## [****41st Annual ISMS Marketing Science Conference (2019)****](http://www.stern.nyu.edu/isms-2019)

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  **Hosted by:  NYU-Stern and University of Roma Tre - Department of Business Studies

Location: Department of Business Studies, University of Roma Tre, Rome, Italy**

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**Conference Co-Chairs**:  Tülin Erdem and Russ Winer, NYU Stern

          Alberto Pezzi, University of Roma Tre
          Luca Petruzzellis, University of Bari Aldo Moro

**Advisory Committee**:     Xinyu Cao, Masakazu Ishihara,
                                         Xiao Liu, Raluca Ursu
                                         Andrea Bonezzi (Behavioral Track Co-Chair)
                                         Minah Jung (Behavioral Track Co-Chair)

The ISMS Marketing Science Conference is an annual event that brings together leading marketing scholars, practitioners, and policymakers with a shared interest in rigorous scientific research on marketing problems. Topics include but are not restricted to branding, segmentation, consumer choice, competition, strategy, advertising, pricing, product, innovation, distribution, retailing, social media, internet marketing, global marketing, marketing & society, big data, mobile targeting analytics, machine learning and algorithm, artificial intelligence, choice models, game theory, structural models, randomized control trials.

The ISMS Marketing Science Conference will also feature a dedicated **BEHAVIORAL TRACK**. The consumer behavior track will feature research in consumer psychology that sheds light on substantial marketing problems. This track will feature a diverse set of approaches and research methodologies that are relevant to the study of consumer psychology, including experimental research, survey research, or conceptual research.

**The conference begins Thursday morning on June 20, 2019, and closes on Saturday afternoon, June 22, 2019.** Multiple concurrent sessions are planned during the conference days. Parallel sessions run from 9:00 AM to 5:30 PM on June 20th to June 22nd. Receptions or dinner will be held in the evening from 8 PM to about 11 PM. Breakfast on June 20th to 22th runs from 8:00 AM to 9:00 AM in the lobby of the University of Roma Tre– Via Silvio D’Amicco 77.

### Overview of Deadlines

December 1, 2018    Submissions open for paper abstracts and Special
                                  Session Proposals
December 1, 2018    Conference Registration opens  (probably sooner)
**February 08, 2019    Deadline for submitting Abstracts and Special
                                  Session Proposals**March 08, 2019         Deadline for notification of acceptance of papers and
                                  special sessions
March 22, 2019         Last date for presenter registration and Early
                                  Registration Rate
April 01, 2019            Last date for Hotel Guaranteed Conference Rate
May 3, 2019              Online post of Presentation Schedule
June 19, 2019           ISMS Doctoral Consortium
June 20-22, 2019      40th Annual ISMS Marketing Science Conference