Marketing Science 2010

Organizers

Werner Reinartz, Chair  
Karen Gedenk, Co-chair  
Franziska Voelckner, Co-Chair

University of Cologne  
Faculty of Management, Economics and Social Sciences
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The Editor’s Note

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

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

B.P.S. Murthi

New Officers of ISMS

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

Kannan Srinivasan (President-Elect)

Min Ding (V.P. Membership)
ANNOUNCEMENTS

Wharton Interactive Media Initiative (WIMI) Announces Research Opportunity

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

Questions of interest to Organic include:
“How should a successful conversion be attributed back to the different ads a user saw?”
“Is seeing an ad on a particular advertising site (or sequence of sites) more likely to result in conversion?”
“What is the relative contribution of display advertising versus search advertising to ultimate conversion?”
“How quickly does the effect of an ad decay?”
“How should digital advertising campaigns be structured to maximize conversion?”

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

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

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

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

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

DEADLINE for submissions : JUNE 1, 2010

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

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

To submit work, sign on at the Summit's Conference Review System http://www.conferencereview.com. Register with a user name and login password, select "D/IMRS2010," or the "2010 Direct/Interactive Marketing Research Summit." Make sure you have your and your co-authors' contact information (affiliations, emails, etc.) From there, you will be able to select and submit Education topics or Research topics. Direct any questions about the submissions site to mailto:dmef@directworks.org

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

Topics at the Direct/Interactive Marketing Research Summit

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

Research topics may include

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

Co-chair contacts for the above topics:

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

Education topics may include

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

Co-chair contacts for the above topics:

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

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

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

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

DMEF
1120 Ave of the Americas
New York, NY 10036-6700
212.768.7277
mailto:dmef@directworks.org
CONFERENCE CALL FOR PAPERS

Quantitative Marketing and Economics Conference
October 22-23, 2010

UCLA Anderson School of Management, Los Angeles, CA

Deadline for Submitting Papers: June 1, 2010

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

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

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

THE CONFERENCE

Conference space is limited to 100. Registration forms and information about the conference schedule, fees and hotel accommodations will be soon available on the conference website: http://research.chicagobooth.edu/marketing/qme/index.aspx. The registration deadline is October 8th. Early registration is encouraged.


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

Highlights include a tutorial by Prof. dr. Philip-Hans Franses and a keynote address by Nobel Laureate Prof.dr. Daniel McFadden. There are 44 marketing dynamics presentations and an exciting social program.
Journal of Marketing Research calls for submissions for a special interdisciplinary issue on marketing dynamics. We invite papers that model marketing dynamics resulting from dynamic decision making—that is, decision making in contexts in which current actions on the part of consumers or firms have future consequences. We also invite papers that study the evolution of consumer preferences or the dynamic effects of marketing variables, such as advertising and price promotion.

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

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

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

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

Editor
Tülin Erdem, New York University

Guest Coeditors
Bart Bronnenberg (Tilburg University)
Ariel Pakes (Harvard University)
Peter Rossi (University of Chicago)

Advisory Board to the Special Issue
Marnik Dekimpe, Tilburg University; J.-P. Dubé, University of Chicago; Els Gijsbrechts, Tilburg University; Dominique Hanssens, University of California, Los Angeles; Prasad Naik, University of California, Davis; Koen Pauwels, Özyeğin University; Shuba Srinivasan, Boston University; Harald van Heerde, University of Waikato; Peter Verhoef, University of Groningen; Russ Winer, New York University
The *Journal of Marketing Research* calls for submissions for a special interdisciplinary issue on consumers’ financial decision making. Consumer welfare is strongly affected by household financial decisions large and small: choosing mortgages; saving to fund college education or retirement; using credit cards to fund current consumption; use of very high interest payday loans or tax refund loans; choosing how to “decumulate” savings in retirement, perhaps by use of annuities; deciding how to pay for health care and insurance; and investing in the stock market to increase personal wealth. In all of these domains, consumers are often poorly informed and susceptible to making serious errors that have large personal and societal consequences. Basic research in judgment and decision making, psychology, consumer research, behavioral finance, and behavioral economics can inform our understanding of how consumers actually make such decisions and how consumers can be helped to make better decisions by innovations in public policy, business, and consumer education. We invite scholars from all of these fields to submit papers for the special issue. We also welcome papers about consumer financial decision-making and the law, and empirical papers on public policy interventions that can improve consumers’ financial decisions. We expect this special issue to lead to significant cross-fertilization across fields and therefore to papers of particularly high impact. The special issue will be supported by the Russell Sage Foundation and the Alfred P. Sloan Foundation as part of their joint initiative in support of behavioral research on consumer finance.

Please submit manuscripts to [http://mc.manuscriptcentral.com/ama_jmr](http://mc.manuscriptcentral.com/ama_jmr) and designate “Special Issue on Consumers’ Financial Decision Making.”

**Guest Editor-in-Chief**
John Lynch, University of Colorado-Boulder

**Guest Editors**
Shlomo Benartzi, UCLA
Stefano DellaVigna, University of California-Berkeley
George Loewenstein, Carnegie-Mellon University

Submission Deadline: **July 30, 2010**
Expected Publication Date: November 2011
CONGRATULATIONS

ALL THE AWARD WINNERS

Don Lehmann  Magid Abraham  Roland Rust

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

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

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

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

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

V. Kumar and Denish Shah have been selected as the recipients of the 2009 MSI/H. Paul Root Award for their article “Expanding the Role of Marketing: From Customer Equity to Market Capitalization,” which appeared in the November 2009 (Vol. 73, No. 6) issue of Journal of Marketing.
2010 William F. O'Dell Award

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

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

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

The other finalists were:

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

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

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

2010 Paul E Green Award

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

The selection committee consisted of Bart Bronnenberg and Gita Johar.

The other finalists were:

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

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

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

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

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

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

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

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

Bass Award Finalists


Little Award Finalists


Long Term Impact Award Finalists


JOHN G. LYNCH, JR. AND DAN ARIELY, “WINE ONLINE: SEARCH COSTS AFFECT COMPETITION ON PRICE, QUALITY, AND DISTRIBUTION,” MARKETING SCIENCE, VOL. 19, NO. 1, 2000, PP. 83-103


K. SUDHIR, “STRUCTURAL ANALYSIS OF MANUFACTURER PRICING IN THE PRESENCE OF A STRATEGIC RETAILER,” MARKETING SCIENCE, VOL. 20, NO. 3, 2000, PP. 244-264


MARKETING SCIENCE CONFERENCE, JUNE 17-20, 2010, COLOGNE, GERMANY

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

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

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<td>The Citation Rewards to Challenging Commonly Held Beliefs: An Empirical Test of Interesting Propositional Forms Stefan Stremersch, Sofie Vanneste, Isabel Venniers</td>
<td>Strategic CRM Initiatives for Competitive Advantage with Special Reference to Banking Industry in India Neeraj Pandey</td>
<td>The Impacts of Broad-based vs. Commodity Specific Generic Advertising Jura Liaukonyte, Harry Kaiser, Timothy Richards, Brad Rickard</td>
<td>What Do People Talk About and Why? How Product and Buzzmarketing Campaign Characteristics Drive Word-of-Mouth Jonah Berger, Eric Schwartz</td>
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<td>Do We Really Understand What the Practice Needs? - How Marketing Scholars and Practitioners Differ in Evaluating Research Johannes Hattula, Sven Reinecke</td>
<td>Relationship Orientation, Marketing Capabilities, and Performance: The Role of Customer Relationship Management Prithwijit Nath, Avinandan Mukherjee</td>
<td>Should We use Advertising Awards to Measure Creativity?: Comparing the Value of Self and Award Assessments Scott Koslow, Mark Kilgour, Sheila Sasser</td>
<td>Comparing the Roles of Connectivity and Activity in Driving Information Diffusion in Online Social Networks Andrew Stephen, Yaniv Dover, Jacob Goldenberg</td>
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<td>The Neglected Role of Firm Ownership Structure in Market Orientation: Evidence from Emerging Markets Yimin Cheng, Jing Song, Rui Wang</td>
<td>Success of Web Products: The Relationship Between Adoption Routes and Usage Clarence Lee, Elie Ofek, Tom Steenburgh</td>
<td>A Decision Model for Analyzing Retailer Procurement Channel of Agricultural Produces J-I Ying Chen, Ming-Chih Tsai, Yi-Lung Wang</td>
<td>Retail Restructuring and the Cost Disease Ward Hanson</td>
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<td>Creating a Proactive Market Orientation: On its Organizational Antecedents, Contingency Factors and Consequences Dennis Herhausen, Marcus Schoegel</td>
<td>“Is it Really Complicated?” Role of Motives in Understanding the Effects of Complexity on Website Evaluations Reetika Gupta, Stephen Gould</td>
<td>Resource-based Coalitions in Marketing Channels: A Cooperative Game Theoretic Analysis Mark Ratchford, Dipankar Chakravarti, Atanu Sinha</td>
<td>Understanding Service Convenience in the Shopping Center Leslie Yip, Andrew Chan, Alison Lloyd</td>
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<td>Balancing Value Creation and Capture: The Case of Business Solution Selling and Pricing Christoph Ihl, Sebastian Bonnemeier</td>
<td>Validating Brand Tracking Data Against Organic Brand Search Trends Jorge Silva-Risso, Donna Hoffman, Thomas P. Novak</td>
<td>The Important Role of Cognitive Legitimacy and Habitual Institutionalization in Marketing Channels Xiaoling Li, Minxue Huang, Rui Wang</td>
<td>Effect of Variety Offering and Price Competition on Demand and Supermarket Performance Benaissa Chidmi, Madha Zaffou</td>
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<td>Trade Off Between Value Creation and Value Appropriation: Financial Implications in Brazil Bruno Rego, Fernando Luce</td>
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<td>Yuxin Chen, Ozge Turut</td>
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**Thursday, June 17th, 2010**

**8.30-10.00 (TA)**
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2009-10 ISMS-MSI Practice Prize Competition (Special Session)  
Chair: Russell Winer  
Practice Prize Competition  
Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities  
Marc Fischer, Sönke Albers, Nils Wagner  
Jetstar: A Dynamic Model of Consumer Choice to Guide Brand Development  
John Roberts, Peter Danaher, Ken Roberts, Alan Simpson  
Marketing’s Profit Impact: Quantifying Online and Offline Funnel Progression  
Thorsten Wiesel, Joep Arts, Koen Pauwels  
Uncovering Implicit Customer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities’ Variable Annuity Sales  
V. Kumar (VK), Denish Shah |
| 10.30-12.00 (TB) | TB02 – Room 04  
CRM: Managing Customers  
Chair: Debajan Mitra  
Value of Customer Attitude Metrics in Measuring and Managing Customer Lifetime Value  
Rajkumar Venkatesan, Nalini Ravishanker, Werner Reinartz  
Optimizing Service Productivity  
Roland T. Rust, Ming-Hui Huang  
Consumer Expectations and Culture: The Effect of Belief in Karma in India  
Praveen Koppalle, John U. Farley, Donald R. Lehmann  
Satisfaction and Dissatisfaction Proneness: Examining the Effect of Attribute-level Disconfirmation on Changes in Attribute Importance Weights  
Debanjan Mitra, Gao Wang, Jinhong Xie, Yin Xu |
| 10.30-12.00 (TB) | TB03 – Room 06  
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Chair: Hideaki Kitanaka  
The Optimal Product Line Design in the Presence of Targeted and In-Store Advertising  
Shan-Yu Chou, Chyi-Mei Chen  
Strategic Roles of Advertising in Distribution Channels  
Chi-Cheng Wu  
A Model of Demarketing  
Jeanine Mikkos-Thal, Juanjuan Zhang  
A Study on Products’ Information Spread to Consumers and Three Communication Modes  
Hideaki Kitanaka, Shigeru Kido, Jinya Nakamura, Akira Suzuki |
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Chair: Paulo Albuquerque  
Community Leaders or Entertainment Workers? Incentivizing Content Generation in Social Media  
Peter Zubcsek, Kaifu Zhang  
From Social to Super Brands: The Influence of Personality and Involvement with Active and Passive Consumer Behavior in User Generated Content Websites  
Margherita Pagani, Ronald Goldsmith, Charles F. Hofacker  
Evaluating Promotional Activities in an Online Two-sided Market of User-generated Content  
Paulo Albuquerque  
The “Twitter Effect”: Investigating the Impact of Real-time Electronic Word-of-Mouth on the Success of Short Life Cycle Products  
Thorsten Hennig-Thurau, Caroline Wiertz |
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Price Liberalization in a Retail Setting: Short-run Effects and Long Run Effects  
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The Impact of Tax Policy Stimulus on Automobile Choice-evidence from Chinese Automobile Industry  
Xi Chen, Pradeep K. Chintagunta  
How Does Guanxi Affect Firm Capabilities? Typology and Boundary Condition  
Xiaoyun Chen, Jie Wu |
| 10.30-12.00 (TB) | TB06 – Room 16  
Internet: General II  
Chair: Oliver Emrich  
Competing for Consumers Online: Setting Optimal Advertising Strategies  
Taylan Yalcin, Eline Ofek  
Interest-based Internet Advertising and Privacy Concern – How to Increase the Acceptance of a Rising Marketing Phenomenon  
Nicole Brockmeyer, Florian von Wangenheim  
Affiliate Marketing: Setting Optimal Commissions  
Christian Schulze  
The Virtual Opening of the Value Chair: A Conceptual Model of Customer-firm Interaction on the Internet  
Oliver Emrich, Thomas Rudolph |
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Chair: Weon S. Yoo  
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Els Gijbesbrechts, Manik Dekimpe, Katrijn Gielens  
Wireless Carriers’ Exclusive Handset Arrangements: An Empirical Look at the iPhone  
Ting Zhu, Pradeep K. Chintagunta, Hongru Liu  
Exclusive Tie-ups for Handsets in the Wireless Industry  
Upender Subramanian, Jagmohan Raju, Z. John Zhang  
A Meta Analysis of Multi-brand, Multi-Outlet Channel Systems  
Weon S. Yoo, Rax Du, Eunkyu Lee, Richard Staelin |
| 10.30-12.00 (TB) | TB08 – Room 18  
Retailing – Shopper Behavior  
Chair: Dinesh Gauri  
Understanding Consumers Conduct at the PoS to Explain Purchase Termination  
Shyda Valizade-Funder, Oliver Heil  
Modeling Consumer Attention to In-store Prices  
Sudipt Roy, Tat Chan, Amar Cheema  
Investigating Consumer Response Across Retail Store Formats  
Ashish Kumar, Ram Bezwada, Karthik Sridhar, Minakshi Trivedi  
An Empirical Investigation of the Impact of Gasoline Prices on Grocery Shopping Behavior  
Dinesh Gauri, Kusum Ailawadi, Dhruv Grewal, Yu Ma |
INFORMS Society for Marketing Science Newsletter

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

TB09 – Room 19
New Products: Adoption
Chair: Guillermo Armelini
Anticipated Regret, Social Media and New Product Adoption
Ping Xiao, Yuxin Chen
Social Influence in the Adoption Process of Innovative Products: A Dynamic Modelling Approach
Hans Risselada, Tammo Bijmolt, Peter Verhoef
Early Adopters: Opinion Leaders or Opinion Keepers?
Sant Moldovan
Understanding the Role of Opinion Leaders and Less-connected Individuals in the Adoption of a New Technology
Guillermo Armelini, Erica Salvaj

TB10 – Room 20
Private Labels II
Chair: Sherif Nasser
Sleeping with the Enemy: Does Private-label Production by NB Manufacturers Create Discounter Goodwill?
Anne ter Braak, Marnik Dekimpe, Barbara DeLeeuw Verduyn, Inge Geyskens
The Impact of “One-stop Shopping” on Competitive Store Brand Strategy
Jerath Kinshuk, Tansev Geylani, Z. John Zhang
Responding to Generics: Fight Back or Throw in the Towel?
Sherif Nasser, Chakravarthi Narasimhan, Danko Turcic

TB11 – Room 21
Bayesian Estimation
Chair: Carlos Hernandez
Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data
Joachim Bueschken, Greg Allenby, Thomas Otter
Semi-parametric Bayesian Analysis of the Instrumental Variable Problem in Random Coefficient Logit Models using Aggregate Data
Yang Li, Asim Ansari
Bayesian Random Coefficient Logit Models for Large Datasets
Carlos Hernandez, Dennis Fok

TB12 – Room 22
Information and Consumer Choice (Special Session)
Chair: Bart Bronnenberg
Dynamic Discrete Choice with Heterogeneous Beliefs
Paul Ellickson, Sangyog Misra, Harikesh Nair
Social Ties and User Generated Content: Evidence from an Online Social Network
Scott K Shriner, Reto Hofstetter, Harikesh Nair
Consumer Learning Models with Unstable Product Quality: An Application to Consumers’ Decisions to Continue Engaging with Entertainment Products
Mitch Lovett, William Boulding, Richard Staelin
Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium
Bart Bronnenberg, Jean-Pierre Dubé, Matthew Gentzkow, Jesse Shapiro

TB13 – Room 23
Pricing II
Chair: Maarten Gijsenberg
Design and Pricing of Probabilistic Quality
Zelin Zhang, Kissan Joseph
Uncertain Consumption and Quantity Surcharges in Consumer Non-Durables: an Analytical Model
Krishanu Rakshit, Arnab Mukherji, Srinivas Prakthy,
Price and Advertising Effectiveness over the Business Cycle
Maarten Gijsenberg, Marnik Dekimpe, Jan-Benedict Steenkamp, Harald van Heerde

TB14 – Room 24
Decision Making II
Chair: Xianchi Dai
Empirical Investigations into Loss Aversion in Consumer Choice of Financial Products
Faye Kim, Jaehwan Kim
Regrets in Switching: The Conflicting Role of Perceived Control
Maggie Y. Y. Chu, Lisa C. Wan
Mere Influence Effect: When Motivation to Influence Drives Decision
Xianchi Dai, Leilei Gao, Baba Shiv

TB15 – Room 25
CB: Perception I
Chair: Joseph Lajos
Female Consumer Behavior in Malaysia—Religion Perspectives
Hui-I Yao, Chih-Chien Cheng
What is Authenticity? A Synthesis of the Dimensions of Authenticity Describing Marketing Offerings
Songqi Lin, Michelle So, Felix Tang
The Aesthetic Experience: Characteristics and Consequences for Consumer Attitudes and Behaviour
Joelle Lagier, Pascale Ezan
The Effect of Package Color on Consumers’ Judgments of Product Volume
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Chair: Matthias Stöckl
Chair: Anindya Ghose

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RFM Measures and Customer Lifetime Value: Investigating the Behavioral Relationship in a Non-Contractual Setting
Makoto Abe

Comparing Data Collection Methods for Customer Equity
Cleo Silveira, Fernando Luce

A Review of Customer Equity Models in the Context of Discounted Cash Flow Valuation Theory
Morten Holm, V. Kumar (VK), Carsten Rohde

A Monte Carlo Study on Sampling Properties of the Pareto/NBD Model
Udo Wagner, Daniel Hoppe

Advertising: Consumer Response I
Getting the Most from Your TV Ads
Julie Edell Britton, Kevin Lane Keller

How Does Awareness Evolve When Advertising Stops? The Role of Memory
Ashwin Aravindakshan, Prasad A. Naik

"An Eye for an Eye": An Account of Sequelized and Comparative Advertising Strategies
Patrali Chakrabarty, Bibek Banerjee

Marketing Dynamics in the Premium Car Segment
Matthias Stöckl, Jesus Crespo-Cuaresma

Impact of User Generated Content II (Special Session)

Chair: Manish Kacker

The Diffusion of Online Word of Mouth
Hsin-Chen Lin, Manohar U. Kalwani

The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community
Jui Ramaprasad, Rishika Ramkumar

Information Processing in the Online Environment: The Role of Consumer-generated Reviews
Dheeraj Pandey, Bibek Banerjee

A Theoretical Model of Specific Investments in Exchange Relationships
Manish Kacker, Ruhai Wu

Internet: User Generated Content
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E-cology: Dynamic Dependence and Evolution of Online Customer Reviews
Xing Pan, Fang fang, Bin Gu

The Impact of User Generated Content on Consumer Choice and Contribution in an Online Community
Jui Ramaprasad, Rishika Ramkumar

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Channels: Design II
Pre-ordering in Distribution Channels
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Distributor Acquisition of Supplier Training Knowledge: Supplier Sales Growth and Partnership Termination
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A Theoretical Model of Specific Investments in Exchange Relationships
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Kerem Tomak, Michael Kruger  
The Role of Attitudes in Customer Value: Does the Contractual Nature of the Relationship Matter?  
F. Javier Sese, V. Kumar (VK), J. Andrew Petersen, Yolande Polo  
Can Three Behavioral Dimensions Sufficiently Describe Customer Relationships?  
Montz Mirk, Dominik Georgi  
Incorporating Price Promotion into Customer Base Analysis  
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| **TD03** – Room 06 | **Advertising: Consumer Response II**  
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Ralf van der Lans, Rik Pieters, Michel Wedel  
Cross Product and Online-Offline Advertising Synergies  
Martin Schleicher, Asim Ansari, Sunil Gupta  
The Effect of Media Advertising on Brand Consideration and Choice  
Nobuhiko Terui, Greg Allenby, Masataka Ban  
The Impact of Quantity and Perceived Quality of Different Advertising Media on Demand  
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| **TD04** – Room 14 | **Impact of Social Media (Special Session)**  
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**Thursday, June 17th, 2010**

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**Friday, June 18th, 2010  10.30-12.00 (FB)**

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**Saturday, June 19th, 2010**  
8.30-10.00 (SA)
# INFORMS Society for Marketing Science Newsletter

**Saturday, June 19<sup>th</sup>, 2010**  
10.30-12.00 (SB)

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- **Chair:** Stefan Wuyts
- Licensing Radical Product Innovations to Speed Up the Diffusion Takeoff
  - Mercedes Esteban-Bravo, Vardan Avagyan, Jose M. Vidal-Sanz

#### SB10 – Room 20
**Brands: Global Branding II**
- **Chair:** Sabrina Hegner
- Global Versus Local Brand Failures: Which Dissatisfy Consumers More?
  - Xue Gao, Patrick S. Poon
- Can Global and Local Brands Benefit from Organic Labeling? An Experimental Study
  - Daniela B. Schäfer, Hans H. Bauer, Daniel Heinrich
- The Relevance of Trust for the Success of Brands – A Cultural Approach
  - Sabrina Hegner

#### SB11 – Room 21
**Multi-Category Choice Models**
- **Chair:** Seethu Seetharaman
- An SKU-Level Model of Multiple Item Choice
  - Gary J. Russell
- Empirical Analysis of Firms' Pricing Strategies with Complementary Product Lines
  - Yu Ma
- Cake Mix in Aisle 3, Candy Bars in Aisle 12: Investigating the Impact of Store Layout on Consumers' Purchase Incidence Decisions
  - Seethu Seetharaman
- A Multicategory Model of Consumers’ Purchase Incidence, Quantity and Brand Choice Decisions: Methodological Issues and Implications for Promotional Decisions
  - Nilin Mehta
- Cross-category Implications for Scaling Response Sensitivities
  - Sri Devi Duvvuri, Minakshi Trivedi

#### SB12 – Room 22
**ASA Special Session on Statistics and Marketing Applications I**
- **Chair:** Sam Hui
- Hybrid Method of Eliciting Vehicle Consideration Sets using Non-compensatory and Compensatory Rules
  - Ely Dahan
- Optimal Pricing using Online Auction Experiments: A Polya Tree Approach
  - Sam Hui, Edward I. George
- Why are People using Twitter?
  - Olivier Toubia, Andrew Stephen

#### SB13 – Room 23
**Pricing: Competition III**
- **Chair:** Manish Gangwar
- Product Positioning and Pricing: Influence of Market level and Inter-firm Differences in Costs
  - Sajeeesh Sajeesath, Jagmohan Raju
- The Effects of Brand Equity on Price Strategies: An Agent Based Model
  - Skander Esseghaier, Sebastiano A. Delre
- German Gutenberg Dynamic Pricing Model’s Application to China Digital Market: Samsung OpenTrade China’s Pricing Decision-Making Support System
  - Youngsik Kwak, Wanwoo Cho, Jongwook Lim, Sookyung Paik
- Quantifying the Loss in Profits Due to Consumer Stockpiling
  - Manish Gangwar, Nanda Kumar, Ram Rao

#### SB14 – Room 24
**Marketing and Health I**
- **Chair:** Philipp Stern
- Dynamic Long Range Forecasting For New Pharma Products
  - Ceren Kolsarici, Demetrios Vakratsas
- Managing Across Substitute Categories: How to Allocate Marketing Resources under Changing Competitive Intensity?
  - Jens Keller
- Local Marketing of Over-the-counter Drugs
  - Katrin Reber, Peter Leeflang
- Patient Empowerment – Can it Improve Adherence? - A Global Investigation
  - Nuno Camacho, Martijn De Jong, Stefan Stremerich
- Why Do Some New Drugs Succeed While Their Bio-equivalent Counterparts Fail – Is This Due to Marketing?
  - Philipp Stern, Jaap Wierringa

#### SB15 – Room 25
**Decision Making: Self Control**
- **Chair:** Suresh Rananathan
- A Cigarette, a Six Pack or Porn: Are Vices Substitutes or Complements?
  - Rachel Shacham, Tulin Erdem, Peter Golder
- The Differential Effects of Less Tempting Food Cues on Food Intake Control
  - Nina Belei, Kelly Geyskens, Caroline Goukens, Jos Lemmink
- Self-control and the Differential Weighting of Risk Components
  - Shi Jia, Tatiana Andreyeva, Uzma Khan, Ab Litt
- Sticky Desires or Tricky Self-control: Dynamic Processes in Attention Bias Towards Temptation
  - Suresh Rananathan, Jun Lu

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### SC01 – Room 02: Social Influence: Network Effects

**Chair:** Stav Rosenzweig

- Positioning and Pricing of Conspicuous Goods: A Competitive Analysis
  - Jagmohan Raju, Sajeesh Sajeesh
- The Impact of Team Knowledge Heterogeneity and Social Relations on Innovation
  - Vera Blazevic, Amir Grinstein, Corine Noordhoff
- Leveraging Social Capital in Academic Research in Marketing
  - Stav Rosenzweig, Amir Grinstein, Elie Ofek

### SC02 – Room 04: CRM: Customer Satisfaction II

**Chair:** Amir Gandomi

- Consumer Heterogeneity and Satisfaction Uncertainty
  - Cheng Qian, Murali Chandrashekar
- Making the Difference: Do Customer Clubs Tighten B-to-B Relationships?
  - Christine Falkenreck, Ralf Wagner
- An Analytical Investigation of the Effect of Customer Satisfaction on Loyalty Programs' Profitability
  - Amir Gandomi, Saeed Zolfaghari

### SC03 – Room 06: CRM: Cross-Selling

**Chair:** Tanja Frischmann

- A Game Theoretical Approach to Explain Cross-selling Behavior of Business Units
  - Andre Decroppe
- Credible Cross Selling of Financial Services Products: Application to Insurance
  - Fredrik Thuring, Vladimir Kashev, Jens Perch Nielsen
- How to Profit From an Existing Customer Base to Drive Company Growth and Profitability
  - Silvia Vianello, Fabio Ancarani, Francesco Quartuccio
- Effect of Cross-buying on Customer Profitability
  - Tanja Frischmann, Sonja Gensler, Peter Leeflang, Bernd Skiera

### SC04 – Room 14: Search Engines IV (Special Session)

**Chair:** Thomas P. Novak

- Information Propagation in the Web 2.0
  - Mark Elsner, Oliver Heil, Atanu Sinha
- Viral Marketing: Consumers Who are Willing to Pass on Any Word-of-Mouth Message
  - Dave Bussiere
- Roles and Goals: Consumer Motivations to Use the Social Web
  - Thomas P. Novak, Donna Hoffman
- Double Jeopardy! Modeling the Dual Role of Online Search and its Interaction with Social and Commercial Media
  - Amit Joshi, Michael Trusov

### SC05 – Room 15: Identifying Marketing Actions that Drive Financial Performance (Special Session)

**Chair:** Arvid Hoffmann

  - Jeroen Derwahl, Daniel Hann, Nikos Kalogerias
- Now or Never: Using the Financial Crisis to Get Serious about Customer Equity in Financial Reporting
  - Manuel Bermes, Lutz Hom, Bernd Skiera
- The Role of Marketing in Managing Investor Relations
  - Arvid Hoffmann, Joost M. E Pennings, Simone Wies
- Interactive Discussion on the Marketing-finance Interface
  - Dominique Hanssens

### SC06 – Room 16: No Session

### SC07 – Room 17: Relationship, Cooperation and Dominance—Distribution Channel Models (Special Session)

**Chair:** Sridhar Moorthy

- Channel Coordination in Heterogeneous Markets
  - Salma Karray
- Moral Hazard and Externalities in Franchise Systems
  - Sridhar Moorthy
- Strategic Inventories and Channel Structure
  - Sudheer Gupta

### SC08 – Room 18: Health Marketing

**Chair:** Gordian Bwemelo

- Antecedents of Preventive Health Behavior: An Empirical Model
  - Kai N. Bergner, Hans H. Bauer, Catharina Hoschke
- Consumer Acceptance of Commercialization in Health Care Allocation
  - Tim M. Benning, Benedict G.C. Dellaert
- Analysis of Consumers Awareness and Response Towards Counterfeit Medicines in Tanzania
  - Gordian Bwemelo
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**Chair:** Mahima Hada

- The Life Time Value of Referral Clients
  Nazrul I. Shaikh, Kartik Hosanagar, Christophe Van den Bulcke

- Understanding the Drivers of Customer Referral Value
  J. Andrew Petersen, V. Kumar (VK), Robert P. Leone

- Referrals by Design: Effect of Product’s Functionality, Aesthetics and Image on Consumer’s Referral Intentions
  Mahima Hada, Ujwal Kayande, Arvind Rangaswamy

### SD02 – Room 04
**CRM: Customer Satisfaction III**

**Chair:** Maik Eisenbeiss

- The Effect of Customer Satisfaction on Service Purchases and Revenues: A Systematic Examination of Moderating Effects
  Nicolas Bourbouss, Dominik Georgi

- Does Attitudinal Loyalty Mediate the Relationship between Satisfaction and Behavioral Intentions? An Empirical Examination
  Anand Kumar Jaiswal

- The Asymmetric Impact of Customer Satisfaction on Willingness to Pay: A Semi-parametric Analysis
  Maik Eisenbeiss, Klaus Backhaus, Markus Cornelissen, Wayne D. Hoyer

### SD03 – Room 06
**Direct Marketing**

**Chair:** Arnaud De Bruyn

- A Decision-support Tool for Recommending Promising Categories for Targeted Promotions
  Elis Breugelmans, Yasemin Boztug, Thomas Reutterer

- Empirical Analysis of the Value of Targeting Information in Coupons: Goals and category effects
  Ignacio Osuna, Jorge Gonzalez, Julian Villanueva

- Targeting the High Value Customers in Direct Marketing: A Quantile Regression Approach
  Simon Lo, Geng Cui, Xi Zhang

- Nullifying Endogeneity in Direct Mail Optimization: A Simple Delphi Solution to a Complex Marketing Problem
  Arnaud De Bruyn

### SD04 – Room 14
**User Generated Content (Special Session)**

**Chair:** Jing Gao

- Peeking into Online Bargain Hunting Forums: How Active Participants Influence the Silent Majority
  Jing Gao, Je Zhang

- Social Network Learning: How User Generated Contents on Review Websites Influence Consumer Decisions
  Hai Che, Tat Chan, Chunhua Wu

- User Generated Content in News Media
  Tuba Pinar Yildirim, Esther Gai-Or, Tanasev Geylani

- The Design of Internet Communities
  Kailu Zhang, Miklos Sarvary

### SD05 – Room 15
**Auctions**

**Chair:** Alex Kim

- The Advertising Agency Selection Contest: A Competitive Auction with an Incumbent, Participation Costs, and Differential Qualities
  Sharon Horsky, Dan Horsky, Robert Zeithammer

- Entertainment Shopping Auctions: Smart-shopping Opportunity or Lottery?
  Jochen Reiner, Martin Natter, Bernd Skiera

- Mechanism Choice in Procurement Auctions: An Experiment
  Timo Heinrich, Jeannette Brosig

- On the Optimal Number of Advertising Slots in a Generalized Second Price Auction
  Alex Kim, Subramanian Balachander, Kartik Kannan

### SD06 – Room 16
**Entertainment Marketing II**

**Chair:** Hyoung-Goo Kang

- Destination Marketing using Electronic Games?
  Suzanne C. Beckmann, Kerri-Ann Kuhn

- Time-dependent TV Channel Choice Model at Household-level
  Lily Su

- Blame it on the Rain: The Economic Impact of Precipitation in a Leisure Industry
  Hyoung-Goo Kang, Hailey Joo, Jon Moon

### SD07 – Room 17
**Experimental Economics (Special Session)**

**Chair:** Carl Mela

- Who Thinks about the Competition? Managerial Ability and Strategic Entry in US Local Telephone Markets
  Avi Goldfarb, Mo Xiao

- A Semiparametric Cognitive Hierarchy Model for the p -Beauty Contest
  Carl Mela, F. Richard Hahn, Kristian Lum

- Between-game Rule Learning in Dissimilar Symmetric Normal-form Games
  Eran Hanvy, Dale Stahl

- Competing for the Low-end Market: A Theoretical and Experimental Investigation
  Wilfred Amaldoss, Woochoel Shin

### SD08 – Room 18
**Pharmaceuticals**

**Chair:** Eelco Kappe

- Extreme Information and Learning
  Ping Li, Sridhar Narayanan

- Drug Prescription Behavior and Decision Support Systems
  Tolga Ackura, Zafer Ozdemir

- Combination Drugs to Extend the Product Life Cycle
  Eelco Kappe, Stefan Stremersch
### SD09 – Room 19
**Product Management**

**Chair:** Woosong Kang
- Optimal Product Line Selection: A Fuzzy Goal Programming Approach
  Bijaya Krishna Mangaraj, Debasis Pradhan
- Consumer Self-knowledge and Self-selection
  Juanjuan Zhang, Liang Guo
- Strategic Line Pricing: Measuring the Effects of Attribute Variety and Product Line Length
  Geoffrey Pofahl
- Technological Drivers of Product Portfolio Strategy
  Woosong Kang, Barry Bayus, Mitzi Montoya

### SD10 – Room 20
**International Marketing II**

**Chair:** Helene de Burgh-Woodman
- Product Knowledge and Motivation as Moderators of the CoO Effect: An Omission Detection Perspective
  Xiaoning Guo, Geng Cui, Yu Su
- Chinese Consumers’ Ethnocentric Values and Consumption Behaviour
  Frauke Mattison Thompson, Robert Hoffmann
- Hedonic Consumption & Changing Demographic of Indian Consumer: Emerging Trend & Strategic Implication
  Anurag Kansa
- A Global Theory for a Global Market: Bringing a Humanities-based Theory to Marketing and the Contemporary Global Marketplace
  Helene de Burgh-Woodman

### SD11 – Room 21
**Conjoint Analysis II**

**Chair:** Vithala Rao
- Conjoint-design: Concluding Impact on Price-elastcity and Validity
  Judith Schloffner, Thomas Foscht, Leonhard Kehl
- Ranking Models in Conjoint Analysis
  Karyin Lam, Philip Hans Franses, Alex Koning
- Using Information Seeking Behavior in Preference Measurement for Complex Products
  Sören W. Scholz, Reinhold Decker, Martin Meissner
- Measuring the Effect of Peer Influence on Attribute Preferences
  Vithala Rao, Vishal Narayan, Carolyne Saunders

### SD12 – Room 22
**ASA Special Session on Statistics and Marketing: New Methods for Exploring, Understanding, and Managing Consideration Sets**

**Chair:** Guilherme (Gui) Liberali
- Optimal Time-to-morph and Cognitive Costs of Morphing
  Guilherme (Gui) Liberali, John R. Hauser, Glen L. Urban
- Recommending Products to Adaptive Decision Makers
  Daria Dryabura
- Do Competitive Test Drives and Product Brochures Improve Sales?
  John R. Hauser, Guilherme (Gui) Liberali, Glen L. Urban
- Developing Consideration Rules for Durable Goods Markets
  Glen L. Urban, Daria Dryabura, John R. Hauser, Jong Moon Kim, Erin MacDonald

### SD13 – Room 23
**Experiments on Pricing and Other Exchange Mechanisms**

**(Special Session)**

**Chair:** Aradhna Krishna
- Tiers in One-sided Matching Markets - Theory and Experimental Investigation
  Yu Wang, Ernan Haruvy
- Competitive Implications of Hagglng - A Theoretical and Experimental Investigation
  Tony Cui, Paola Mallucci, Z. John Zhang
- Informative Advertising, Product Variety and Price Competition: An Experimental Analysis
  Chuan Hey, Wilfred Amaldoss
- Greening the Product Portfolio: Corporate Virtue or Backdoor Profit?
  Aradhna Krishna, Uday Rajan

### SD14 – Room 24
**Services**

**Chair:** Kimmey Wa Chan
- Quantifying the Economic Value of Service Menu Extension
  Jinsuh Lee, Sangwoon Shin
- How Fairness Makes Me Feel: The Effects of Distributive, Procedural, and Interactional Justice on Repatronage
  Cathy Yi Chen, Peter DeMayer
- How Job Stress Affects Employees’ Service Performance: Roles of Social-support and Perspective-taking
  Kimmey Wa Chan, Echo Wen Wan

### SD15 – Room 25
**Managerial Decision Making**

**Chair:** Martha Tipton
- Impulse Buying Revisited - In the View of Behaviorism: An Investigation into impulse Buying using the Behavior Perspective Model
  Wei-chen, Jenny Ma
- Innovation and Innovation Potential Convey Vital Information
  Martha Tipton, Sundar Bharadwaj
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SUMMER INSTITUTE IN COMPETITIVE STRATEGY

Haas School of Business
University of California, Berkeley
Sponsored by
INFORMS Society for Marketing Science (ISMS)
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Program
(All presentations are in Room C210)

Sunday, July 18th, 2010

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

Monday, July 19th

9:05-10:25am
“(De)Legitimizing the Competition: Consumer Inferences about Product Quality and Prices”
Preyas Desai (Duke University), John Lynch (University of Colorado at Boulder), and Robin J. Tanner (University of Wisconsin)
Discussant: Anthony Dukes (University of Southern California)

10:40-12:00pm
“A Structural Model of Sponsored Search Advertising”
Susan Athey (Harvard University) and Denis Nekipelov (University of California, Berkeley)
Discussant: Juanjuan Zhang (MIT)

1:30-2:50pm
“Efficient Adaptation versus Gains from Specialization: Comparing Firms and Markets”
Birger Wernerfelt (MIT)
Discussant: Abel Jeuland (University of Chicago)

3:00-4:20pm
“Contract Pricing in Consumer Credit Markets”
Liran Einav (Stanford University), Mark Jenkins (University of Pennsylvania), Jonathan Levin (Stanford University)
Discussant: Kannan Srinivasan (Carnegie-Mellon University)

Tuesday, July 20th

9:00-10:20am
“Second Mover Strategies: Communication Considerations in Product Design”
Sridhar Moorthy (University of Toronto), and Botao Yang (University of Southern California)
Discussant: Ganesh Iyer (University of California, Berkeley)

10:40-12:00pm
“Repeated Interactions, Transparency, and Firm Competition on the Internet”
Sara Ellison (MIT), and Christopher Snyder (Dartmouth)
Discussant: Chakravarthi Narasimhan (Washington University, St. Louis)
1:30-2:50pm
“Nonparametric Estimation of Marketing Mix Effects Using a Regression Discontinuity Design”
Wesley R. Hartmann (Stanford University), Harikesh S. Nair (Stanford University), and Sridhar Narayanan (Stanford University)
Discussant: Anand V. Bodapati (UCLA)

3:00-4:20pm
“Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior”
Babur De Los Santos (Indiana University), Ali Hortacsu (University of Chicago), and Matthijs R. Wildenbeest (Indiana University)
Discussant: Dina Mayzlin (Yale University)

Wednesday, July 21st

9:00-10:20am
“Persuasive Advertising with Sophisticated but Impressionable Consumers”
Dominique O. Lauga (University of California, San Diego)
Discussant: Mengze Shi (University of Toronto)

10:40-12:00pm
“Complementary Goods: Creating and Sharing Value”
Taylan Yalcin (Harvard University), Elie Ofek (Harvard University), Oded Koenigsberg (Columbia University), and Eyal Biyalogorski (IDC Herzlia)
Discussant: Jiwoong Shin (Yale University)

1:30-2:50pm
“Position Competition in Sponsored Search Advertising”
Tat Y. Chan (Washington University, St. Louis), and Young-Hoon Park (Cornell University)
Discussant: Raphael Thomadsen (UCLA)

3:00-4:20pm
“Dynamic Entry with Cross Product Spillovers: An Application to the Generic Drug Industry”
A.Ronald Gallant (Duke University), Han Hong (Stanford University), and Ahmed Khwaja (Duke University)
Discussant: Minjung Park (University of Minnesota)

Thursday, July 22nd

9:00-10:20am
“Structural Equilibrium Analysis of Political Advertising”
Brett R. Gordon (Columbia University) and Wesley R. Hartmann (Stanford University)
Discussant: Subrata Sen (Yale University)

10:40-12:00pm
“Consumer Thinking and Product Line Design”
Liang Guo (Hong Kong University of Science and Technology), and Juanjuan Zhang (MIT)
Discussant: David Godes (University of Maryland)

1:30-2:50pm
“Strategic Issues in Two-Sided Markets”
Benjamin E. Hermalin (University of California, Berkeley)
Discussant: Dmitri Kuksov (Washington University, St. Louis)
3:00-4:20pm
“Brand Extension in Markets with Preference Based Segmentation”
Yogesh Joshi (University of Maryland), David Reibstein (University of Pennsylvania), and John Zhang (University of Pennsylvania)
Discussant: Ron Goettler (University of Chicago)

Friday, July 23rd

9:00-10:20am
“Mixed Bundling in Two-Sided Markets: Theory and Evidence”
Yong Chao (University of Southern California), and Timothy Derdenger (Carnegie Mellon University)
Discussant: Qiaowei Shen (University of Pennsylvania)

10:40-12:00pm
“Privacy Regulation and Online Advertising”
Avi Goldfarb (University of Toronto), and Catherine Tucker (MIT)
Discussant: Pradeep Chintagunta (University of Chicago)

1:30-2:50pm
“Search, Design, and Market Structure”
Heski Bar-Isaac (New York University), Guillermo Caruana (CEMFI), and Vicente Cuñat (London School of Economics)
Discussant: Ram Rao (University of Texas, Dallas)

3:00-4:20pm
“The Pattern of Technological Evolution: The Role of Context-Dependent Preferences”
Yuxin Chen (Northwestern University) and Özge Turut (Sabanci University)
Discussant: Sanjay Jain (Texas A&M University)

Management Science
Special Issue on Behavioral Economics and Finance

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

Submission Deadline: July 15, 2010
Expected Publication Date: Fall 2011

Management Science will publish a special issue on research broadly related to behavioral economics and finance and their applications in related fields including marketing, operations management, and organizational behavior. The goal of the special issue is to promote research on behavioral economics and finance while leveraging the crossdisciplinary heritage of Management Science to provide a high-quality outlet for this research.
We welcome experimental (both standard and brain-imaging), empirical, and theoretical papers that investigate individual decision making, interactive decision making in games, and behavior of participants in markets. Participant is broadly defined but includes producers, customers, investors, fund managers, analysts, and corporate managers. Market is also broadly defined but includes commodity, stock, fixed income, retail, business-to-business, and auction markets. We particularly welcome research that investigates the impact of participants’ behavior on the current financial crisis and recession, meta-analysis that combines results from multiple studies and disciplines, and field experiments that point to clear conclusions.

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

Faculty Moves

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

Identify the picture (puzzle in last issue)

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

INFORMS Society for Marketing Science

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

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