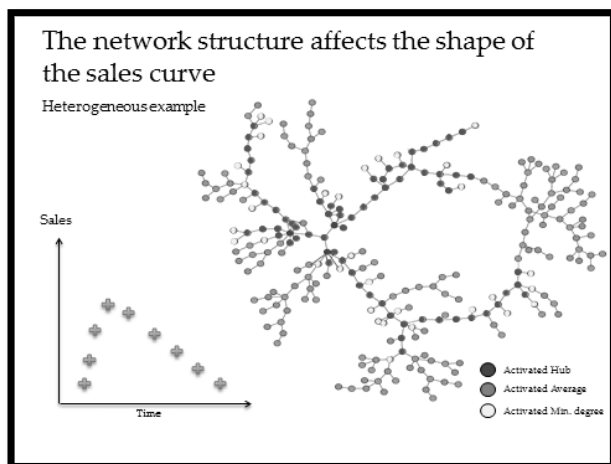
### Marketing Science's SCIENCE-to-PRACTICE INITIATIVE

**A Brilliant Initiative and Wonderful Opportunity  
for Marketing Scientists**

Visit: <https://www.informs.org/Pubs/MktSci/Science-to-Practice2>

The Science-to-Practice Initiative aims to accelerate the diffusion of knowledge created by *Marketing Science*, primarily to current MBA students and secondarily to business people who attend executive education programs.

Authors are invited to translate their most interesting, valuable, and insightful ideas from *Marketing Science* articles into managerially comprehensible materials that will work in the MBA class. Submission guidelines are easily accessible on the initiative's website.



A slide from "Network Traces on Penetration" by Y. Dover & al.

The *ISMS Newsletter* has met with David Bell (Wharton) and David Soberman (Toronto) who lead the brilliant initiative, for an open discussion.

***How was the response to the initiative so far, both on the supply side, and on the usage side?***

On the supply side, the response has been good. We already have 12 presentations up on the Science-to-Practice website and they are all of high quality and cover topics from "distribution channel challenges," to "diffusion of solar panels" to topics pertaining to the online world. A cursory examination of the posted presentations reveals materials that can be easily used to enhance or motivate a discussion in the MBA classroom.



David Soberman



David Bell

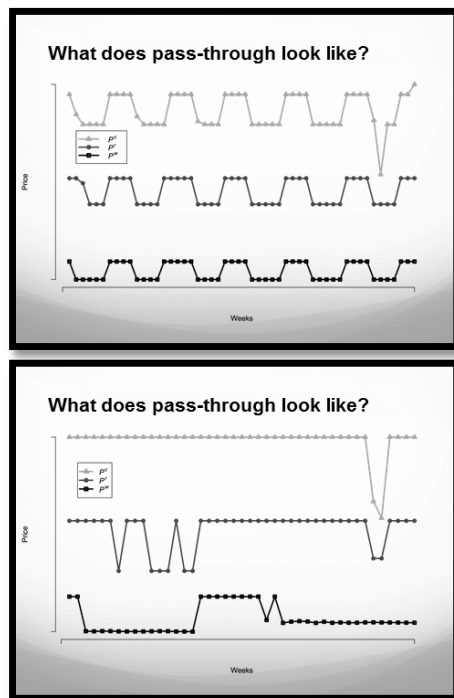
The usage side is harder to assess. The response has been good, but we could do more to publicize the materials. Marketing Scientists should spread the word to their colleagues who might enjoy teaching current and rigorous ideas.

***What is the best context to use the materials posted on the website?***

The materials are ideally suited to the MBA classroom, but they are also useful in the undergraduate classroom, especially when it comes to online topics. The topics have been effectively translated by the authors with help from the Science-to-Practice team, and the slides can be used directly -or modified- in class presentations. For example in a course on marketing with new technology, the presentation on "How Does the

Use of Trademarks by Third-Party Sellers Affect Online Search” is an ideal catalyst to discuss how trademarks can facilitate search and how changes in policy can increase the impact of branding both for the brand but also for third party sellers that capitalize on someone else’s brand equity to generate action.

We have had success with MBAs using many of the decks, but found for example Bernd Skiera's PROSAD deck works well with undergraduates.



Making a point about the discrepancies between pass-through expectations and practice thanks to Vincent Nijs et al.'s presentation on "Channel Pass-Through of Price Promotions"

### **Can you help our ISMS readers to determine whether they should submit a presentation?**

Originally the initiative was aimed at people who published articles in the last year, but now the initiative is an integral part of acceptance letters sent by the editor to the authors at the end of a successful review process. Our view is that any paper that has substantive implications for the practice of marketing is a potential candidate for a Science-to-Practice presentation.

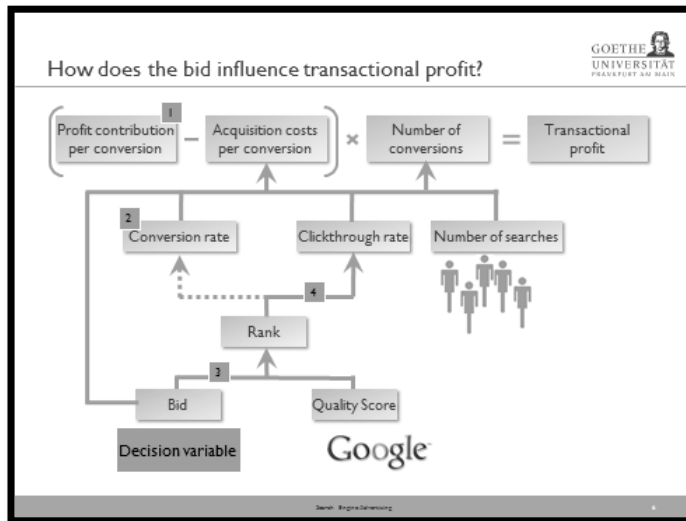
Except for papers that deal with technical methodological advances -which while important are more of interest to academics-, almost any paper is a candidate for a Science-to-Practice presentation. The key challenge for the authors is to pretend that they are an MBA student and then ask themselves how they could use the research insight to become a better manager in the real world. Putting oneself in the student's shoes is critical for this type of presentation to work.

In fact, *most* of what gets published in *Marketing Science* is *potentially* useful for an MBA audience. Sometimes it's fairly clear that the material will help managers / MBAs (PROSAD is again a case in point). On the other hand, there are also papers that offer nice theoretical insights or empirical findings that are probably either non-obvious and/or counterintuitive. Authors should challenge themselves to identify whether their insights are: immediately useful (PROSAD), interesting and non-obvious (recent papers by Avi Goldfarb and Catherine Tucker), or counter-intuitive. If so, then the material is great for MBAs and similar audiences, subject to the caveat that it is "properly" presented (which is what this initiative is all about).

### **What can we, as ISMS members, do to help make this initiative a success?**

First and foremost, encourage people who are teaching in specific areas (electives and core courses) to check out the website and look for things that can be incorporated into subject matter for the MBA classroom. Second, whenever you are successful with a paper in the review process, please spend the extra time to translate the ideas for the Science-to-Practice initiative. The team will provide you with feedback. Going through the process will ultimately help authors to sell their ideas to a wider audience. Our feeling is that this will effectively lead to a more rapid dissemination of research ideas published by *Marketing Science*. We would like to find a way to make the Science-to-Practice presentations easier to find and view.

At present, the website is a bit cumbersome and it takes several clicks to get to the presentations. We are working on this and, hopefully, making the presentations more accessible will also increase the visibility of the initiative.



An illuminating slide from Skiera & Abou Nabout's PROSAD presentation

It would be great to get a couple of ISMS per school to use the materials and let the peer effects kick in. The best endorsements probably come from colleagues "down the hall" who used the materials successfully.

## A New Journal

We are happy to relay the announcement of the new journal ***Customer Needs and Solutions*** edited by Min Ding.

The journal is now live and accepts submissions. Potential contributors can access the journal's website either at <http://www.cns2014.org> or [www.springer.com/40547](http://www.springer.com/40547).

*Customer Needs and Solutions* (CNS), which has "Relevance with Rigor" for motto, is a new marketing journal to be published by Springer starting in 2014. The journal will consist of 4 regular issues each year, with about 100 pages per issue. It aims to be the premium outlet for scholarly work on critical issues related to customer needs (broadly defined to include the needs of both consumers and business customers) and solutions that address such needs. The objective and style of the journal are similar to *Science and Nature*, and each issue contains three different types of content (sections).

**Section 1. Research Papers.** Conditional on the obligatory academic rigor, the journal seeks work with high upside potential for impact, and is willing to take certain risks in publishing it. The journal has adopted several unique ways to increase efficiency and democracy in the review process. Papers will be published in a timely manner and in a variety of formats (i.e., paper, online, PowerPoint, video) to reflect the changing landscape of publishing and how people currently assimilate knowledge.

**Section 2. Perspectives.** This section contains invited (non-peer reviewed) articles, and aims to serve two purposes. First, it provides a conduit for communication between academics and stakeholders (i.e., business practitioners, policy makers, NGOs, etc.). Second, it provides a venue for thought leaders and experts to share their opinions.



**Section 3. Unsolved Problems and Call for Solutions.** This section publishes unsolved problems that are important and related to topics covered by the journal. The goal is to help shape the research agenda of our field and to be proactive in encouraging certain research. Unsolved problems (with data necessary to potentially solve a problem, where appropriate) can be submitted by anyone for peer review. We publish the most important unsolved problems, and extend invitations for papers that can provide satisfactory solutions to these problems.

In addition, the journal adopts specific measures to disseminate content, increase citations of papers published in the journal, encourage follow-up work, and facilitate the adoption of new knowledge by stakeholders.

**Editor in Chief (EIC):**



Min Ding

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## Marketing Strategy Meets Wall Street

On their way to Istanbul, many Marketing Scientists will make a stop in Frankfurt, Germany, to attend the "Marketing Strategy Meets Wall Street" (July 7-9) masterfully organized by Bernd Skiera. A glance at the conference's fascinating program motivated the *ISMS Newsletter* to reach out to Bernd for an email interview.

(To learn more, see the website of the conference at this address: <http://marketing.uni-frankfurt.de/marketingmeetswallstreet/>)

### ***What can you tell us about the history of the conference?***

The first "Marketing Strategy Meets Wall Street" conference was at Emory University in 2009 and the second one at Boston University in 2011. Now, it is the first time that the conference will take place in Europe and it still aims at providing a forum for researchers in marketing that are interested in financial topics.



Bernd Skiera

***You have put together an impressive program, what is most valuable about it?***

Previous conferences primarily attracted researchers from marketing and had many, rather short presentations. This year's conference has longer but fewer presentations and we used a double-blind review process to select these presentations. We also have discussants that usually come from a different field than the presenter. We managed to attract a fair share of presentations from colleagues from finance and accounting.

### ***What makes your keynote speaker, Stefan Krause, CFO of Deutsche Bank, so interesting?***

He is an amazing speaker and one of the few C-level executives that worked both as a CFO (for Deutsche Bank) and a CMO (for BMW). He will be interviewed by Professor Hanssens (UCLA), Professor Moorman (Duke) and Professor Reibstein (Wharton) about his current views on the role of finance and marketing in executive boards.

### ***Do you see the conference theme as a marginal effort in marketing or something that everyone should integrate to their agenda and in their papers?***

Marketing decisions strongly impact the performance on financial markets and this performance gets strong attention from top management. So far, however, we were not too good at describing how strong our impact is, which leaves room for others to claim this field and take the glory. I am convinced that those who successfully demonstrate to top management that they improved performance on financial markets will always get top management's attention.



### ***What has changed in your research since the 2007 financial crisis?***

I recognized that marketing has much more to say about topics that lead to the financial crisis. Securitization, for example, leads frequently to a higher pressure on a bank's sales force. Financial advice essentially means sales force management in banks. Retail finance covers many aspects of customer relationship management. We have enough theoretical knowledge on consumers' choice, to make us able, as marketing researchers, to analyze banking customers' portfolio choices.

# The ISMS Research Datasets

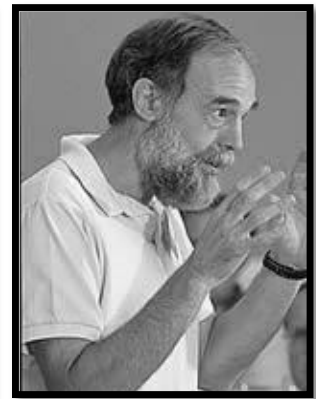
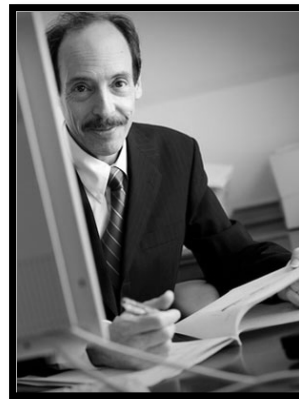
An initiative nurtured by Jian Ni (Johns Hopkins), Scott Neslin (Dartmouth), and Baohong Sun (CKGSB), the ISMS Research Datasets make available interesting new and clean datasets to academic researchers. The datasets, currently focused on durable goods, are available at <http://www.informs.org/Community/ISMS>, and an article in *Marketing Science* has introduced this initiative recently ("The ISMS Durable Goods Datasets," Jian Ni and Scott Neslin (database article), 2012, 31(6), 1008-13).

The first dataset contains the transactions of a panel of 19,936 households over the period from December 1998 to November 2004 at a major U.S. consumer electronics retailer. This represents a total of 173,262 transactions, including purchases and returns of products, as well as extended warranties. There are 16 product categories and 292 sub-categories, ranging from big ticket items such as televisions to small ticket items such as CDs and batteries. The second dataset features a field experiment for a Christmas promotion that took place in December 2003 in the form of a direct mailing sent to a randomly selected group of households at the end of November 2003.

According to Baohong Sun, who attributes the dataset initiative to Scott Neslin and Rick Staelin, it took two years to obtain the data, clean it up and post in on the ISMS website in a downloadable and usable format. Anyone using the data is invited to pay a nominal amount of money (\$500 for non-members of ISMS, \$200 for members, which constitutes an incentive to join ISMS!), which can be subsidized for student researchers. By the end of 2012, about 40 downloads took place, and Baohong believes that about 50 research projects are currently making intensive usage of the data. It turns out that many users belong to economics

schools and departments, and that many are based outside of the U.S., which seems to fulfill the goals of ISMS of being inclusive globally of all quantitatively orientated researchers interested in marketing.

New data sets will be contributed included soon, and researchers interested to share their data should get in touch with Jian, Scott, or Baohong.



*Clockwise from top left: Jian Ni, Baohong Sun, Rick Staelin and Scott Neslin*

## **Iyengar, Van den Bulte, and Choi winners of the 2013 Buzzell Best Paper Award**

The Marketing Science Institute's 2013 Robert D. Buzzell MSI Best Paper Award was given to Raghuram Iyengar, Christophe Van den Bulte, and Jeonghye Choi for their MSI Report No. 11-119 titled "Distinguishing Among Mechanisms of Social Contagion in New Product Adoption."



*R. Iyengar, Ch. Van den Bulte, J. Choi*

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 each paper on the field of marketing. Congratulations Raghu, Christophe, and Jeonghye!

## **SICS - Summer Institute in Competitive Strategy Haas School of Business, UC Berkeley**

*Sponsored by*

*Institute for Business Innovation (IBI), University of  
California Berkeley*

### **Co-Chairs:**

**Yuxin Chen (Northwestern University)**

**Minjung Park (University of California, Berkeley)**

### **Tuesday, June 25**

"Social Network Games: An Emerging Platform for Product Placement Advertising"

Woochoel Shin (University of Florida), Huazhong Zhao (University of Florida) and Jinhong Xie (University of Florida)

Discussant: Pedro Gardete (Stanford University)

"We're Number 1': Price Wars for Market Share Leadership"

Luis Cabral (New York University)

Discussant: Dmitri Kuksov (University of Texas, Dallas)

"Quantifying the Impacts of Limited Supply: The Case of Nursing Homes"

Andrew Ching (University of Toronto), Fumiko Hayashi (Federal Reserve Bank of Kansas City) and Hui Wang (Peking University)

Discussant: Kanishka Misra (University of Michigan)

"A Two-Sided Entry Model with Manufacturer-Retailer Contracts"

Tat Chan (Washington University in St. Louis), Alvin Murphy (Washington University in St. Louis), and Li Wang (Shanghai University of Finance and Economics)

Discussant: Sanjog Misra (University of California, Los Angeles)

**Wednesday, June 26**

"Social Responsibility and Product Innovation"

Ganesh Iyer (University of California, Berkeley) and David Soberman (University of Toronto)

Discussant: Baojun Jiang (Washington University in St. Louis)

"Inter Connected Dynamic Choices under Moral Hazard: Estimating a Model of Health Related Consumption Decisions"

Ahmed Khwaja (Yale University)

Discussant: Michael Dickstein (Stanford University)

"Quality Competition and Product Preannouncement under Consumer Loss Aversion"

Ram Rao (University of Texas, Dallas) and Ozge Turut (Sabanci University)

Discussant: Wilfred Amaldoss (Duke University)

"Sunk Cost Fallacy in Driving the World's Costliest Cars"

Teck Ho (University of California, Berkeley), Ivan Png (National University of Singapore) and Sadat Reza (National University of Singapore)

Discussant: Song Yao (Northwestern University)

**Thursday, June 27**

"Do Superbowl Ads Affect Brand Share?"

Wes Hartmann (Stanford University) and Daniel Klapper (Humboldt University Berlin)

Discussant: Kenneth Wilbur (Duke University)

"Agenda Setting and Contests among News Providers"

Zsolt Katona (University of California, Berkeley), Jonathan Knee (Columbia University) and Miklos Sarvary (Columbia University)

Discussant: Pinar Yildirim (University of Pennsylvania)

"The Selective Reporting of Factual Content by Commercial Media"

Yi Zhu (University of Southern California) and Anthony Dukes (University of Southern California)

Discussant: Miklos Sarvary (Columbia University)

"Empirical Model of Dynamic Merger Enforcement - Choosing Ownership Caps in U.S. Radio"

Przemyslaw Jeziorski (University of California, Berkeley)

Discussant: Paul Ellickson (University of Rochester)

**Friday, June 28**

"'Showrooming' and the Competition between Store and Online Retailers"

Amit Mehra (Indian School of Business), Subodha Kumar (Texas A&M University) and Jagmohan S. Raju (University of Pennsylvania)

Discussant: Jiwoong Shin (Yale University)

"Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets"

Klaus M. Schmidt (University of Munich), Martin Spann (University of Munich) and Robert Zeithammer (University of California, Los Angeles)

Discussant: Navdeep Sahni (Stanford University)

"Virtual Property Trade in Online Games"

Yi Xiang (Hong Kong University of Science and Technology) and Liang Guo (Hong Kong University of Science and Technology)

Discussant: Dina Mayzlin (University of Southern California)



**WELCOME MESSAGE FROM THE  
ORGANIZERS OF THE 2013  
MARKETING SCIENCE CONFERENCE  
AND DOCTORAL CONSORTIUM IN  
ISTANBUL**

Dear Marketing Science Conference participant,

On behalf of the INFORMS Society for Marketing Science (ISMS) and host Ozyegin University (OzU), we welcome you to the 2013 Marketing Science Conference (July 11-12) and Doctoral Consortium (July 10th) in Istanbul.

Bringing together marketing scientists from over 20 countries, this year's conference features a record number of presentations. East truly meets West in this conference edition, as it does in Istanbul, bridge between worlds. 4 special sessions and 2 regular sessions focus on emerging markets, including sessions devoted to India and China. Interactive and social media marketing, (open) innovation, and the marketing-finance interface are hot topics with several sessions each.

Beyond research, you will enjoy the most excellent Turkish cuisine and hospitality and the amazing combination of history and present that is Istanbul. Our conference hotel, Swissotel, has wonderful facilities and Bosphorus views and offers the stylish and convenient setting of all lunches and dinners.

The hotel is located in a private park-like area of the city within walking distance of the water and within easy reach by taxi and public transportation. We highly recommend to conclude the conference with the Bosphorus cruise offered Saturday night.

We know you may have concerns about the protests that have occurred in Istanbul. Please be assured that we are monitoring the situation closely and will update you on a regular basis over the next few weeks. You can check updates in the Frequently Asked Questions part of the conference website, which also features the schedule and practical information. The safety and comfort of our attendees and guests are our first priority.

Looking forward to welcoming you to Istanbul for a most excellent academic and social program,

Sincerely,

Tulin Erdem, New York University

Erhan Erkut, Ozyegin University

Koen Pauwels, Ozyegin University

Thursday, July 11<sup>th</sup>, 2013

8.30-10.00 (TA)

<p><b>TA01 – Montreux</b></p> <p><b>Digital Marketing Analytics</b></p> <p><b>Chair:</b> Shawndra Hill</p> <p>Completing the Virtuous Cycle between Paying for Music and Social Engagement in an Online Community: Evidence from a Randomized Trial <i>Ravi Bapna, Jui Ramaprasad, Akhmed Umyarov</i></p> <p>Contracting for Content: A Model of Digital Goods Supply Chain <i>Anindya Ghose, Sung Hyuk Park, Sangpil Han</i></p> <p>Estimating Cross Platform and Cross Device Synergies in Web and Mobile Advertising <i>Clarence Lee, Sunil Gupta, Vineet Kumar</i></p> <p>An Empirical Examination of the Antecedents and Consequences of Information Hiding in Crowd-funded Markets <i>Gordon Burtch, Anindya Ghose, Sunil Wattal</i></p> <p>Social TV: Using User Generated Content to Calculate Audience Affinity Networks for TV Shows and Brands <i>Shawndra Hill</i></p>	<p><b>TA02 – Lausanne</b></p> <p><b>Online Consumer Behavior</b></p> <p><b>Chair:</b> Hai Che</p> <p>The Impact of Emotions on Customer Behavior in Online Dating <i>Andrea Dechan, Anindya Ghos, Martin Spann</i></p> <p>Music Streaming or Download?: Consumer's Demand for On-line Music Service <i>Hyowon Kim, Jaehwan Kim</i></p> <p>Consumer Choice on Brand Website Visits: A Limited Consumer Search Approach <i>Jiyao Xun</i></p> <p>Consumer's Bidding Behavior Under Online Group Buying Mechanism <i>Hai Che, Dan Zheng, Zhe Zhang</i></p>	<p><b>TA03 – Bern</b></p> <p><b>Social Networks and User Behavior</b></p> <p><b>Chair:</b> K. N. Rajendran</p> <p>Long Live the Fan: The Impact of Network Structure on Survival in the Music Industry <i>Jung Youn Lee, Minki Kim, Geonhyeok Go</i></p> <p>Understanding the Structure and the Motivating Factors of Consumers' Social Media Participation <i>Ashish Kumar, Ram Bezawada</i></p> <p>Do Privacy Controls Increase the Openness of Online Social Network Users? <i>Tuan Phan, Huseyin Cavusoglu</i></p> <p>Succeeding in Extremely Competitive Markets: Insights from the Mobile App Market <i>Purush Papatla, Ruijiao Guo</i></p> <p>Value Co-creation in Open Innovation Community: Impacts of User Participation and Social Network <i>Stella Yiyan Li, Kimmy Wa Chan, John Jianjun Zhu</i></p>	<p><b>TA04 – Monch</b></p> <p><b>Interfirm Contracting</b></p> <p><b>Chair:</b> Steven Seggie</p> <p>Stock Market Reactions to Technology Licensing Contracts <i>Erik Mooi, Stefan Wuyts</i></p> <p>All for One, One for All: Governance and Bankruptcy in Franchisor-franchisee Relationships <i>Kersi D. Antia, Sudha Mani, Kenneth H. Wathne</i></p> <p>Influence of Formal Contract Elements on Relational Behavior <i>Bjarte Ravndal</i></p> <p>Why Asymmetric Relationships Don't Work: Empirical Evidence from Clustered Firms <i>Ragnhild Silkoset, Steven Seggie, Arne Nygaard</i></p>
<p><b>TA05 – Montblanc</b></p> <p><b>Marketing and Performance I</b></p> <p><b>Chair:</b> Srinivas Reddy</p> <p>Does the Market Believe in Marketing? A Text Mining Based Informational Value Perspective <i>Joseph Johnson, Deb Mitra</i></p> <p>New Product Innovation and Financial Market Performance: Does the Nature of Institutional Investors <i>Sundar Bharadwaj, Atanas Nikolov, Atanas Nikolov</i></p> <p>The Financial and Market Impact of Product Failure: A Case of Prescription Drug Withdrawals <i>Srinivas Redd, Shekhar Sattiraju, Jason Zhang, Pradeep K. Chintagunta</i></p>	<p><b>TA06 – Monterosa 1</b></p> <p><b>Consumer Aspects of Design</b></p> <p><b>Chair:</b> Robert Kreuzbauer</p> <p>How Stages of Self-production Impact Consumers' Evaluation of and Relationship with Products <i>S. Sinem Atakan, Richard Bagozzi, Carolyn Yoon</i></p> <p>Impact of Packaging Transparency on Product Preference <i>Meng Zhu, Darron Billeter, Jeff Inman</i></p> <p>An Exploratory Study on Consumer's Esthetics Perception of Logo Design <i>Yu-Shan Athena Chen, Wei Hao Yang, Lien-Ti Bei</i></p> <p>Natural Scarcity and Product Valuation <i>Robert Kreuzbauer, Dan King, Shankha Basu</i></p>	<p><b>TA07 – Monterosa 2</b></p> <p><b>Entertainment Marketing</b></p> <p><b>Chair:</b> Sanjay Sisodiya</p> <p>Role of Risk and Incentives in Contracting Between Movie Distributors and Exhibitors <i>Nina Baranchu, Andrei Strijnev, David Switzer</i></p> <p>Competitive Market Structure of Popular Music Industry <i>Joonhyuk Yang</i></p> <p>Testing Resources Allocation and Their Effects on Firms' Performance: A Resource-advantage Theory Perspective in Sport <i>Aseel Al Ghamdi, Vinay Kanetkar</i></p> <p>Why do Products get Sequels? A Launch Decision Model with Risk Aversion <i>Florian Deutzmann, Dennis Fok, Stefan Stremersch</i></p> <p>Timing of Line Extensions: An Investigation of Movie Sequels <i>Sanjay Sisodiya, Berna Devezer, Steve Shook</i></p>	<p><b>TA08 – Edelweiss</b></p> <p><b>Pricing Issues</b></p> <p><b>Chair:</b> Jonathan Seaton</p> <p>Should Event Organizers Prevent Resale of Tickets? <i>Ozge Sahin, Izak Duenya, Yao Cui</i></p> <p>The Optimal Pricing of News Content <i>Adithya Pattabhramaiah, S Sriram, Shrihari (Hari) Sridhar</i></p> <p>Pricing in Inflationary Times- The Penny Drops <i>Jonathan Seaton, Ratula Chakraborty, Michael Waterson, Paul Dobson</i></p>

Thursday, July 11<sup>th</sup>, 2013

8.30-10.00 (TA)

<p><b>TA09 – Mimosa</b></p> <p><b>Customer Relations Management</b></p> <p><b>Chair:</b> Yantao Wang</p> <p>A Conceptual Model to Measure Success of the Complaint Management of Companies <i>Ozan Peneklioglu</i></p> <p>How Relational Involvement Moderate Satisfaction Paradox under Competition? - An Industrial Case <i>Che-Yu Cheng, Ming-Chih Tsai</i></p> <p>Services Diffusion Under Internal and External Incentives <i>Tarek Ben Rhouma, Georges Zaccour</i></p> <p>Some Customers Rather Leave Without Saying Goodbye <i>Eva Ascarza, Oded Netzer, Bruce Hardie</i></p> <p>Beyond Sunk-cost: How Commitment Contracts Influence Consumption <i>Yantao Wang, Florian Zettelmeyer, Eric Anderson</i></p>	<p><b>TA10 – EMBA 1</b></p> <p><b>Brand Equity and Brand Management</b></p> <p><b>Chair:</b> Pascal Kottemann</p> <p>20 Years of Brand Valuation – What Do We Learn from 24,000 Brand Values? <i>Alexander Himme, Marc Fischer</i></p> <p>Sustained Growth; An Objective Customer-market Measure of Brand Equity <i>Abas Mirzaei, David Gray, Chris Baumann, Hume Winzar, Lester W Johnson</i></p> <p>From Hedonic-utilitarian Value to Brand Loyalty: The Role of Brand Trust, Affect and Risk Aversion <i>Zeynep Sahinler, Elif Karaosmanoglu</i></p> <p>Brand Concept Maps in Computer-aided Interviews – Challenges, Benefits and Empirical Findings <i>Pascal Kottemann, Reinhold Decker, Martin Meissner</i></p>	<p><b>TA11 – EMBA 2</b></p> <p><b>Piracy</b></p> <p><b>Chair:</b> Alexa B. Burmester</p> <p>The Relationships Between Consumers' Usage of Experience Goods, Sales Performance, and Piracy <i>Hannes Datta, Dominik Papies, Bram Foubert</i></p> <p>Cannibalization or Sampling? Quantifying the Quality of Piracy and its Effect on Experiential Goods <i>Anthony Koschmann</i></p> <p>The Effect of Pre-release Movie Piracy on Box-office Revenue <i>Alan Montgomery, Param Singh, Liye Ma, Michael Smith</i></p> <p>Accepting or Fighting Piracy - Can Piracy Be Reduced by Optimizing Timing &amp; Pricing Strategies? <i>Alexa B. Burmester, Michel Clement, Felix Eggers, Tim Prostka</i></p>	<p><b>TA12 – Geneve</b></p> <p><b>Store Brand Management</b></p> <p><b>Chair:</b> Erik Bushey</p> <p>Managing Store Brands <i>Woochoel Shin, Wilfred Amaldoss</i></p> <p>Private Label Tiers: A New Dimension of Competition between Private Labels and National Brands <i>Gizem Hokelekli, Lien Lamey, Frank Verboven</i></p> <p>Spillover Effects, Private-label Brands, and Category Profitability Enhancement <i>Mouna Sebbi, Georges Zaccour</i></p> <p>Suppliers Caught in Supermarket Price Wars: Victims or Victors? <i>Francesca Sotgiu, Katrijn Gielens</i></p> <p>Retailer Introduction of Store Brands In the Presence of a Category Captain <i>Erik Bushey, Udatta Palekar</i></p>
<p><b>TA13 – Luzern</b></p> <p><b>Daily Deals</b></p> <p><b>Chair:</b> Georgios Zervas</p> <p>Consumer Regret and Choice Behavior under Uncertainty <i>Pavel Kireyev, Vineet Kumar, Xueming Luo</i></p> <p>The Dynamics of Groupon: Repeat Purchase and Word-of-mouth after the Deep Discount <i>Ela Ari, Koen Pauwels</i></p> <p>The Effects of SNS Affinity on the Sales Volume of Daily Deals in Korean Social Shopping Companies <i>Kyung Min Park, Bokyung Lee</i></p> <p>The Groupon Effect on Yelp Ratings: A Root Cause Analysis <i>Georgios Zervas</i></p>	<p><b>TA14 – Zurich</b></p> <p><b>Open Innovation</b></p> <p><b>Chair:</b> Abrar Al-Hasan</p> <p>Does Customer Codevelopment Result in Better Products? Alignment with Product Development Approaches <i>Anna S. Cui, Fang Wu</i></p> <p>An Adaptive Marketing Capabilities Perspective of Open Contribution during New Product Development <i>Gregory Fisher, William Qualls</i></p> <p>How Would Success Depend on Social Media and New Product Development Process? <i>Basar Ozcan, Tolga Akcura</i></p> <p>Rewarding the Few or the Many? An Investigation of the Impact of Rewards on Open Innovation <i>Pinar Yildirim, Reto Hofstetter, John Zhang</i></p> <p>Information Spillovers and User Behavior in Open Innovation Contests <i>Abrar Al-Hasan, Siva Viswanathan, Il-Horn Hann</i></p>		

Thursday, July 11<sup>th</sup>, 2013

10.30-12.00 (TB)

<p><b>TB01 – Montreux</b></p> <p><b>Data-Driven Customer Relationship Management</b></p> <p><b>Chair:</b> Michael Braun</p> <p>CLV Model using RFM Data: Acquisition Strategy and Retention Tactic with Marketing ROI <i>Makoto Abe</i></p> <p>Incorporating History Dependence in Models of CBA: A Generalization of the (M)BG/NBD Model <i>Jost Adler</i></p> <p>Managing Churn to Maximize Profits <i>Aurelie Lemmens, Sunil Gupta</i></p> <p>The Effect of Service Quality on Customer Lifetime Value <i>Michael Braun, David Schweidel, Eli Stein</i></p>	<p><b>TB02 – Lausanne</b></p> <p><b>User-Generated Content – I</b></p> <p><b>Chair:</b> Manish Tripathi</p> <p>Microblogging Characteristics and Branding <i>Eser Aygün, Tolga Akcura</i></p> <p>A Diffusion Model of Microblogging and Branding <i>Tolga Akcura</i></p> <p>Effects of Peer Opinions and Customer Opinions on Critic Evaluations of Cultural Products <i>Xia Liu, Peter Golder, Jun Pang</i></p> <p>A Comprehensive Model of Brand-generated and Consumer-generated Communications <i>Manish Tripathi, Douglas Bowman</i></p>	<p><b>TB03 – Bern</b></p> <p><b>e-Marketing Potpourri</b></p> <p><b>Chair:</b> Umut Konus</p> <p>Customer Co-creation in Health Care Services: The Development of a Scale to Measure Cure and Care <i>Sarah Van Oerle, Annouk Lievens, Dominik Mahr</i></p> <p>Methods for Simulation, Optimization and Digital Attribution of Cross-media Marketing Spend <i>Mert Bay</i></p> <p>Consumer Impatience and Market Structure: The Case of Online Pizza Delivery <i>Elisa Montaguti, Federico Rossi, Sara Valentini</i></p> <p>Multi-touchpoint Segments in Relational Contexts: A Real-time Experience Tracking Approach <i>Umut Konus, Emma Macdonald, Hugh Wilson</i></p>	<p><b>TB04 – Monch</b></p> <p><b>Bayesian Methods in Marketing</b></p> <p><b>Chair:</b> Refik Soyer</p> <p>Studying Cross Category Effects of Promotions using Bayesian Networks <i>Srinivas Prasad</i></p> <p>The Drivers of Product Modification Cycles: A Bayesian Approach <i>Tevfik Atekin, Goksel Yalcinkaya, Sengun Yenyurt</i></p> <p>A Dynamic Bayesian Network Approach to Market Basket Analysis <i>Bumsoo Kim</i></p> <p>Semi-parametric Bayesian Models for Call Center Demand <i>Refik Soyer, Francesca Ieva, Murat Tarimcilar</i></p>
<p><b>TB05 – Montblanc</b></p> <p><b>Marketing and Performance II</b></p> <p><b>Chair:</b> Xiaoyun Chen</p> <p>Exploring the Different Incarnations of Market Orientation in Contemporary Business Models <i>Mikko Laukkanen, Johanna Frösén, Esa Saarelainen</i></p> <p>Too Much of a Good Thing: How Does Good Reputation Affect a Firm's Market Value? <i>Berk Talay, Billur Akdeniz</i></p> <p>When Does Distribution Defy Scale? An Examination of Retail, Wholesale, and the Performance Ditch <i>Can Uslay, Ekaterina Karniouchina</i></p> <p>When Does Imbalance Between Exploration And Exploitation Enhance Performance? A Contingency View <i>Xiaoyun Chen, Jie Wu, May Wang</i></p>	<p><b>TB06 – Monterosa 1</b></p> <p><b>Branding and Firm Performance</b></p> <p><b>Chair:</b> Xueming Luo</p> <p>The Impact of Brand Rating Dispersion on Firm Value <i>Xueming Luo, Sasha Raithel, Michael Wiles</i></p> <p>Corporate Social Performance, Brand Equity, and Shareholder Value <i>Saurabh Mishra, Sachin B. Modi</i></p> <p>Brand Analysis and Strategy from Online Chatter <i>Seshadri Tirunillai, Gerald J. Tellis</i></p> <p>Disclosure of Advertising Expenditure: An Indicator of Business Strategy <i>Leigh McAlister, Niket Jindal, Albert A. Cannella, Jr., Raji Srinivasan</i></p>	<p><b>TB07 – Monterosa 2</b></p> <p><b>Two-Sided Markets</b></p> <p><b>Chair:</b> Masakazu Ishihara</p> <p>Charging for Ad Impact on Viewer Experience: Marketplace Dynamics and Pareto Efficiency <i>Valeria Montero, Eric Bax</i></p> <p>Content Quality in Media Markets <i>Taylan Yalcin, Elie Ofek, David Godes</i></p> <p>Daily Deal Websites in Markets with Asymmetric Information <i>Tansev Geylani, Mark Bender, Esther Gal-Or</i></p> <p>Two Sided Piracy <i>Masakazu Ishihara, Eitan Muller</i></p>	<p><b>TB08 – Edelweiss</b></p> <p><b>TARIFFS</b></p> <p><b>Chair:</b> Christian Schlereth</p> <p>Bundling Consumers: A Strategic Rationale for Family Plans <i>Debu Purohit, Preyas Desai, Bobby Zhou</i></p> <p>Play It Save: Consumer Choice under Four-part Tariffs with Cost Caps <i>Philip Koehler, Jan Kraemer</i></p> <p>Profit Maximizing Contract Plans <i>Christian Schlereth, Siham El Kihal</i></p>



Thursday, July 11<sup>th</sup>, 2013

10.30-12.00 (TB)

<p><b>TB09 – Mimosa</b></p> <p><b>Event Marketing and Sport Sponsoring</b></p> <p><b>Chair:</b> Vijay Viswanathan</p> <p>Sponsorship vs. Ambush Marketing – A Field-experimental Comparison of Communication Effectiveness <i>Regina-Viola Frey, Dirk Zupancic, Markus Schwarzer, Marion Büttgen</i></p> <p>Does Winning Lead to Cross Promotion? <i>Doug J. Chung</i></p> <p>The Long-term Effectiveness of Superbowl Advertising <i>Vijay Viswanathan</i></p>	<p><b>TB10 – EMBA 1</b></p> <p><b>Brand Strategy</b></p> <p><b>Chair:</b> Valentyna Melnyk</p> <p>An Assortment-centric Approach to Manage Brands under Competitive Set Variation <i>Piyush Kumar, Mayukh Dass</i></p> <p>Co-creation in Corporate Rebranding <i>Polina Landgraf</i></p> <p>Brand Consistency in Consumer Packaged Goods <i>Harry Antonio, Douglas Bowman</i></p> <p>Effectiveness of Different Brand Positioning Strategies Across the World <i>Valentyna Melnyk, Yvonne van Everdingen, Ralf van der Lans</i></p>	<p><b>TB11 – EMBA 2</b></p> <p><b>Choice Modeling in Retail Settings</b></p> <p><b>Chair:</b> Kathryn Sharpe</p> <p>An Analysis of Assortment Choice in Grocery Retailing <i>Kyuseop Kwak, Sri Duvvuri, Gary Russell</i></p> <p>An Empirical Analysis of Consumer Search Behavior in the U.S. Retail Banking Sector <i>Maria Ana Vitorino, Elisabeth Honka, Ali Hortacsu</i></p> <p>When Franchisee Effort Affects Demand: An Application to the Car Radiator Market <i>Tongil Kim</i></p> <p>Understanding Consumer Response to Within-chain Price Shock <i>Kathryn Sharpe, Oded Netzer, Joel Huber</i></p> <p>Using In-store Video and RFID Tracking to Explicate Unplanned Consideration and Purchase Conversion <i>Jeff Inman, Yanliu Huang, Sam Hui, Jacob Suher</i></p>	<p><b>TB12 – Geneve</b></p> <p><b>Promotion</b></p> <p><b>Chair:</b> Serdar Sayman</p> <p>A New Mechanism to Understand Consumer Redemption Behavior <i>Kissan Joseph, Zelin Zhang, Minghui Ma</i></p> <p>Designing Multi-brand Promotions as Commercial Innovations <i>Jochen Reiner, Martin Natter</i></p> <p>Measuring the Effect of Cross Promotions: The Case of the Motion Picture Industry <i>Bharat Sud, Salma Karray, Kamal Smimou</i></p> <p>A Theory of Retailer Price Promotions Using Economic Foundations <i>Kurt Jetta</i></p> <p>Buying Repeatedly or Using for a Long Time? Price and Non-price Promotion Effectiveness on Hedonic and Utilitarian Products <i>Serdar Sayman, Selin Erguncu</i></p>
<p><b>TB13 – Luzern</b></p> <p><b>Managing Online Operations</b></p> <p><b>Chair:</b> Kitty Wang</p> <p>Familiarity with Destination and Information Requirements- Criteria for Hotel Websites' Design <i>Ruben Huertas-Garcia, Juan-Carlos Gázquez-Abad, Irene Esteban-Millat, Francisco J. Martínez-López</i></p> <p>Retailer Return Management: Combining Product and Customer Information to Maximize Profit <i>Siham El Kihal, Christian Schulze, Bernd Skiera</i></p> <p>Social Media Marketing Trends in Turkey: A Profile Analysis of Turkish Corporations <i>Mina Seraj, Aysegül Toker</i></p> <p>Task Facilitative Tools and Choice Goals: A Process-view Study of e-Stores <i>Prithwiraj Nath, Sally McKechnie</i></p> <p>Understanding the Value of Online Channels: An Investigation of the Online vs. Offline Interactions <i>Kitty Wang, Avi Goldfarb</i></p>	<p><b>TB14 – Zurich</b></p> <p><b>Innovation Management</b></p> <p><b>Chair:</b> P.V. (Sundar) Balakrishnan</p> <p>Strategically Sequencing Major and Minor Innovations <i>Timothy Heath, Thorsten Hennig-Thurau, Bruno Kocher, Max Chauvin, Subimal Chatterjee, Suman Basuroy</i></p> <p>New Product or Service Introduction: Joint Decisions on Advertising and Distribution Channels <i>Vahideh Abedi, Dmitry Krass, Oded Berman</i></p> <p>A Demand-side Framework for Incumbent Inertia and Innovativeness <i>Jonathan Bohlmann, Francisco-Jose Molina-Castillo, Jelena Spanjol, Michael Stanko</i></p> <p>Why Peripheral Innovations May have Higher Adoption Intentions than Core Innovations <i>Tripat Gill, Zhenfeng Ma, Ying Jiang</i></p> <p>Waiting for the iPhone? Production Constrained Diffusion of Innovation <i>P.V. (Sundar) Balakrishnan, Surya Pathak</i></p>		

Thursday, July 11<sup>th</sup>, 2013

1.30-3.00 (TC)

<p><b>TC01 – Montreux</b></p> <p><b>Profitable Modeling of the Customer Database</b></p> <p><b>Chair:</b> Arnaud De Bruyn</p> <p>Improving Decision Tree Segmentation through Leaf Modeling for Direct Marketing <i>Kristof Coussement</i></p> <p>Modeling Unobserved Drop-out Rate to Optimize e-Panelist Lifetime Value <i>Alina Ferecatu, Arnaud De Bruyn, Prithwiraj Mukherjee</i></p> <p>Predicting Music Rank and Sales Using Big Social Data <i>William Rand, Derek Monner, Yogesh V. Joshi</i></p> <p>Bayesian Profiling of Customers Using Census Bureau Data <i>Arnaud De Bruyn, Thomas Otter</i></p>	<p><b>TC02 – Lausanne</b></p> <p><b>User-Generated Content – II</b></p> <p><b>Chair:</b> Chun-Yao Huang</p> <p>A Study of the Effect of Online Review Reward on Information Richness and Sentiment Expression <i>Lu Wang, Jingwen Chen, Shan Zhao</i></p> <p>Impact of Monetary Reward Program on Consumers' Online Product Reviews <i>Jun Pang, Lingyun Qiu</i></p> <p>Naive or Savvy: How Credible Are Online Reviews for Credence Services? <i>Shannon Lantzy, Katherine Stewart, Rebecca Hamilton</i></p> <p>Predicting the Co-evolution of Digital Content and Its Consumer Generated Reviews <i>Chun-Yao Huang</i></p>	<p><b>TC03 – Bern</b></p> <p><b>Social Media Marketing</b></p> <p><b>Chair:</b> Wei Zhang</p> <p>Social-media Experiment for Developing Marketing Strategy of Old Media Against New Media <i>Akihiro Inoue, kihiro Nishimoto, Atsuhiko Iino</i></p> <p>Social Media Marketing and Consumer Demand: A Field Experiment <i>Shiyang Gong, Juanjuan Zhang, Yubo Chen, Ping Zhao, Xuping Jiang</i></p> <p>Crisis Management in Social Media Era – The Mechanism of PR Crisis Driven by Weibo <i>Wei Zhang, Min Ding</i></p>	<p><b>TC04 – Monch</b></p> <p><b>Modeling Facial Expression in Advertising and Media</b></p> <p><b>Chair:</b> Thales Teixeira</p> <p>Inferring Viewer's Preferences toward Ads through Facial Expression and Eye Gaze <i>Li Xiao, Min Ding</i></p> <p>Face-tracking Recommendation System Applied to Comedy Movie Trailers <i>Xuan Liu, Michel Wedel, Thales Teixeira</i></p> <p>Why, When and How Much to Entertain Consumers in Advertisements? A Webbased Facial Tracking Field Study <i>Pana Turcot, Thales Teixeira, Rosalind Picard, Rana el Kaliouby</i></p>
<p><b>TC05 – Montblanc</b></p> <p><b>Marketing and Performance III</b></p> <p><b>Chair:</b> Christine Moorman</p> <p>Market Orientation-corporate Brand Performance Relationship in Indian B2B Firms: A Bayesian Analysis <i>Subhashish Chakravarty, Soumya Sarkar</i></p> <p>Competing on Sustainability: Sustainability Attributes and their Effect on Performance <i>Omar Rodriguez-Vila, Sundar Bharadwaj</i></p> <p>Configuring Marketing Capabilities for Superior Firm Performance in Different Business Contexts <i>Matti Jaakkola, Johanna Frösén</i></p> <p>What Doesn't Kill You Makes Your Brand Introduction Strategy Stronger: Why Firms Benefit from Adversity <i>Christine Moorman, Stav Rosensweig, Vivian Yue Qin, Amir Grinstein</i></p>	<p><b>TC06 – Monterosa 1</b></p> <p><b>New Frontiers in Consumer Heuristics</b></p> <p><b>Chair:</b> Joseph Goodman</p> <p>Giving It the Benefit of the Doubt? When No-review is a Good-review <i>Selin A. Malkoc, Simona Botti, Ayelet Gneezy</i></p> <p>One of Each: Variety Seeking to Avoid Choice Difficulty <i>Joseph Goodman, Kathleen Vohs</i></p> <p>The Effect of Product Shape Closure on Size Estimations, Preference, and Consumption <i>Barbara E. Kahn, Julio C. Sevilla</i></p> <p>The Willingness to Accept Automated Recommendations Based on Preferences of the Self and Preferences of Others <i>Donna L. Hoffman, Randy Stein, Thomas P. Novak</i></p>	<p><b>TC07 – Monterosa 2</b></p> <p><b>Marketing for the Greater Good</b></p> <p><b>Chair:</b> Gauri Kulkarni</p> <p>Memory Imperfections and Messaging Strategy <i>Raghunath Rao, Om Narasimhan, Xiaolin Li</i></p> <p>Understanding Choice Behavior in Political Marketing Context: A Favorable Voter Response Model <i>Oguzhan Aygoren, Cengiz Yilmaz</i></p> <p>Any News is Good News: The Impact of Enduring and Situational Involvement on Charitable Giving <i>J. Andrew Petersen, Tarun Kushwaha</i></p> <p>Reverse Use of Customer Data - Harnessing the Power of Customer Data for the Benefit of the Customer <i>Gauri Kulkarni, Hannu Saarijärvi, P. K. Kannan, Hannu Kuusela</i></p>	<p><b>TC08 – Edelweiss</b></p> <p><b>Willingness to Pay</b></p> <p><b>Chair:</b> Robert Wilken</p> <p>Are People Willing to Pay More for Social Goods? A Meta-analysis <i>Russ Winer, Stephanie Tully</i></p> <p>Shades of Love: Effect of Ownership Type on Object Valuation <i>Charan Bagga, Neil Bendle, June Cotte</i></p> <p>The Impact of Stress and Level of Construal on Willingness to Pay <i>Erik Maier, Robert Wilken</i></p> <p>The Influence of Uncertainty on Willingness-to-pay and Willingness-to-pay Ranges <i>Robert Wilken, Erik Maier</i></p>

Thursday, July 11<sup>th</sup>, 2013

1.30-3.00 (TC)

<p><b>TC09 – Mimosa</b></p> <p><b>Advertising, Ethics and Culture</b></p> <p><b>Chair:</b> Kim Serota</p> <p>Religious Orientation: How do Religious Beliefs and Gender Influence What we Buy? <i>Sridhar Samu, Melarkode G Parameswaran</i></p> <p>Marketing of Halal Food and Shopper Behavior in Germany: An Empirical Case Study on Ethnic Marketing <i>Volker Trauzettel</i></p> <p>Truth Bias and the Detection of Marketing Deception <i>Kim Serota, Timothy Levine</i></p>	<p><b>TC10 – EMBA 1</b></p> <p><b>Brand Depth and Brand Crisis</b></p> <p><b>Chair:</b> Yuxuan Zhang</p> <p>Understanding the Strategic Implications of Brand Depth and Breadth <i>John Roberts, Pam Morrison, Songting Dong</i></p> <p>The Role of Brands in Extended Service Contract (ESC) Purchase Decisions <i>Moein Khanlari Larimi, Paul R. Messinger</i></p> <p>Brand Equity as a Mediator of the Corporate Social Performance – Corporate Brand Performance Link <i>Nima Mehrfashan, Alexander Permann, Mark Heitmann</i></p> <p>Study of the Heterogeneous Impact of Product-harm Events on Brand Equity: Findings and Implications <i>Yuxuan Zhang, Kristiaan Helsen</i></p> <p>An Investigation of Consumer Responses to Global Brand Crisis <i>Lianxi Zhou, Alain D'Astous</i></p>	<p><b>TC11 – EMBA 2</b></p> <p><b>Customer Loyalty</b></p> <p><b>Chair:</b> Sudhir Voleti</p> <p>Loyalty Programs: Reward or Rip-off? <i>Peter Danaher, Laszlo Sajtos</i></p> <p>New Insights on the Relationship between Customer Satisfaction and Loyalty <i>Nadine Schirmer, Christian Ringle</i></p> <p>Present Loyalty: Theory and a Behavior-based Measurement Method <i>Songting Dong, Ping Zhao, Deqiang Zou, Min Ding</i></p> <p>Predicting Customer Value and e-channel Disposition from Cross-sectional Survey Data <i>Sudhir Voleti, Sundar Bharadwaj</i></p>	<p><b>TC12 – Meet the Editors</b></p>
<p><b>TC13 – Luzern</b></p> <p><b>Advertising and Price Sensitivity</b></p> <p><b>Chair:</b> Shuba Srinivasan</p> <p>Price Advertising Offline Products with Online Competition <i>Ying Xiao, Bing Jing</i></p> <p>Allocating Spend on Digital Display Advertising: Investigating Attributable ROI <i>Nazrul I. Shaikh, Niva Shrestha, Mahima Hada</i></p> <p>Advertising's Impact on Price Sensitivity: How Do the Brand's Mindset Metrics Matter? <i>Shuba Srinivasan, Berk Ataman, Koen Pauwels, Marc Vanheule</i></p> <p>The Whole-number Processing Bias: Investor Sentiments and Changing Stock Prices <i>Ashwin Malshe, Subimal Chatterjee</i></p>	<p><b>TC14 – Zurich</b></p> <p><b>Sustainable Innovation</b></p> <p><b>Chair:</b> Hossein Eslami</p> <p>Sustainability Orientation: Drivers and Innovation and Performance Outcomes <i>Rosanna Garcia, Scott Dacko, Marius Claudy, Sarah Wilner</i></p> <p>Cultural Influences on the Usage of Reusable Products: A Cross-country Analysis <i>Myung-Soo Jo, Rong Huang, Emine Sarigollu</i></p> <p>Social Responsibility and Product Innovation <i>Ganesh Iyer, David Soberman</i></p> <p>Structural Model of New Technology Adoption with Uncertain Payoff: The Case of Solar Panels <i>Hossein Eslami, Trichy Krishnan, Surendra Rajiv</i></p>		

Thursday, July 11<sup>th</sup>, 2013

3.30-5.00 (TD)

<p><b>TD01 – Montreux</b></p> <p><b>Customer Base Analysis</b></p> <p><b>Chair:</b> Shanfei Feng</p> <p>Since You Have Been Gone - Customers Win-back <i>Ann-Christin Langmaack, Michel Clement, Edlira Shehu</i></p> <p>Dynamics of Sales and Consumer Online Search: The Case of the U.S. Automobile Market <i>Xi Chen, Ralf van der Lans, Michael Trusov</i></p> <p>A Structural Model of Customer Return Behavior and Implications for Design of Return Policies <i>Gonca Soysal</i></p> <p>Get Lapsed Donors Back: Assessing Marketing Effectiveness in Post-termination Stage <i>Shanfei Feng</i></p>	<p><b>TD02 – Lausanne</b></p> <p><b>Internet and Interactive Marketing</b></p> <p><b>Chair:</b> Daniela Baum</p> <p>Using UGC Traffic for PGC Monetization <i>Inyoung Chae, Paddy Padmanabhan, Theodoros Evgeniou, Kaifu Zhang</i></p> <p>Managing the Crowd: Prize Structure and Creativity in Online Idea Generation Contests <i>Johanna Slot, Raji Srinivasan, Stefan Wuyts</i></p> <p>Investigating the Interplay between Online Consumer Reviews and Recommender Systems <i>Daniela Baum, Martin Spann</i></p>	<p><b>TD03 – Bern</b></p> <p><b>Social Media</b></p> <p><b>Chair:</b> David Schweidel</p> <p>The Art Marketing and Art Management Adapting the Mathematical Model of the Hit Phenomenon <i>Kawahata Yasuko, Ishii Akira</i></p> <p>Is a 'Social' Media Future Anti-Social? <i>Mark Kilgour, Sheila Sasser, Chelsea Lockwood</i></p> <p>The Perils of "Selective Listening" in Social Media Monitoring <i>David Schweidel, Wendy Moe</i></p>	<p><b>TD04 – Monch</b></p> <p><b>Panel Session: Modelling the Behavior of Decision Makers: Structural Models, Agent-Based Models, Bayesian Models and Beyond</b></p> <p><b>Moderator:</b> Rosanna Garcia</p> <p>Modelling the Behavior of Decision Makers: Structural Models, Agent-based Models, Bayesian Models and Beyond <i>Panelists: Rosanna Garcia, Tulin Erdem, Eitan Muller, Peter Fader</i></p>
<p><b>TD05 – Montblanc</b></p> <p><b>Emerging Markets and Beyond</b></p> <p><b>Chair:</b> Patrick Poon</p> <p>Market Drivers in an Emerging Economy <i>Lancy Mac, Felicitas Evangelista</i></p> <p>How Consumers' Subjective Knowledge Shapes Preferences in an Emerging Market: The Chinese Car Market <i>Lixian Qian, Didier Soopramanien</i></p> <p>Country of Market Effect in China <i>Shenyu Li, Rong Huang, Siva K. Balasubramanian</i></p> <p>Consumer Animosity and Brand Country Association: A Study of Chinese Consumers <i>Patrick Poon, Lianxi Zhou, Chun Zhang</i></p>	<p><b>TD06 – Monterosa 1</b></p> <p><b>Online Consumer Behavior</b></p> <p><b>Chair:</b> Selin Germirli-Yerebakan</p> <p>The Impact of the Negative Online Reviews on Consumer Purchase Intention: Based on the Product Information <i>Jing Qiu, Yan Xinliu</i></p> <p>A Study of the Effectiveness of Online Scarce Promotion —Comparison of Planned and Unplanned Buying <i>Xishu Zheng, Nian Liu, Li Zhao</i></p> <p>Social Shopping Motivation: An Exploratory Study <i>Selin Germirli-Yerebakan</i></p>	<p><b>TD07 – Monterosa 2</b></p> <p><b>Marketing Metrics</b></p> <p><b>Chair:</b> Ofer Mintz</p> <p>A Dynamic Multilevel Structural Equation Model of Key Performance Metrics <i>Joonwook Park, Seoil Cha, Seokoo Lee, William Dillon</i></p> <p>Contributions of Quantity and Quality of Marketing Expenditures on Firm Performance <i>Eric Eisenstein, George Chressanthi</i></p> <p>International Managers Metric Use: Antecedents, Consequences, and Contrasts with U.S. Managers <i>Ofer Mintz, Imran Currim</i></p> <p>There is No Single Best Measure of Your Customers <i>Evert de Haan, Peter Verhoef, Thorsten Wiesel</i></p>	<p><b>TD08 – Edelweiss</b></p> <p><b>Dynamic Pricing I</b></p> <p><b>Chair:</b> Lu Qiang</p> <p>Advance Selling When Consumers are Heterogenous <i>Xubing Zhang, Yulan Wang, Bo Jiang</i></p> <p>Advance Versus Spot Selling with Consumer Anticipation <i>Rajiv Sinha, Fernando Machado</i></p> <p>Dynamic Pricing of Seasonal Goods: An Empirical Investigation into Optimal Price Paths <i>Shantanu Mullick, Nicolas Glady</i></p> <p>Dynamic Pricing with Evaluation Cost <i>Lu Qiang, Wei-yu Kevin Chiang</i></p>

Thursday, July 11<sup>th</sup>, 2013

3.30-5.00 (TD)

<p><b>TD09 – Mimosa</b></p> <p><b>Advertising Creativity and Ad Content</b></p> <p><b>Chair:</b> Leo Paas</p> <p>How Advertising Creativity Interacts with Brand Strength: A Field Study and Eye Tracking Experiment <i>Scott Koslow, Ahmed Al-Shuaili, Mark Kilgour, Sheila Sasser</i></p> <p>Application of Elaboration Likelihood Model to Single Source Data to Forecast Behavioral Transition <i>Satoshi Nakano, Fumiyo Kondo</i></p> <p>Fashion Followers Prefer Moderately Thin Models: Moderating the Quadratic Effect of Model Body Size <i>Leo Paas, Denise M. Janssen</i></p>	<p><b>TD10 – EMBA 1</b></p> <p><b>Brand Equity and Brand Performance</b></p> <p><b>Chair:</b> Natalie Mizik</p> <p>An Equilibrium Analysis of the Effect of Consumer Brand Equity on Firm Brand Profitability <i>Raj Sethuraman, Richard Briesch, William Dillon</i></p> <p>Brand Equity Estimation Model: An Integration of Consumer and Financial Perspectives <i>Marta Olivia Rovedder de Oliveira, Cleo Silveira, Fernando Luce</i></p> <p>Mergers and Brand Equity: A Quantitative Analysis of Strategic and Efficiency Motives <i>Yanlai Chu, Junhong Chu, Hongju Liu</i></p> <p>The Financial Performance Impact of Customer MindSet Brand Equity: Only 10% is Current-year and 90% <i>Natalie Mizik</i></p>	<p><b>TD11 – EMBA 2</b></p> <p><b>Customer Satisfaction</b></p> <p><b>Chair:</b> Edward Malthouse</p> <p>A Meta-analysis on Finding an Adequate Compensation Type for Recovering from a (Service) Failure <i>Holger Roschk, Katja Gelbrich</i></p> <p>Do Customer Satisfaction Ratings Matter? <i>Jihoon Cho, Anocha Aribarg, Puneet Manchanda</i></p> <p>Firms Costs and Customer Satisfaction <i>Rajdeep Grewal, Kapil Tuli</i></p> <p>Perceptions Are Relative: Relationship between Relative Satisfaction Metrics and Share of Wallet <i>Edward Malthouse, Lerzan Aksoy, Alexander Buoye, Bruce Cooil, Ame DeKeyser, Tim Keiningham, Bart Larivière</i></p>	<p><b>TD12 – Meet the Editors II</b></p>
<p><b>TD13 – Luzern</b></p> <p><b>Measurement</b></p> <p><b>Chair:</b> Thomas Reutterer</p> <p>Marketing Research Using IVR vs. Human Operators: An Empirical Analysis <i>Sergio Meza, Andres Acevedo, Patricia Ross</i></p> <p>Using Pre and Post Attitudinal Data to Explore Learning in Instructional Marketing Games <i>Larry Garber, Unal Boya, Bibek Banerjee</i></p> <p>Estimation of Average Treatment Effects Using Panel Data: Theory and Application <i>Kathy Li, David R. Bell</i></p> <p>Structural Modeling with Graphical Models <i>Thomas Reutterer, Kathrin Gruber</i></p>	<p><b>TD14 – Zurich</b></p> <p><b>Innovation and Competition</b></p> <p><b>Chair:</b> Sue Ryung Chang</p> <p>Effect of New Product Introduction and Cannibalization for Multi-Brand Companies <i>Xin-Yu Zou, René Algesheimer, Florian Stahl</i></p> <p>Quality and Quality Claims: The Impact of Competition and the Cost of Overstating Quality <i>Praveen Kopalle, Don Lehmann</i></p> <p>Timing of New Product Release in the Presence of Competition <i>Mahmood Pedram</i></p> <p>Repositioning by Relaunch: How Does Relaunch Affect Consumer Perception &amp; Internal Market Structure? <i>Sue Ryung Chang, Tulin Erdem</i></p>		

Friday, July 12<sup>th</sup>, 2013

8.30-10.00 (FA)

<p><b>FA01 – Montreux</b></p> <p><b>Mobile and Social Networks</b></p> <p><b>Chair:</b> Manish Gangwar</p> <p>Pro-social Behavior in Mobile Networks <i>Jayson Jia, Jianmin Jia, Xianchi Dai</i></p> <p>A Structural Model of User Learning and Multi-category Usage for Mobile Social Network Application <i>Dai Yao, Hernan Bruno, Lizhen Xu</i></p> <p>Mobile Telephony Pricing: Contrasting India with USA <i>Manish Gangwar, Hemant Bhargava</i></p>	<p><b>FA02 – Lausanne</b></p> <p><b>Online Advertising</b></p> <p><b>Chair:</b> Michaela Draganska</p> <p>The Effect of Online Banner Advertising on Offline Sales <i>Lara Lobschat, Werner Reinartz, Ernst Osinga</i></p> <p>A Dynamic Model for Digital Advertising: The Effects of Ad Formats and Message Content <i>Norris Bruce, B.P.S. Murthi, Ram Rao</i></p> <p>Beyond the Last Ad: Attribution in Online Advertising <i>Ron Berman</i></p> <p>Internet vs. TV Advertising: A Brand-building Comparison <i>Michaela Draganska, Wesley Hartmann</i></p>	<p><b>FA03 – Bern</b></p> <p><b>Strategic Consumer and Firm Decisions in Oligopolistic Markets: Session 1</b></p> <p><b>Chair:</b> Stephan Seiler</p> <p>A Dynamic Equilibrium Analysis of Firm Expansion, Productivity, and Market Structure <i>Ahmed Khwaja, Jason Blevins, Nathan Yang</i></p> <p>Innovation Equity <i>Ron N. Borkovsky, Ron Goettler, Avi Goldfarb, Brett R. Gordon</i></p> <p>Oblivious Equilibrium for Concentrated Industries <i>Przemyslaw Jeziorski, C. Lanier Benkard, Gabriel Y. Weintraub</i></p>	<p><b>FA04 – Monch</b></p> <p><b>Optimal Pricing Decisions</b></p> <p><b>Chair:</b> Yesim Orhun</p> <p>Countercyclical Pricing: A Consumer Heterogeneity Explanation <i>Ali Umut Guler, Kanishka Misra, Naufel Vilcassim</i></p> <p>Asymmetries and Dynamics of Cost Pass Through in the U.S. Milk <i>Kanishka Misra, Romana Khan, Vishal Singh</i></p> <p>The Value of Price Information: The Case of Italian Highways <i>Federico Rossi, Pradeep K. Chintagunta</i></p> <p>New Service-class Introduction: What Price Takes-off? <i>Yesim Orhun</i></p>
<p><b>FA05 – Montblanc</b></p> <p><b>Pricing in the Channel</b></p> <p><b>Chair:</b> Salma Karray</p> <p>Distribution Channel Prices and Pass-through with Reference-dependent Demand <i>Hernan Bruno</i></p> <p>A Structural Model of Price and Inventory Competition Between Automobile Dealers <i>S. Siddarth, Jorge Silva-Risso, Dinakar Jayarajan</i></p> <p>Quantity and Price Competition Between Asymmetric Channels <i>Chunming Shi</i></p> <p>Periodicity of Pricing and Marketing Efforts in a Distribution Channel <i>Salma Karray</i></p>	<p><b>FA06 – Monterosa 1</b></p> <p><b>Context Dependent Choices</b></p> <p><b>Chair:</b> Liang Guo</p> <p>How Numeric Framing Affects Risk Perceptions and Behavioral Intentions <i>Jason Riis, Susan J. Barracough, Nevena Koukova, Joydeep Srivastava</i></p> <p>Please Don't Tell Me, I Don't Want to Know it in Detail - Framing and Perception of Increased Prices <i>Timo Zagel, Martina Steul-Fischer</i></p> <p>Choice Overload Problem under Context Dependent Presences <i>Namil Kim, Wonjoon Kim</i></p> <p>Contextual Deliberation and Preference Construction <i>Liang Guo</i></p>	<p><b>FA07 – Monterosa 2</b></p> <p><b>Health Marketing I</b></p> <p><b>Chair:</b> Satheesh Seenivasan</p> <p>The Dynamic Impact of Nutritional Innovations on Healthy Food Sales <i>Marcel Kornelis</i></p> <p>The Effectiveness of the Tobacco Display Ban in Canada: A Field Study <i>Srabana Dasgupta, Tirtha Dhar</i></p> <p>The Ideal Beauty Effect on the Overweight Epidemic – Theory and Evidence <i>Daniel Shapira, Amir Heiman, Oded Lowengart</i></p> <p>An Emotional-psychology Approach to Explanation of Adoption of High-risk, High Involvement Service <i>Sachiko Ohno, Akihiro Inoue</i></p> <p>What Do We Know about the Food We Are Eating? The Effectiveness of Nutrition Labelling <i>Satheesh Seenivasan, Dominic Thomas</i></p>	<p><b>FA08 – Edelweiss</b></p> <p><b>Dynamic Pricing II</b></p> <p><b>Chair:</b> Aras Alkis</p> <p>Dynamic Targeted Pricing <i>Chuan He, Dan Zhang</i></p> <p>Seasonality in Dynamic Consumer Inventory Models <i>Avery Haviv</i></p> <p>How Consumer Response To Changing Prices Vary With Regulatory Foci: Loyals vs "Loyals" <i>Aras Alkis</i></p>



Friday, July 12<sup>th</sup>, 2013

8.30-10.00 (FA)

<p><b>FA09 – Mimosa</b></p> <p><b>Ad Targeting and Shared Consumption</b></p> <p><b>Chair:</b> Sebastiano Delre</p> <p>Retargeting as Mean to Speed up Online Shopping Momentum <i>Isabelle Kes, David M. Woisetschlaeger, Christof Backhaus, Alexander Eiting</i></p> <p>Cookies' Best Before End – The Impact of Cookie Deletion on Advertising Effectiveness <i>Alexander Eiting, Isabelle Kes, David M. Woisetschlaeger</i></p> <p>Measuring Attention to Advertising: A Comparison of Gaze Duration and Duration of Page Exposure <i>Kaye Chan, Mark Uncles</i></p> <p>Let's Go Together: Modeling the Effects of Shared Consumption Experience on the Success of Movies <i>Sebastiano Delre, Thijs Broekhuizen, Tammo Bijmolt</i></p>	<p><b>FA10 – EMBA 1</b></p> <p><b>Branding and Consumer Behavior</b></p> <p><b>Chair:</b> Esra Arikan</p> <p>How Fans' Engagement into Facebook Brand Fan Pages Influences their Behaviors Towards Brands? <i>Laurent Flores, Karine Raies</i></p> <p>Mere-alignability of Alphanumeric Brand Names: When Exposure to Mercedes Affects Choice between BMWs <i>Berna Devezer, Kunter Gunasti</i></p> <p>Category Variety Seeking and Brand Variety Seeking in the US Snacks Market <i>B.P.S. Murthi, Ram Rao, Marina Girju</i></p> <p>Expanding the Boundary of Brand Extensions through BRQ: The Influence of Style of Thinking <i>Esra Arikan</i></p> <p>The Moderating Effect of Customer Engagement on the Brand Image - Customer Equity Relationship <i>Goetz Greve, Katrin Hinkelmann</i></p>	<p><b>FA11 – EMBA 2</b></p> <p><b>Group and Context Effects in Choice Modeling</b></p> <p><b>Chair:</b> Sotaro Katsumata</p> <p>Incorporating Group and Individual Dynamics in Group Choice Models <i>Sam Riethmuller, Ujwal Kayande</i></p> <p>A New Model of Context Dependent Choice <i>Prithwiraj Mukherjee, Ayse Onculer</i></p> <p>A Two-stage Decision Model of Mobile Phone Choice: A Social Network and Service Perspective <i>Yuhong Chung, Jianmin Jia</i></p> <p>Random Regret Minimization for Consumer Choice Modeling: Assessment of Empirical Evidence <i>Thijs Dekker, Caspar Chorus</i></p> <p>The Experiential Set Choice Model Based on a Heterogeneous Knowledge Structure of Consumers <i>Sotaro Katsumata, Makoto Abe, Akihiro Nishimoto</i></p>	<p><b>FA12 – Geneve</b></p> <p><b>Decision Making</b></p> <p><b>Chair:</b> Silu Yu</p> <p>Cross-cultural Differences in Price Search Decisions <i>Suppakorn Pattaratanakun, Vincent Mak</i></p> <p>Exploring Context Effects with Consumer Mindset Data Across Cultures <i>Selin Erguncu, Koen Pauwels</i></p> <p>Projection Bias in the Car Market <i>Jorge Silva-Risso, Devin Pope, Jaren Pope, Meghan Busse</i></p> <p>An Empirical Study of the Positive and Negative Effects of Online Service Guarantee <i>Silu Yu, Xueni Li, Xiaoling Li</i></p>
<p><b>FA13 – Luzern</b></p> <p><b>Finance and Marketing I: The Team</b></p> <p><b>Chair:</b> Stefan Worm</p> <p>The Role of CEOs' Self-regulatory Orientation in Defining a Firm's Business Performance <i>Johanna Frösén, Cecile Cho</i></p> <p>Liability of Middleness: The Moderating Role of CEO Attributes <i>Xiaoyu Zhou, Xiaomeng Du</i></p> <p>The Productivity Trap: Punishing the CMO for Satisfying Customers <i>Ming-Hui Huang</i></p> <p>The Value Relevance of Top Management Team Marketing Attention <i>Stefan Worm, Jialie Shen, Sundar Bharadwaj</i></p>	<p><b>FA14 – Zurich</b></p> <p><b>New Product Adoption</b></p> <p><b>Chair:</b> Emmanuelle Le Nagard</p> <p>Adoption and Rejection of New Consumer Durables: A Goal-directed Approach <i>Remco Prins, Ruud Frambach</i></p> <p>Consumer Disadoption of Old Technologies: The Case of Fixed to Mobile Substitution <i>Ralitza Nikolaeva</i></p> <p>How to Sell Smart Grid Appliances: Addressing the Right Needs of Decision-makers <i>Benedikt Römer, Philipp Reichhart, Arnold Picot</i></p> <p>The Resistance to the Adoption of a New Sales Force Automation System <i>Emmanuelle Le Nagard, Niek Althuizen</i></p>		

Friday, July 12<sup>th</sup>, 2013 10.30-12.00 (FB)

<p><b>FB01 – Montreux</b></p> <p><b>Social, Mobile, and Local</b></p> <p><b>Chair:</b> Peter Pal Zubcsek</p> <p>Mobile Targeting: How Timing, Location, and Personalization Matter <i>Michelle Andrews, Xueming Luo, Chee Wei Phang, Zheng Fang</i></p> <p>Effectiveness of Location-based Advertising: A Randomized Field Experiment Comparing PC with Mobile <i>Dominik Molitor, Anindya Ghose, Martin Spann, Philipp Reichhart</i></p> <p>Social and Location Effects in Mobile Advertising <i>Peter Pal Zubcsek, Zsolt Katona, Miklos Sarvary</i></p>	<p><b>FB02 – Lausanne</b></p> <p><b>Online Word-of-Mouth</b></p> <p><b>Chair:</b> Liwu Hsu</p> <p>Generalized Model of Advertising: Incorporating Electronic Word-of-mouth Into Advertising Model <i>Yana Ponomarova, Nicolas Gladly</i></p> <p>Birth and Death of eRumors <i>Yutaka Hamaoka</i></p> <p>The Effect of Groupon Deals on Online Word of Mouth <i>Yue Wu, Kaifu Zhang, Yakov Bart, Theodoros Evgeniou, Paddy Padmanabhan</i></p> <p>Online Word-of-mouth and Firm Value During a Product Recall Crisis <i>Liwu Hsu, Shuba Srinivasan</i></p>	<p><b>FB03 – Bern</b></p> <p><b>Strategic Consumer and Firm Decisions in Oligopolistic Markets: Session 3</b></p> <p><b>Chair:</b> Przemyslaw Jeziorski</p> <p>Firm Learning and Equilibrium Selection: An Application to Retail Price Competition in the Milk Category <i>Brett R. Gordon, Ron N. Borkovsky</i></p> <p>Free to Choose? Reform and Demand Response in the English National Health Service <i>Stephan Seiler, Martin Gaynor, Carol Propper</i></p> <p>Retail Entry in a Multi-brand Environment: Empirical Analysis of Cross-channel Revenue Effects <i>Scott Shriver, Bryan Bollinger</i></p>	<p><b>FB04 – Monch</b></p> <p><b>Online Markets</b></p> <p><b>Chair:</b> Avi Goldfarb</p> <p>How Do Consumers Search for Products on the Internet <i>Chris Nosko</i></p> <p>Advertising Spillovers: Field Experimental Evidence and Implications for Returns from Advertising <i>Navdeep Sahni</i></p> <p>Pricing Online Content: Fee or Free <i>Anja Lambrecht, Kanishka Misra</i></p> <p>Is Crowdfunding a Marketing Tool or a Finance Tool <i>Avi Goldfarb, Ajay Agrawal, Christian Catalini</i></p>
<p><b>FB05 – Montblanc</b></p> <p><b>Advances in Retailing I</b></p> <p><b>Chair:</b> Rajiv Lal</p> <p>Why Superstores? <i>Hyoung-Goo Kang, Hailey Hayeon Joo</i></p> <p>Internet Dependency and Intention to Shop on Bricks and Mortar: The Mediating Role of Attitudes <i>Hela Ayed, Leila Cham, Ben Ghacham, Mohamed Nabil Mzoughi</i></p> <p>Category Killers at the Brink <i>Rajiv Lal, Jose Alvarez</i></p> <p>Dynamic Time Warping for Retail Trends <i>Ozden Gur Ali, Efe Pinar</i></p> <p>Price Formats and the Success of Store Brands: The Mediating Effect of Trust and Fairness <i>Sudipt Roy, Sridhar Samu, Sheikh Alia</i></p>	<p><b>FB06 – Monterosa 1</b></p> <p><b>Attention, Memory, Learning</b></p> <p><b>Chair:</b> Andres Musalem</p> <p>The Influence of Memory Processes on the Selection of a Result on a Search Engine Result Page <i>Tamara Ansons, Norbert Schwarz</i></p> <p>On the Cognitive Search for Consumer Preferences: Integrating Eye-tracking and Electroencephalogram <i>Chelsea Wise, Rami Khushaba, Sarath Kodagoda, Jordan Louviere</i></p> <p>Is it Now or Never? Limits to Inductive Learning in Consumer Dynamic Judgment Tasks <i>Robert Meyer, Jeff (Cexun) Cai, J. Wesley Hutchinson</i></p> <p>Experiential Quality Learning in Consumer Brand Choice <i>Suman Ann Thomas, Jiang Zhiying, Surendra Rajiv</i></p> <p>The Importance of Feature and Object Fixations in Choice-based Conjoint Analysis <i>Andres Musalem, Martin Meilßner, Joel Huber</i></p>	<p><b>FB07 – Monterosa 2</b></p> <p><b>Health Marketing II</b></p> <p><b>Chair:</b> Hongju Liu</p> <p>How Business Cycles Affect the Healthcare Sector: A Cross-country Investigation <i>Jan Meyer, Kathleen Cleeren, Lien Lamey, Ko de Ruyter</i></p> <p>Is Universal Healthcare Universally Good? <i>Sriram Venkataraman, V. Kumar, J. Andrew Petersen</i></p> <p>Online Health Management: A Study of Patient-physician Communication via Social Media <i>Phylis Mansfield, Mary Beth Pinto</i></p> <p>Skepticism and Credulity in the Market for Healthcare Services <i>Eric Schmidbauer, Dmitry Lubensky</i></p> <p>The Path to Drug Choice: Paved with Promotion or Persistence? <i>Niels Holtrop, Jaap Wieringa, Maarten J. Gijzenberg, Philip Stern</i></p>	<p><b>FB08 – Edelweiss</b></p> <p><b>Price Competition I</b></p> <p><b>Chair:</b> Daniel Halbheer</p> <p>Cognitive Dissonance and Price Competition <i>Huihui Wang, Wilfred Amaldoss</i></p> <p>Fattening Competition <i>Paul Dobson, Eitan Gerstner, Jonathan Seaton, Ratula Chakraborty</i></p> <p>Product Recommendations and Price Competition <i>Sofian Bahani, Skander Essegaier</i></p> <p>Self-serving Behavior in Price-quality Competition <i>Daniel Halbheer, Marco Bertini, Oded Koenigsberg</i></p>

Friday, July 12<sup>th</sup>, 2013

10.30-12.00 (FB)

<p><b>FB09 – Mimosa</b></p> <p><b>Media Channels</b></p> <p><b>Chair:</b> Tiffany Ting-Yu Wang</p> <p>Are Small Media Under-utilized? <i>Steffi Frison, Peter De Maeyer, Christophe Croux, Mamik G. Dekimpe</i></p> <p>Optimizing Cross Channel Media Decisions: An Empirical ROI Comparison <i>Justin Kim, Ryan Stewart</i></p> <p>Direct and Indirect Effects of Print Media Covert Advertising on Sales of Consumer Durables in China <i>Xia Wang, Lily Dong, Chunling Yu</i></p> <p>Impact of Goal Orientation and Interpersonal Connectivity on Social Media Advertising <i>Tiffany Ting-Yu Wang</i></p> <p>Online Search for Health and Medical Information: What Makes it More or Less Likely? <i>Tuck Siang Chung</i></p>	<p><b>FB10 – EMBA 1</b></p> <p><b>Longterm Effects of Branding</b></p> <p><b>Chair:</b> Cem Bahadir</p> <p>Consumer Choice and Brand Performance under the WIC Program: Short-term versus Long-Term Effects <i>Romana Khan, Sanjay Dhar, Ting Zhu</i></p> <p>Role of Predisposition and Information on Consumer Choice and Equilibrium Market Price <i>Onesun Yoo, Rakesh Sarin</i></p> <p>Short Life Cycle of an Experience Product's Long Life: A Bayesian Approach via Signaling Strategy <i>Goksel Yalcinkaya, Tevfik Aktekin</i></p> <p>Acquiring Portfolios of Customers, Brands, and Technology: When Do They Pay-off? <i>Cem Bahadir, Sundar Bharadwaj</i></p>	<p><b>FB11 – EMBA 2</b></p> <p><b>Choice Model Designs</b></p> <p><b>Chair:</b> Fred Feinberg</p> <p>A Monte Carlo Study of Design Procedures for the Nonparametric Mixed Logit Model <i>Andreas Falke, Harald Hruschka</i></p> <p>Estimating Individual-level Choice Model Parameters: A Comparison of Econometric Approaches <i>Andrei Strijnev, Seethu Seetharaman</i></p> <p>Habitual Choice and Model of Dynamic Screening <i>Hyeyoung Yoo, Jaehwan Kim</i></p> <p>Evaluating Efficiencies of Conjoint Choice Experiment Designs <i>Elina Tang, Stefanie Biederman, Min Yang</i></p> <p>Correcting for Covert Selection Processes in Consumer Evaluations <i>Fred Feinberg, Yuanping Ying, Linda Court Salisbury</i></p>	<p><b>FB12 – Geneve</b></p> <p><b>Information Asymmetry</b></p> <p><b>Chair:</b> Pinar Karaca-Mandic</p> <p>Optimal Incentives in Cross Selling: An Economic Approach <i>Andre Decrouppe</i></p> <p>Consumer Preferences for Ambiguity over Time <i>Ayşe Onculer, Yuanyuan Liu</i></p> <p>Signaling Effects of Critics <i>Daniel Kaimann, Joe Cox</i></p> <p>The Role of Agents and Brokers in the Market for Health Insurance <i>Pinar Karaca-Mandic, Roger Feldman, Peter Graven</i></p>
<p><b>FB13 – Luzern</b></p> <p><b>Finance and Marketing II: Market Assets</b></p> <p><b>Chair:</b> Alexander Edeling</p> <p>How Do Stock-market Sentiments Affect Product Category Demand? Case of Organic and Virtue Products <i>Jaakko Aspara, Xueming Luo, Ashish Kumar</i></p> <p>Customer Satisfaction and The Cost of Capital <i>Martin Artz, Marwan El Chamaa, Holger Daske</i></p> <p>Disclosure of Customer Metrics, Analysts' Behavior and Financial Performance <i>Kapil Tuli, Bernd Skiera, Emanuel Bayer</i></p> <p>Marketing's Impact on Firm Value – What Do We Know? <i>Alexander Edeling, Marc Fischer</i></p> <p>Understanding Price-to-earnings Ratios of High-growth Firms with Customer Metrics <i>Emanuel Bayer, Bernd Skiera</i></p>	<p><b>FB14 – Zurich</b></p> <p><b>Organizing for Innovation</b></p> <p><b>Chair:</b> Hyun Jung Lee</p> <p>The Impact of Corporate Ownership on Innovation <i>Sourindra Banerjee, Jaideep Prabhu, Gerald J. Tellis</i></p> <p>Firm Decentralization, Market Research, and Product Proliferation <i>Vincent Mak, Nektarios Oraopoulos, Jochen Schlapp</i></p> <p>Optimal Introduction Sequence for a New Component Technology across the Product Line <i>Ivan Guitart, Guilherme Liberali, Stefan Stremersch</i></p> <p>Building Value Creation Capabilities and its Impact on NPD Outcomes <i>Hyun Jung Lee, Jae H. Pae</i></p>		

Friday, July 12<sup>th</sup>, 2013

1.30-3.00 (FC)

<p><b>FC01 – Montreux</b></p> <p><b>Social Networks and Social Influence I</b></p> <p><b>Chair:</b> Zsolt Katona</p> <p>Identification of Influentials in Virtual Social Networks - An Agent-based Simulation <i>Henning Ahlf</i></p> <p>Viral Marketing via Online Social Networks: Competing for Your Friends' Attention <i>Sarah Gelper, Ralf van der Lans, Gerrit van Bruggen</i></p> <p>All Online Friends Are Not Created Equal: Discovering Influence Structure in Online Social Networks <i>Michael Zhang, Chong Wang, Xi Chen</i></p> <p>Social Media Marketing: How Much Are Influentials Worth? <i>Zsolt Katona</i></p>	<p><b>FC02 – Lausanne</b></p> <p><b>Modeling Multichannel Performance</b></p> <p><b>Chair:</b> Vibhanshu Abhishek</p> <p>A Model to Determine an Optimal Shipping Fee Policy <i>Christian Doppler, Bernd Skiera</i></p> <p>The Dynamic Resource Allocation for Multi-channel Online Marketing <i>Michael Trusov, Hongshuang Alice Li, P. K. Kannan</i></p> <p>Marketing Attribution in a Multichannel Customer Relationship Setting <i>Marcel Goic, Kirthi Kalyanam, Kinshuk Jerath</i></p> <p>The Long Road to Online Conversion: A Model of Multi-channel Attribution <i>Vibhanshu Abhishek, Peter Fader, Kartik Hosanagar</i></p>	<p><b>FC03 – Bern</b></p> <p><b>Strategic Consumer and Firm Decisions in Oligopolistic Markets: Session 2</b></p> <p><b>Chair:</b> Ahmed Khwaja</p> <p>Can Price Promotions Cement Store Loyalty? A Dynamic Structural Model of Spatial and Temporal Search <i>K. Sudhir, Ahmed Khwaja, Navid Mojr</i></p> <p>Dynamics of Option Value in Subscription Business Models: The Netflix Model Under Operational and Technological Change <i>Vineet Kumar, Yacheng Sun</i></p> <p>Learning by Doing in the Solar Photovoltaic Industry <i>Bryan Bollinger, Kenneth Gillingham</i></p>	<p><b>FC04 – Monch</b></p> <p><b>Channels: Retail Competition</b></p> <p><b>Chair:</b> Dinah Vernik</p> <p>Positioning and Pricing of Horizontally Differentiated Products <i>Canan Ulu</i></p> <p>Assessing the Value and Consequences of Direct Store Delivery Channel Arrangements <i>Mumin Kurtulu, Canan Savaskan-Ebert</i></p> <p>Designing a Website to Learn about Consumer Preference <i>Dorothee Honhon, Canan Ulu</i></p> <p>Managing a New Product Introduction through Quick Response and Advance Selling <i>Dinah Vernik, Fernando Bernstein, Preyas Desai</i></p>
<p><b>FC05 – Montblanc</b></p> <p><b>The Global Channel</b></p> <p><b>Moderator:</b> Tayfun Aykac</p> <p>Does Brand Loyalty Really Happens for Children Market? A Comparative Study from Indonesia, Portugal <i>Jony Haryanto, Arnaldo Coelho, Luiz Moutinho</i></p> <p>Validating SME's Supply Chain in China - Institution Perspective <i>Ming-Chih Tsai, Yu-Chi Lu</i></p> <p>Power Asymmetry in Intercultural Sales Negotiations <i>Tayfun Aykac, Robert Wilken, Frank Jacob, Nathalie Prime</i></p>	<p><b>FC06 – Monterosa 1</b></p> <p><b>Consumer Characteristics</b></p> <p><b>Chair:</b> Mihaela Alina Nastasoiu</p> <p>Materialism and Beauty Perceptions amongst the Young Female Pakistani Consumers <i>Farah Naz, Jami Moiz</i></p> <p>The Development and Validation of a Consumer Confidence Scale <i>Volkan Yeniaras, Antonis Simintiras, George Balabanis</i></p> <p>Variety Seeking and Complex Consumption Behavior – An Analysis of Path Data <i>Alberto Marcati, Riccardo Massari, Pierpaolo D'urso</i></p> <p>Predicting Churn through Variety Seeking Behavior <i>Mihaela Alina Nastasoiu, Mark Vandenbosch, Neil Bendle</i></p>	<p><b>FC07 – Monterosa 2</b></p> <p><b>Service Marketing</b></p> <p><b>Chair:</b> Dubravko Radic</p> <p>Determinant Factors of Consumer Behavioral Intentions in Electronic Financial Service Encounters <i>Hideaki Kitanaka, Keiko Toya</i></p> <p>Effect of Cross-functional Coalignment on Performance of Service Firms <i>C.K. Bennett Yim, Kimmy Wa Chan, Kevin Zhou, Eden Yin</i></p> <p>Return on Service Amenities <i>Roland Rust, Rebecca Hamilton, Michel Wedel, Chekitan Dev</i></p> <p>Service Productivity: Improving the Trade-off Between External and Internal Efficiency <i>Dubravko Radic, Tilo Bellm</i></p>	<p><b>FC08 – Edelweiss</b></p> <p><b>Price Competition II</b></p> <p><b>Chair:</b> O. Cem Ozturk</p> <p>Coordination of Price Promotions Within a Product Line <i>Maxim Sinitsyn</i></p> <p>Effect of Reference Prices on Product Positioning and Pricing in Non-durable Goods Markets <i>Sajeesh Sajeesh, Amit Mehra</i></p> <p>Pricing Optimal Contingent Products in Marketing Channels <i>Siheem Taboubi, Georges Zaccour, Peter Kort</i></p> <p>The Impact of Local Market Exits on Rival Pricing <i>O. Cem Ozturk, Sriram Venkataraman, Pradeep K. Chintagunta</i></p>

Friday, July 12<sup>th</sup>, 2013

1.30-3.00 (FC)

<p><b>FC09 – Mimosa</b></p> <p><b>Advertising Planning, Budgeting and Ad Effectiveness</b></p> <p><b>Chair:</b> Peren Ozturan</p> <p>Decomposing Advertising Budgets <i>Ceren Kolsarici, Demetrios Vakratsas, Prasad Naik</i></p> <p>Carryover Effects of Communication Activities: A Meta-Analysis <i>Soenke Albers, Christine Koehler, Vamsi Kanuri, Murali Mantrala</i></p> <p>Timing of Advertising Pulses <i>Maarten J Gijsenberg, Vincent R Nijs</i></p> <p>The Blind Leading the Blind? How Brands Follow Similar Brands in Advertising across Business Cycles <i>Peren Ozturan, Aysegul Ozsomer Tunali, Koen Pauwels</i></p>	<p><b>FC10 – EMBA 1</b></p> <p><b>Sales Force Integration</b></p> <p><b>Chair:</b> Thomas Steenburgh</p> <p>Aligning Marketing Campaigns and Sales Force <i>Somnath Banerjee, Pradeep Bhardwaj</i></p> <p>IMC Strategies Involving Agency Relationships <i>Olivier Rubel</i></p> <p>Cross Selling in the Banking Industry, the Value of Recommendations among Branches' Sales Managers <i>Guillermo Armelini, Sebastian Maldonado, Erica Salvaj</i></p> <p>Pricing for Sales Leads <i>Jan Pelser, Dhruv Grewal, David Cox, Ko de Ruyter, Martin Wetzels</i></p> <p>Implementing Corporate Entrepreneurship: The Marketing-sales Interface During a New Product Launch <i>Thomas Steenburgh, Florian Kraus, Michael Ahearn, Jeffrey Boichuk, Willy Bolander, Carmen Liutec</i></p>	<p><b>FC11 – EMBA 2</b></p> <p><b>Bayesian Methods</b></p> <p><b>Chair:</b> Sam Hui</p> <p>Ingredients and Consumables: Inferring Consumption from Purchase <i>Ludovic Stourm, Eric Bradlow, Raghuram Iyengar</i></p> <p>Modeling Music Preferences <i>Moon Young Kang, Jaehwan Kim</i></p> <p>Bayesian Multidimensional Scaling Incorporating Dimension Reparameterization with Variable Selection <i>Duncan Fong</i></p> <p>Analyzing Moment-to-moment Data Using a Bayesian Functional Linear Model: Application to TV Show <i>Pil Sam Hui, Tom Meyvis, Henry Assael</i></p>	<p><b>FC12 – Geneve</b></p> <p><b>Online Customer Response</b></p> <p><b>Chair:</b> Mark Elsner</p> <p>Online Smile Cues: A Double-edged Sword of OCSR on Online Customer Consequences <i>Xueni Li, Silu Yu, Weini Li</i></p> <p>Text Mining of Online Reviews: A Methodology for Analyzing Sentence-based Customer Opinions <i>Sanjoy Ghose, Shaoqiong Zhao</i></p> <p>Text Mining: Moving from Content Analysis to Predictive Modeling <i>Paul Wang, Con Menictas</i></p> <p>The Importance of the Source in Personalized Online Banner Advertising <i>Alexander Bleier, Maik Eisenbeiss</i></p> <p>When Does Online Content Matter? The Role of Source and Message Characteristics <i>Mark Elsner, Maik Eisenbeiss, Werner Reinartz</i></p>
<p><b>FC13 – Luzern</b></p> <p><b>Finance and Marketing III: Innovation</b></p> <p><b>Chair:</b> Paul Valentin Ngobo</p> <p>Attenuation of News Value: An Empirical Study with Best Companies Lists <i>Chayoun Kim</i></p> <p>Going Public: How Stock Market Participation Changes Firm Innovation Behavior <i>Simone Wies, Christine Moorman</i></p> <p>Impact of Movie Preference and Internet Piracy on Movie Distribution Channels and Purchase Timing <i>Backhun Leeming, Minhi Hahn</i></p> <p>Explaining Cross-country Differences in the Effects of R&amp;D Expenditures on Risk and Stock Returns <i>Paul Valentin Ngobo, Hubert Gatignon</i></p>	<p><b>FC14 – Zurich</b></p> <p><b>Innovation in Emerging Markets</b></p> <p><b>Chair:</b> Mohammed Alnuwairan</p> <p>Help or Hindrance? How Global Innovation Clusters Hurt and Stimulate Each Other <i>Nukhet Harmancioglu, Koen Pauwels, Gerald J. Tellis</i></p> <p>Technological Leapfrogging in Emerging Markets <i>Gerald J. Tellis, Deepa Chandrasekaran</i></p> <p>The Hesitant Hai Gui Return-migration Preferences of U.S.-Educated Chinese Scientists and Engineers <i>Robert Zeithammer</i></p> <p>Reverse Logistics: The General Environment Analysis of Emerging Economy Country <i>Mohammed Alnuwairan, Munirah Almousa, Stephen Eldridge</i></p>		

Friday, July 12<sup>th</sup>, 2013

3.30-5.00 (FD)

<p><b>FD01 – Montreux</b></p> <p><b>Social Networks and Social Influence II</b></p> <p><b>Chair:</b> Srinath Gopalakrishna</p> <p>Co-evolution of Purchase Behaviors and Networks <i>Sang-Uk Jung</i></p> <p>Detecting Influential Consumers in the Twitter Network on Competing Products <i>Makoto Mizuno, Makoto Abe, Naoki Shinbo</i></p> <p>Health Marketing with a Focus on Social Networks <i>Di Fang</i></p> <p>Linking Social Network Structures to Sales Prospecting Outcomes <i>Srinath Gopalakrishna, Andrew Crecelius</i></p>	<p><b>FD02 – Lausanne</b></p> <p><b>Multichannel Marketing</b></p> <p><b>Chair:</b> Els Breugelmans</p> <p>Are Offline and Online Channels Either Substitutes or Complements? The Evidence from Beauty Products <i>Jee Yeon Kim, Jeonghye Choi</i></p> <p>How Bad is Online Shopping Cart Abandonment? An Investigation Across Multiple Shopping Sessions <i>Stanislav Stakhovych, Jie Zhang, Michel Wedel, Yuanping Ying</i></p> <p>The Effects of Varying Channel Experiences and Direct Marketing on Customer Retention <i>Chun-Wei Chang</i></p> <p>Cross-channel Promotion Effects in Multi-channel Grocery Retailing <i>Els Breugelmans, Katia Campo, Huiying He</i></p>	<p><b>FD03 – Bern</b></p> <p><b>Emerging Markets and Beyond</b></p> <p><b>Chair:</b> Kaifu Zhang</p> <p>Shadow Banking and Relational Contracts in Emerging Markets <i>Jian Ni, Qiaowei Shen</i></p> <p>Social Identity and Consumption – The Effect of the HuKou System on Household Consumption in China <i>Mandy Hu, Ninghua Zhong, Ming Lu, Binkai Chen</i></p> <p>Brands and Stereotypes <i>Kaifu Zhang</i></p>	<p><b>FD04 – Monch</b></p> <p><b>ISMS Doctoral Dissertation Proposal Award Winners</b></p> <p><b>Chair:</b> K. Sudhir</p> <p>Improving Survey Construct Accuracy through Uncertainty Inferred from Voice-based Responses <i>Hye-jin Kim, Huanhuan Shi, Min Ding</i></p> <p>The Attribute-based Multi-armed Bandit for Adaptive Marketing Experiments <i>Eric M. Schwartz, Eric Bradlow, Peter Fader</i></p> <p>Competition in Corruptible Markets <i>Shubhranshu Singh, Ganesh Iyer</i></p>
<p><b>FD05 – Montblanc</b></p> <p><b>Channel Management</b></p> <p><b>Chair:</b> Sujatha Chandrasekhar</p> <p>Managing Role Stress in Buyer-supplier Relationships: Governance Mechanisms and Market Uncertainty <i>Maggie Chuoyan Dong, Yulin Fang, Vivian Xu Zheng</i></p> <p>The Valuation of B2B Relationship: Focus on the Impact of Relationship on Value Trade-offs <i>Kyungok Yoo., Jaewook Kim</i></p> <p>The Impact of Sales Visits on Mere-measurement Effects: Evidence from a B-2-B Setting <i>Ying Xie, Ramkumar Janakiraman, Xiaojing Dong</i></p> <p>Aligning Marketing and Sales for More Effective Channel Management <i>Sujatha Chandrasekhar, S. Sriram</i></p>	<p><b>FD06 – Monterosa 1</b></p> <p><b>Consumer Decision Making</b></p> <p><b>Chair:</b> Xianchi Dai</p> <p>Disaggregating Preference Stability into Core and Supplementary Product Attribute <i>Fangzhou Xu, Theodore Noseworthy, Towhidul Islam</i></p> <p>Tipping Point in Consumer Choice: The Case of Collections <i>Leilei Gao, Yanliu Huang, Itamar Simonson</i></p> <p>Influence of Temperature on Consumer Decision <i>Jungmin Jang, Song Oh Yoon</i></p> <p>When Does Playing Hard-to-get Increase Romantic Attraction? <i>Xianchi Dai, Ping Dong, Jayson Jia</i></p>	<p><b>FD07 – Monterosa 2</b></p> <p><b>Customer Equity Through CRM</b></p> <p><b>Chair:</b> Evsen Korkmaz</p> <p>A New Look at Customer Relationship Management: Reducing Risks by CRM Strategy <i>Tae Ho Song, Shijin Yoo, Sang Yong Kim</i></p> <p>Customer Equity: What is the Impact of the Model Adopted in the Results? <i>Henrique Martins, Fernando Luce, Cleo Silveira</i></p> <p>The Synergy Effect of Loyalty Program Integration on Customer Equity <i>Dae Yun Park</i></p> <p>Market Segmentation in Buy-till-you-defect Models <i>Evsen Korkmaz, Dennis Fok, Roelof Kuik</i></p>	<p><b>FD08 – Edelweiss</b></p> <p><b>Advances in Pricing</b></p> <p><b>Chair:</b> Vinay Kanetkar</p> <p>Decomposing Pass-through in Regular Retail Price <i>Chaoqun Chen, Duncan Simester, Blake McShane, Eric Anderson</i></p> <p>A Cloud Computing Pricing Model <i>Nazim Taskin, Tayfun Keskin</i></p> <p>A Multi-period Model of Scheduling the Product Line Sales Promotion <i>Zelin Zhang, Yihao Zhang, Murali Mantrala, Xiaodan Dong</i></p> <p>Are All Price Elasticity Estimates Biased? Role of Purchase Quantity in Price Elasticities <i>Vinay Kanetkar</i></p>



Friday, July 12<sup>th</sup>, 2013

3.30-5.00 (FD)

<p><b>FD09 – Mimosa</b></p> <p><b>Store Brand Power</b></p> <p><b>Chair:</b> Mark Vroegrijk</p> <p>The Power of Store Brands: An Integrated Framework on the Drivers of Store Loyalty <i>Rita Coelho do Vale, Pedro Verga Matos</i></p> <p>Risk Aversion and Preference for Store Price Format <i>Koichi Yonezawa, Timothy Richards</i></p> <p>Effect of Walmart on National Brands and Private Labels <i>Pranav Jindal, Ting Zhu, Pradeep K. Chintagunta, Sanjay Dhar</i></p> <p>Vertical Positioning of Store Brands <i>Eunkyu Lee, Hwan Chung</i></p> <p>Can Economy Private Labels Help Defend Against the Hard-discounter Threat? <i>Mark Vroegrijk, Els Gijbrecchts, Katia Campo</i></p>	<p><b>FD10 – EMBA 1</b></p> <p><b>Sales Force Performance Assessment</b></p> <p><b>Chair:</b> Ahmed Timoumi</p> <p>Metrics for Assessing Salespeople's Performance: An Empirical Approach <i>Wei Zhang, Ajay Kalra</i></p> <p>Does Salesperson Prioritization Pay Off? <i>Margot Loewenberg, Markus Meierer, René Algesheimer</i></p> <p>Career History as a Determinant of Pay Level and Pay Structure of Sales Managers <i>Alireza Keshavarz</i></p> <p>Optimal Delegation of Retail Sales Force Management and Compensation to the Manufacturer <i>Ahmed Timoumi, Anne Coughlan, Skander Essegaier</i></p>	<p><b>FD11 – EMBA 2</b></p> <p><b>Conjoint Analysis</b></p> <p><b>Chair:</b> Alexandru Degeratu</p> <p>Identifying Relevant Attributes in Conjoint Analysis using Data Mining Techniques <i>Sebastian Maldonado, Ricardo Montoya, Richard Weber</i></p> <p>Optimal Experimental Designs for Nonlinear Conjoint Analysis: Solving the Conundrum <i>Agata Leszkiewicz, Mercedes Esteban-Bravo, José Vidal-Sanz</i></p> <p>Accounting for Heterogeneity, Utility Covariances, or Both in Conjoint Choice Models? <i>Friederike Paetz, Winfried Steiner</i></p> <p>The Impact of Corporate Social Responsibility Violations on Marketing <i>Michael Riechert, Raoul Kübler, Soenke Albers</i></p> <p>Learnings from 10 Years of Running Conjoint for Strategic Decision Making <i>Alexandru Degeratu, Ankita Gupta</i></p>	<p><b>FD12 – Geneve</b></p> <p><b>Auctions</b></p> <p><b>Chair:</b> Martin Spann</p> <p>Estimation of Beauty Contest Auctions <i>Hema Yoganarasimhan</i></p> <p>The Impact of Individual-level Consumer Surplus on Subsequent Willingness-to-pay and Consumer Behavior – An Example from Online Auctions <i>Eric Greenleaf, Inhye Kang</i></p> <p>Measuring the Impact of Price Matching Guarantees on Price Dispersion and Willingness to Pay in Auction <i>Peter Popkowski Leszczyc, Ernan Haruvy</i></p> <p>Competitive Lead Purchase by One-of-a-kind Service Providers <i>Atanu Sinha, Yacheng Sun</i></p> <p>Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets <i>Martin Spann, Robert Zeithammer, Klaus Schmidt</i></p>
<p><b>FD13 – Luzern</b></p> <p><b>Finance and Marketing IV: Time and Space</b></p> <p><b>Chair:</b> Peng Zou</p> <p>How Business Cycles Change the Relationship Between New Product Introductions and Stock Performance <i>Thomas Eichentopf, Berk Ataman, Gerrit van Bruggen</i></p> <p>Investors' Risk Reactions in Times of Crises: A Natural Experiment in Selected EU Countries <i>Nikos Kalogeras, Joost M.E. Pennings</i></p> <p>The Influence Mechanism of Overseas Investment Bank Rating On Stock Fluctuation of Chinese Internet <i>Zhanpeng Yang</i></p> <p>Corporate Social Responsibility and Market Value in Emerging Markets <i>Peng Zou, Qi Wan, Jinhong Xie</i></p>	<p><b>FD14 – Zurich</b></p> <p><b>New Product Design</b></p> <p><b>Chair:</b> K N Rajendran</p> <p>Affective Computing and New Product Development <i>Devanathan Sudharshan, Rodoula Tsiotso, Ben Liu, Olivier Furrer</i></p> <p>How Long to Squeeze that Creative Juice? An Empirical Study of the Impact of Movie Production Timing <i>Fangyun (Tom) Tan, Josh Eliashberg, Kartik Hosanagar</i></p> <p>Mitigating Agency In Teams: An Empirical Analysis of Film Production in the US <i>Vishal Narayan, Vrinda Kadiyali</i></p> <p>What Does It Look Like? An Objective Measurement of Design Similarity <i>Thomas Schreiner, Thomas Fandrich, Mark Heitmann</i></p> <p>Identifying Attributes that Really Matter Using the Kano Method <i>K N Rajendran, Shashidhar Kaparathi</i></p>		

Saturday, July 13<sup>th</sup>, 2013

8.30-10.00 (SA)

<p><b>SA01 – Montreux</b></p> <p><b>Social Media and the Brand</b></p> <p><b>Chair:</b> Mark Vandenbosch</p> <p>The Impact of Social Media on Brand Loyalty <i>Yaniv Dover, Scott Neslin</i></p> <p>Social Media - Effects Along the Brand Value Chain <i>Markus Kick</i></p> <p>Branded Social Games: Impact of Player's Behaviors on Brand Equity <i>Damien Renard, Christine Balagué</i></p> <p>The Effect of Engagement in Social Media on Purchase Behaviors <i>Mark Vandenbosch, Bobby Calder, Edward Malthouse</i></p>	<p><b>SA02 – Lausanne</b></p> <p><b>Adoption of Online Channels</b></p> <p><b>Chair:</b> Qiang Lu</p> <p>Are Early Adopters of Online Channels More Profitable? Targeting Right Customers at the Right Time <i>Jing Li, Umut Konus, Fred Langerak, Koen Pauwels</i></p> <p>Balancing Channel Exposure and Channel Profits: Retail Platform Adoption and Management <i>Qin Zhang, Tat Chan, Fan Zhang</i></p> <p>Adding Clicks: Understanding the Impact of Adding an Internet Channel on Direct and Indirect Channel <i>Qiang Lu, Y Yang, Y Ulku</i></p>	<p><b>SA03 – Bern</b></p> <p><b>Emerging Markets in China</b></p> <p><b>Chair:</b> Yang Li</p> <p>Market Recovery Strategy After A Major Natural Disaster: An Empirical Study of 2008 Sichuan Earthquake <i>Qi Wang, Yani Dong, Jinhong Xie, Wei Li</i></p> <p>An Empirical Investigation of the Rise and Fall of the Chinese Group Buying Industry <i>Chunhua Wu, Xinlei (Jack) Chen, Ting Zhu</i></p> <p>Quantify the Effects of Chinese Government's Subsidy Program <i>Xinlei (Jack) Chen, Ping Xiao, Wei Lu, Sky Liang</i></p> <p>The Heterogeneous Impact of Studio Advertising versus Online Word of Mouth: Evidence from Chinese Movie Industry <i>Yang Li</i></p>	<p><b>SA04 – Monch</b></p> <p><b>Game Theory: Pricing and Communication</b></p> <p><b>Chair:</b> Neil Bendle</p> <p>Sponsored Search vs. Search Engine Optimization: Competitive Strategies for Internet Retailers <i>Amit Mehra, Jagmohan Raju, Ram Bala</i></p> <p>The Effect of Location on Pricing Strategies <i>Marielle Non</i></p> <p>Why the Meek Won't Inherit Madison Avenue (or Wall Street or Even Main Street) <i>Neil Bendle, Mark Vandenbosch</i></p> <p>When the Buyer is Not the User <i>Axel Stock</i></p> <p>Coalitions, Auctions and Bargaining in the Market for E-Books <i>Rajeev Kohli</i></p>
<p><b>SA05 – Montblanc</b></p> <p><b>Channel Strategy</b></p> <p><b>Chair:</b> Chi-Cheng Wu</p> <p>Strategic Decentralization with Inventory Commitments <i>Sudheer Gupta, Harish Krishnan</i></p> <p>Channel Strategy When Consumers Comparison Shop <i>Sridhar Moorthy, Yongmin Chen</i></p> <p>Channel Structure and Money-back Guarantee Policy <i>Kezhou Wang, Yunchuan Liu</i></p> <p>Manufacturer's Response to the Retailer's Extended Warranty <i>Chi-Cheng Wu, Lu Hsiao, Ying-Ju Chen</i></p>	<p><b>SA06 – Monterosa 1</b></p> <p><b>Social Influence and Culture</b></p> <p><b>Chair:</b> Umut Kubat</p> <p>Exploratory Study on Changing Consumer Cultural Trends in a Developing Economy <i>Huma Amir</i></p> <p>The Role of Social Comparison Direction and Comparison Target in Service Delays <i>Ying Ho, Nga Cheng Chan</i></p> <p>Acculturation, Brand Cultural Symbolism and the Role of Advertising Language on Brand Evaluations <i>Umut Kubat, Vanitha Swaminathan</i></p>	<p><b>SA07 – Monterosa 2</b></p> <p><b>Bundling</b></p> <p><b>Chair:</b> Sreya Kolay</p> <p>A Conjoint Model for Self-designed Service Bundles <i>Raghuram Iyengar, Kamel Jedidi, Vithala R. Rao</i></p> <p>Bundling of Competing Manufacturers' Products <i>Vithala R. Rao, Nanda Kumar</i></p> <p>Optimal Selling Strategies for Sequentially Offered Events <i>Sreya Kolay, Rajeev Tyagi</i></p> <p>Bundling, Inter-temporal Pricing or Both? A Normative Assessment <i>Ashutosh Prasad, R. Venkatesh, Vijay Mahajan</i></p>	<p><b>SA08 – Edelweiss</b></p> <p><b>Cause Related Marketing</b></p> <p><b>Chair:</b> Reetika Gupta</p> <p>Fighting For a Cause or Against It: A Longitudinal Perspective on Revenue and Survival <i>Keith Botner, Arul Mishra, Himanshu Mishra</i></p> <p>Fear vs. Hope: Organ Donation Decision <i>Surat Teerakapibal, Pavitra Jindahra</i></p> <p>Crossing the Recycling Bin Boundary: The Effect of Product Distortion on Product Disposal Decision <i>Remi Trudel, Jennifer Argo</i></p> <p>The Heritability of Preferences for Eco-Friendly Products <i>Arvind Rangaswamy, Huanhuan Shi, Min Ding</i></p> <p>When a Green Product Backfires: Examining How Consumers View Negative Side Effects of CSR Initiatives <i>Reetika Gupta, Nevena Koukova</i></p>

Saturday, July 13<sup>th</sup>, 2013

8.30-10.00 (SA)

<p><b>SA09 – Mimosa</b></p> <p><b>Choice Models III</b></p> <p><b>Chair:</b> Arjen van Lin</p> <p>The Effects of Assortment Organization on Consumers' Decision Making: A Fluency Account <i>Yi Li, Selin Atalay</i></p> <p>A Tempting Assortment: The Effects of Assortment on Multicategory Purchase Incidence <i>Sungtak Hong, Kanishka Misra, Naufel Vilcassim</i></p> <p>Retail Market Basket Analysis Using Multi-criteria Decision Techniques: A Case Study <i>Douglas MacLachlan, Reza Sheikh, Afshin Mirzaei</i></p> <p>Hello Jumbo! The Spatio-temporal Roll-out and Consumer Adoption of a New Banner <i>Arjen van Lin, Els Gijbrecchts</i></p>	<p><b>SA10 – Asuka</b></p> <p><b>Sales Force Motivation</b></p> <p><b>Chair:</b> Tanjim Hossain</p> <p>Sales Contests: How "Sour Grape" Prize Structures Enhance Salesperson Effort and Performance <i>Jeffrey Boichuk, Niladri Syam, Michael Ahearn, James Hess</i></p> <p>When the Wheat Lies Among the Chaff: salesperson's Luxury Brand Effort in a Multi-branded Environment <i>Moumita Das</i></p> <p>The Role of Fairness in Sales Organizations <i>Vincent Onyemah, Dawn Iacobucci, Barton Weitz, Dominique Rouzies</i></p> <p>President's Club or Wall of Fame and Shame? Extrinsic and Intrinsic Motivations in Contest Design <i>Tanjim Hossain, Mengze Shi, Robert Waiser</i></p>	<p><b>SA11 – EMBA 2</b></p> <p><b>Dynamic Econometric Models</b></p> <p><b>Chair:</b> Florian Stahl</p> <p>Applying SUR (Seemingly Unrelated Regressions) and Dimension Reduction Methods in Market Mix Models <i>Ekaterina Trutneva, Ekaterina Atanasyan</i></p> <p>Data Fusion over Multiple Time Periods to Develop Pseudo Longitudinal Data <i>Catherine Frethey-Bentham</i></p> <p>Understanding Common Trends in Sustainability Strategy: A Binary Data Dynamic Factor Analysis Model <i>Charles Kan, Rajdeep Grewal</i></p> <p>The Impact of Recalls on Customer Acquisition and Customer Retention in the Automobile Industry <i>Florian Stahl, Lucas Beck, Mark Heitmann</i></p>	<p><b>SA12 – Geneve</b></p> <p><b>Empirical Generalizations</b></p> <p><b>Chair:</b> Blake McShane</p> <p>A Model of Mature Market Growth and Decline <i>Steven Shugan, Debanjan (Deb) Mitra</i></p> <p>Exploring the Empirical Bias in Digital Marketing Research <i>Morana Fuduric, Ana Javornik, Andreina Mandelli</i></p> <p>Meta-MANOVA with Application to Choice Overload <i>Blake McShane, Ulf Bockenholt</i></p>
<p><b>SA13 – Luzern</b></p> <p><b>Finance and Marketing V: Communication"</b></p> <p><b>Chair:</b> Don O'Sullivan</p> <p>Media Mix Decisions and Firm Value <i>Pablo J. Lopez-Tenorio, Jaime Romero</i></p> <p>The Roles of Advertising and Marketing Capability in Influencing the Financial Impact of News <i>Guiyang Xiong, Sundar Bharadwaj</i></p> <p>Selling Losers and Keeping Winners: How Goal Dynamics Predict a Reversal of the Disposition Effect <i>Arvid Hoffmann, Jaakko Aspara</i></p> <p>CEO Stock Options CMO Power and Marketing Expenditure <i>Don O'Sullivan, Geoff Martin</i></p>	<p><b>SA14 – Zurich</b></p> <p><b>Consideration Sets and Segmentation</b></p> <p><b>Chair:</b> Michel van de Velden</p> <p>Age-related Models of Loyalty in Radio Listening: Station Recency and Listening Duration <i>Gilles Laurent, Raphaëlle Lambert-Pandraud</i></p> <p>Forecasting Substitution Patterns when Consumers Diversify Their Consideration Sets <i>Michael Palazzolo, Fred Feinberg</i></p> <p>Explaining Environmental Consciousness at the Individual and Cross-national Level: A Meta-analysis <i>Meike Morren</i></p> <p>Online Profiling and Clustering of Facebook Users <i>Michel van de Velden, Jan-Willem van Dam</i></p>		

Saturday, July 13<sup>th</sup>, 2013

10.30-12.00 (SB)

<p><b>SB01 – Montreux</b></p> <p><b>Impact of Social Media Investments</b></p> <p><b>Chair:</b> Kalyan Raman</p> <p>Effects of Social Media Interactions on Consumer Mind-set Metrics and Sales <i>Lisette de Vries, Sonja Gensler, Peter S.H. Leeflang</i></p> <p>Social Media and Advertising Interaction Effects <i>Lai Jiang, Bryan Bollinger, Michael Cohen</i></p> <p>The Effect of Social Media Marketing Communication on Customer Behavior: An Empirical Investigation <i>Ramkumar Janakiraman, Ram Bezawada, Ashish Kumar</i></p> <p>Dynamic Interaction of Social Media and Marketing Communications <i>Kalyan Raman, Vijay Viswanathan</i></p>	<p><b>SB02 – Lausanne</b></p> <p><b>Modeling Online Behaviors to Improve Performance</b></p> <p><b>Chair:</b> Rakesh Niraj</p> <p>Mathematical Theory for Hit Phenomena as Marketing Science <i>Akira Ishii, Hidehiko Koguchi, Koki Uchiyama</i></p> <p>Incorporating Consumer Browse Data: Extended Item-based Top-K Recommendation Algorithms <i>Xiaomeng Du, Meng Su, Xiaoyu Zhou</i></p> <p>Does Auction Design Affect Participation and Performance? Evidence from Crowdsourcing Platforms <i>Chong Wang, Yili (Kevin) Hong</i></p> <p>Choosing the Right Tools for the Job to Boost Online and Offline Sales <i>Rakesh Niraj, Tanya Mark, Jan Bulla, Ingo Bulla</i></p>	<p><b>SB03 – Bern</b></p> <p><b>Emerging Markets in India</b></p> <p><b>Chair:</b> K. Sudhir</p> <p>Analyzing the Performance of Brands in Fragmented Retail Markets of Emerging Economies <i>V. Kumar, Denish Shah, Yi Zhao</i></p> <p>Transaction Costs and Technology Adoption in Emerging Markets <i>Ishani Tewari, K. Sudhir</i></p> <p>Paying for Intermediate Output: A Field Intervention <i>Xiaolin Li, Om Narasimhan, Ranjan Banerjee, George John</i></p> <p>The Impact of Offshoring New Product Development (NPD) to Emerging Markets on Shareholder Value <i>Venkatesh Shankar, Nicole Hanson</i></p>	<p><b>SB04 – Monch</b></p> <p><b>Game Theory: Product Quality and Innovation</b></p> <p><b>Chair:</b> Subramanian Balachand</p> <p>Competitive Preannouncement in a Context of Bilateral Information Asymmetry <i>Sumitro Banerjee, David Soberman</i></p> <p>Effects of Competitor's Referral on Product Quality and Consumer Welfare <i>Hongyan Shi, Baojun Jiang</i></p> <p>Game Theoretic Cost Allocation Model to Enhance Co-operation <i>Pong Yuen Lam, Yuho Chung</i></p> <p>Premium Offers with Product Purchase as a Signaling Device <i>Subramanian Balachander</i></p> <p>Signaling In A Horizontally Differentiated Market Through Word-of-mouth <i>Sreelata Jonnalagedda</i></p>
<p><b>SB05 – Montblanc</b></p> <p><b>Movies</b></p> <p><b>Chair:</b> Rahat Ullah</p> <p>Estimating Consumer's Movie Choice with Non-compensatory Decision Analysis <i>Youngju Kim, Jaehwan Kim</i></p> <p>Optimizing Movie Release Timing Across Channels and International Markets <i>Sumaiya Ahmed, Ashish Sinha</i></p> <p>Like the Book, Hate the Movie? Understanding the Drivers of Adapted Movie Evaluations <i>Amit Joshi, Huifang Mao, Zachary Johnson</i></p>	<p><b>SB06 – Monterosa 1</b></p> <p><b>Applied Theory in Marketing</b></p> <p><b>Chair:</b> Juanjuan Zhang</p> <p>Word of Mouth Bias and Optimal Communication Strategies <i>Yogesh V. Joshi, Andres Musalem</i></p> <p>A Model of Brand Portfolio Strategy <i>Matthew Selove, Jeanine Miklós-Thal, Michael Raith</i></p> <p>Information Disclosure and Ratcheting in Dynamic Setting <i>Jiwoong Shin, Brian Mittendorf, Dae-Hee Yoon</i></p>	<p><b>SB07 – Monterosa 2</b></p> <p><b>Behavioral Pricing</b></p> <p><b>Chair:</b> Monika Käuferle</p> <p>Partitioned Pricing of Hedonic Versus Risk Mitigating Product Features Given Prior Risk Perceptions <i>Dipankar Chakravarti, Joydeep Srivastava, Joydeep Srivastava</i></p> <p>Payment Sequence Preferences: Paying too Much Today and Being Happy About it Tomorrow <i>Bernd Skiera, Fabian Schulz, Christian Schlereth</i></p> <p>Limited Memory Consumers and Price Dispersion <i>Levent Kutlu</i></p> <p>Reference Price on Brand Choice Across Online/Offline Grocery Channels. Internal vs. External <i>Javier Cebollada, Marta Arce</i></p> <p>The Effect of Reference Products on the Price Image of Retailers <i>Monika Käuferle, Katia Alexi, Werner Reinartz</i></p>	<p><b>SB08 – Edelweiss</b></p> <p><b>Corporate Social Responsibility</b></p> <p><b>Chair:</b> May Wang</p> <p>When Doing Good Leads to Increased Customer Loyalty: Which Firms Benefit from CSR? <i>Jenny van Doorn, Marnix Bügel, Peter Verhoef, Marjolijn Onrust</i></p> <p>The Effect of Social Pressure on Corporate Social Responsibility <i>Paola Mallucci, George John, Tony Cui</i></p> <p>Go Regular! Who Gains From Large-size Soda Bans? <i>Ratula Chakraborty, Paul Dobson, Eitan Gerstner, Jonathan Seaton</i></p> <p>How Does the Explanation after a Crisis Affect Consumers Trust and Distrust towards the Company? <i>May Wang, Xiaoyun Chen</i></p>

Saturday, July 13<sup>th</sup>, 2013

10.30-12.00 (SB)

<p><b>SB09 – Mimosa</b></p> <p><b>Return and Complain Behavior</b></p> <p><b>Chair:</b> Ricardo Montoya</p> <p>The Analytics of Product Return Episodes: Impact of Restrictions on Return Privileges <i>Michele Samorani, Paul Messinger, Aydin Alptekinoglu</i></p> <p>Empirical Analysis of the Effect of Out-of-stocks of Fast-moving Products on Customer Behavior <i>Ricardo Montoya, Marcelo Olivares</i></p> <p>Integrating Relationship Marketing Activities into Organizational Complaint Handling <i>F. Javier Sese, Jesus Cambra, Iguacel Melero</i></p>	<p><b>SB10 – Asuka</b></p> <p><b>Mobile Marketing</b></p> <p><b>Chair:</b> Scott Neslin</p> <p>Consumers Un-tethered: A Three-market Empirical Study of Consumers' Mobile Marketing Acceptance <i>Fareena Sultan, Andrew Rohm, Margherita Pagani, Tao (Tony) Gao</i></p> <p>Evolution of Mobile Services in UK Retailing - A Longitudinal Study of Developments and Expectations <i>Sonja Lähti</i></p> <p>The Evolution from Mobile Users to Mobile Shoppers <i>Mingyung Kim, Yerin Chung, Jeonghye Choi</i></p> <p>The Impact of Mobile App Usage on Consumer Purchase Behavior <i>Scott Neslin, Harald van Heerde, Isaac Dinner</i></p>	<p><b>SB11 – EMBA 2</b></p> <p><b>Structural Models</b></p> <p><b>Chair:</b> Yu Yu</p> <p>An Empirical Study of Pre-market Licensing for Drug Innovation <i>Manuel Hermosilla</i></p> <p>Learning by Doing and Consumer Switching Cost <i>Yufeng Huang</i></p> <p>Very Simple Markov-Perfect Industry Dynamics <i>Nan Yang, Jaap Abbring, Jeffrey Campbell, Jan Tilly</i></p> <p>A Structural Model of the Post Patent Ethical Drug Market <i>Yu Yu, Yi Zhao</i></p>	<p><b>SB12 – Geneve</b></p> <p><b>Competitive Response</b></p> <p><b>Chair:</b> Jimi Park</p> <p>Competitive Interactions in Promotional Strategy among Prescription Drugs <i>Abhik Roy, Mary Schramm</i></p> <p>Exit, Market Research and Entry: When, Where, How? <i>Markus Christen, David Soberman</i></p> <p>Hypercompetitive Rivalry in Contests <i>Jeff (Cexun) Cai, Robert Meyer, Jagmohan Raju</i></p> <p>Investigating Competitive Reaction Volatility: The Measurements and Propositions <i>Jimi Park, Shijin Yoo</i></p>
<p><b>SB13 – Luzern</b></p> <p><b>Social Influence Online</b></p> <p><b>Chair:</b> Patrali Chakrabarty</p> <p>Does Peer Pressure Always Lead to Conformity? <i>Monic Sun, Feng Zhu, Michael Zhang</i></p> <p>Modeling Civic Socialization and Purchasing Intentions in the Context of Social Media and Blogs <i>Despina Karayanni, Nickoletta Koutsogiannopoulou</i></p> <p>Online Reviews and Consumers' Willingness to Pay: The Role of Uncertainty <i>Yinglu Wu, Jianan Wu</i></p> <p>ocial Marketing through Choice of Online Product Review Medium <i>Patrali Chakrabarty</i></p>	<p><b>SB14 – Zurich</b></p> <p><b>Social Networks</b></p> <p><b>Chair:</b> Puneet Manchanda</p> <p>The Effect of Personal Customer Communication and Sweepstakes in Social Networks <i>Joerg Burkhardt, Martina Steul-Fischer</i></p> <p>Accessing Information about Product Risks: The Roles of Market Reactions &amp; Public Awareness Programs <i>Anthony Dukes, Tansev Geylani, Kannan Srinivasan</i></p> <p>Unraveling the Effects of Top Marketing and Sales Executives' Experience: Social Network Perspective <i>Aditya Gupta, Rui Wang</i></p> <p>Work or Network? How Human Brand Managers (and Who They Know) Shape Job Market Outcomes <i>César Zamudio, Julie Guidry Moulard, Angeline Close</i></p> <p>Performance in Multilevel Marketing: An Empirical Analysis <i>Puneet Manchanda, Eunsoo Kim</i></p>		

Saturday, July 13<sup>th</sup>, 2013

1.30-3.00 (SC)

<p><b>SC01 – Montreux</b></p> <p><b>Social Media Dynamics</b></p> <p><b>Chair:</b> Wenjing Duan</p> <p>Understanding the Dynamics of Social Product Usage <i>Tingting Fan, Eitan Muller, Peter Golder</i></p> <p>Mapping Products on Social Tagging Networks: Insights for Demand Forecast and Positioning <i>Hyoryung Nam, William Rand, P.K. Kannan</i></p> <p>The Impact of Online Word-of-mouth on Television Show Viewership: A Curvilinear Temporal Dynamic <i>Romain Cadario</i></p> <p>Social Media and New Drug Performance in the Pharmaceutical Industry <i>Wenjing Duan, Andrew Whinston, Qing Cao, Vicky Gu</i></p>	<p><b>SC02 – Lausanne</b></p> <p><b>Search and Media Effectiveness</b></p> <p><b>Chair:</b> Savannah Wei Shi</p> <p>AT&amp;T and iPhone: Multi-channel Advertising ROI <i>Chen Lin, Sandy Jap</i></p> <p>Conditions for Owned, Paid and Earned Media Effectiveness: The Performance Impact of Online Customer <i>Ceren Demirci, Koen Pauwels, Shuba Srinivasan, Gokhan Yildirim</i></p> <p>Product Placement and Web Search <i>Simcha Jong, Enrico Forti, Maria Vittoria Antonacci</i></p> <p>Bid Pulsing Strategy and Keyword Performance <i>Savannah Wei Shi, Xiaojing Dong</i></p>	<p><b>SC03 – Bern</b></p> <p><b>Field Studies in Emerging Markets</b></p> <p><b>Chair:</b> Om Narasimhan</p> <p>Marketing vs. Finance: A Randomized Evaluation <i>Stephen Anderson-Macdonald, Rajesh Chandy, Bilal Zia</i></p> <p>Do Sympathy Biases Induce Charitable Giving? The Persuasive Effects of Advertising Content <i>Subroto Roy, K. Sudhir, Mathew Cherian</i></p> <p>Why do Some Micro-entrepreneurs Do Better than Others? The Role of Pricing Latitude in Driving Performance <i>Magda Hassan, Jaideep Prabhu, Rajesh Chandy, Om Narasimhan</i></p> <p>When and Where Were You Born? The Influence of Firms' Founding Conditions on International Growth <i>Elaine Y. N. Oon, Jaideep Prabhu, Kulwant Singh</i></p>	<p><b>SC04 – No Session</b></p>
<p><b>SC05 – No Session</b></p>	<p><b>SC06 – Monterosa 1</b></p> <p><b>Experiential Marketing</b></p> <p><b>Chair:</b> Joelle Lagier</p> <p>A Hedonic Consumption Based Analysis of Popularity of Hindi Film Music <i>Soumya Sarkar, Madhupa Bakshi</i></p> <p>Conspicuous Sensory Consumption as a Means for Self-Worth Restoration <i>Tanuka Ghoshal, Rishtee Batra</i></p> <p>Modeling Hedonic Adaptation in Shared Experiential Consumption <i>Natasha Foutz, Anocha Aribarg, Eunsoo Kim</i></p> <p>Marketing of Art or Art of Marketing: How to Break Resistance? <i>Joelle Lagier, Virginie De Barnier</i></p>	<p><b>SC07 – Monterosa 2</b></p> <p><b>Modeling Heterogeneity</b></p> <p><b>Chair:</b> Pieter Schoonees</p> <p>Talk and Vice: How Relationships Affect Vice Behavior <i>Rachel Shacham, Peter Golder, Tulin Erdem</i></p> <p>The Category Covering Problem for the Analysis of Generalized Sorting Task Data <i>Simon Blanchard, Daniel Aloise, Wayne S. DeSarbo</i></p> <p>Detecting and Purging Response Styles with Constrained Dual Scaling <i>Pieter Schoonees, Patrick J.F. Groenen, Michel van de Velden</i></p>	<p><b>SC08 – Edelweiss</b></p> <p><b>Direct Marketing</b></p> <p><b>Chair:</b> Shameek Sinha</p> <p>Direct Mail Characteristics Effects on a Comprehensive Set of Advertising Effectiveness Measures <i>Daniela Naydenova, Janny Hoekstra, Tammo Bijmolt, Jaap Wieringa</i></p> <p>Investigating the Effects of Mailing Variables and Endogeneity on Mailing Decisions <i>Nadine Schröder, Harald Hruschka</i></p> <p>Optimal Coupon Targeting: Sequential Decision Making and the Value of Information <i>Shameek Sinha, Frenkel Ter Hofstede, Vijay Mahajan</i></p>



<p><b>SC09 – Mimosa</b></p> <p><b>Marketing Mix</b></p> <p><b>Chair:</b> Goutam Challagalla</p> <p>Competition in Markets Offering Mass Customization <i>Kitty Koelemeijer , Bo Van der Rhee</i></p> <p>Investigating Consumer Behavior Towards Self-medication in the Light of Uncertainty Avoidance in Pakistan <i>Faryal Salman, Usman Warraich</i></p> <p>New Product Incrementality <i>Ronald Shokes, Nazrul I. Shaikh</i></p> <p>Customer Opportunistic Behavior: Does it Hurt or Help Them? <i>Goutam Challagalla</i></p>	<p><b>SC10 – No Session</b></p>	<p><b>SC11 – No Session</b></p>	<p><b>SC12 – Geneve</b></p> <p><b>Category Effects in Choice Models</b></p> <p><b>Chair:</b> Ralf van der Lans</p> <p>Investigating Cross-category Incidence and Quantity Decisions for Products Having Common Attributes <i>Karthik Sridhar, Ram Bezawada</i></p> <p>Variety, Quantity and Choice: The Additive Multivariate Ordinal Probit Model <i>Ralf van der Lans</i></p>
<p><b>SC13 – Luzern</b></p> <p><b>High-Tech and Service Marketing</b></p> <p><b>Chair:</b> Indranil RoyChowdhury</p> <p>Design Optimal Software Free Trial Strategy in the Presence of Network Externality and Consumer Learning <i>Shuoqia Guo, S.Chan Choi</i></p> <p>When Market Leaders Leave Their Tier: Asymmetric Pricing in Online Sales of High Technology Products <i>Sourav Ray, Paul Messinger, Charles Wood</i></p> <p>A Meta-analysis on the Consequences of Service Fairness <i>Xia Wang, Hean Tat Keh</i></p> <p>Adoption of Technology Facilitated Services <i>Indranil RoyChowdhury, Sanjay Patro</i></p>	<p><b>SC14 – Zurich</b></p> <p><b>Word-of-mouth</b></p> <p><b>Chair:</b> Chander Velu</p> <p>Amplified Word-of-mouth Effectiveness and Efficiency in the Marketing Mix <i>Ulrike Simon, Farid Tarrahi, Florian Dost</i></p> <p>Moderating Role of Credibility, Impact of Motivation, Social Relational Properties on eWOM SocialMedia <i>Payal Kapoor</i></p> <p>The Why in Viral: Enhancers and Inhibitors of Deliberate and Selective Word-of-mouth Transmission <i>Florian Dost, Jens Sievert, Frank Jacob</i></p> <p>Competitive Dynamics in New Markets: Location Strategies in the Gourmet Food Truck Market <i>Russel Nelson</i></p> <p>Predictors of Social Mobilization Speed <i>Chander Velu, Jeff Alstott, Stuart Madnick</i></p>		

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