THE UNIVERSITY OF MICHIGAN
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
ANN ARBOR, MICHIGAN 48109

WELCOME TO THE 1983 AMERICAN MARKETING ASSOCIATION DOCTORAL CONSORTIUM

The objectives of the Doctoral Consortium, as defined by the Board of Directors of the American Marketing Association are:

- To stimulate the Ph.D. candidates with a major in marketing to undertake research in significant subject areas.
- To insure that candidates are exposed to a variety of viewpoints and philosophies that may be different from those held by faculty members in their own institutions.
- To select outstanding consortium faculty for purposes of presenting research methodologies and applications to candidates.
- To lay the foundation in each candidate for the building of a marketing career marked by contributions in the marketing discipline through active research and creative teaching.
- To make it possible for candidates from many institutions to become acquainted and interact with each other.

To achieve these objectives, the University of Michigan Marketing Faculty has designed the 1983 Doctoral Consortium program so as to:

- Expose consortium fellows to a rigorous and balanced coverage of current issues and research in marketing.
- Enable consortium fellows to meet and interact informally with some of the leading contributors to marketing thought.
- Facilitate meaningful and beneficial interaction among consortium fellows.
- Facilitate consideration of future directions for significant research in marketing.
- Consider several fundamental aspects of an academic career in marketing.

The program provides a broad spectrum of topics concerning many facets of research, teaching, and application in marketing. Ample opportunities are provided for formal and informal discussion with the faculty, in large and small groups, on current issues and directions for future research. We encourage the fellows to make use of every opportunity to explore areas of interest with both visiting and resident faculty.

A program such as this is never the sole work of the directors. Obviously, the success of such an enterprise depends in large part on the selfless contributions of the many consortium faculty. We also wish to recognize the many contributions of our colleagues in the Marketing Department at the University of Michigan.

We hope all consortium fellows will enjoy this unique educational experience.

Oded Gur-Arie

Thomas C. Kinnear
1983 AMA DOCTORAL CONSORTIUM SCHEDULE

WEDNESDAY, AUGUST 10

3:00 pm - 5:00 pm Check-in (Main lobby, Mosher Jordan Dorm)
5:00 pm - 6:30 pm Reception (Mosher Jordan main common room)
6:30 pm - 8:30 pm Dinner (Mosher Jordan dining room)
                William B. Locander, Vice President AMA

ALL CONSORTIUM SESSIONS WILL BE HELD IN HALE AUDITORIUM AT THE BUSINESS SCHOOL UNLESS OTHERWISE NOTED

THURSDAY, AUGUST 11

7:00 am - 8:00 am Breakfast (Mosher Jordan dining room)
8:30 am - 10:00 am MARKETING MIX DECISIONS: CURRENT AND FUTURE ISSUES AND RESEARCH
                      Moderator: Adrian Ryans
                      Presenters: Gilbert Churchill
                                  Jerry Wind
                                  Jesse Teel
                                  Kent Monroe

10:00 am - 10:30 am Break

10:30 am - 12:00 noon BREAKOUT SESSIONS ON MARKETING MIX ISSUES AND RESEARCH
                      Sales Management: Gilbert Churchill and Adrian Ryans (Wolverine Room)
                      Product: Jerry Wind (Michigan Room)
                      Advertising: Jesse Teel (Room 1016 Paton Ctr.)
                      Pricing: Kent Monroe (Room 1018 Paton Ctr.)

12:00 - 1:30 pm Lunch (Mosher Jordan dining room)

1:30 pm - 3:00 pm MARKETING MODELS: CURRENT AND FUTURE ISSUES AND RESEARCH
                      Moderator: Kenneth Roering
                      Presenters: Donald Lehmann
                                  Subrata Sen

3:00 pm - 3:30 pm Break
Thursday, August 11 (continued)

3:30 pm - 5:00 pm  MARKETING RESEARCH METHODS: CURRENT AND FUTURE ISSUES AND RESEARCH

Moderator:  James R. Taylor
Presenters:  Richard Bagozzi
            Claes Fornell
            Paul Green

6:00 pm - 7:00 pm  Reception (Mosher Jordan main common room)

7:00 pm - 9:00 pm  Dinner (Mosher Jordan dining room)
            Stephen W. Brown, President-Elect, AMA

FRIDAY, AUGUST 12

7:00 am - 8:00 am  Breakfast (Mosher Jordan dining room)

8:30 am - 10:00 am  BUYER BEHAVIOR: CURRENT AND FUTURE ISSUES AND RESEARCH

Moderator:  Carol Scott
Presenters:  James Bettman
            Jerry Olson
            Peter Wright

10:00 am - 10:30 am  Break

10:30 am - 12:00 noon  BUYER BEHAVIOR (Continued)

Moderator:  Carol Scott
Presenters:  Rich Lutz
            Alice Tybout
            Hal Kassarjian

12:00 - 1:30 pm  Lunch (Mosher Jordan dining room)

1:30 pm - 3:00 pm  BREAKOUT SESSIONS ON BUYER BEHAVIOR

James Bettmann - Wolverine Room
Jerry Olson - Michigan Room
Peter Wright - Rm 1016 Paton Ctr.
Rich Lutz - Rm 1018 Paton Ctr.
Alice Tybout - Rm 1006 Paton Ctr.
Hal Kassarjian - Hale

3:00 pm - 3:30 pm  Break

3:30 pm - 5:00 pm  MEET THE EDITORS

Moderator:  William Locander
Presenters:  William Cunningham - JM
            William Perreault - JMR
            James Bettmann - JCR
            Hal Kassarjian - JCR
Friday, August 12 (continued)

6:00 pm - 7:00 pm  Reception (Michigan League, 2nd Floor)

7:00 pm - 9:00 pm  Dinner (Michigan League, 2nd Floor dining room)

Speaker:  Alden Clayton, MSI
Topic:  Funding of Research in Marketing
Speaker:  Charles M. Lillis, General Electric
Topic:  Working with Industry in Your Research

SATURDAY, AUGUST 13

7:00 am - 8:00 am  Breakfast (Mosher Jordan)

8:30 am - 10:00 am  PUBLIC POLICY AND MACRO ISSUES IN MARKETING:
CURRENT AND FUTURE ISSUES AND RESEARCH

Moderator:  Kenneth Bernhardt
Presenters:  William Wilkie
Louis Stern
Richard Staelin

10:00 am - 10:30 am  Break

10:30 pm - 12:00 noon  BREAKOUT SESSIONS ON PUBLIC POLICY AND MACRO
ISSUES

William Wilkie  -  Wolverine Room
Louis Stern  -  Michigan Room
Richard Staelin  -  Rm 1016 Paton Ctr.

12:00  - 1:30 pm  Lunch (Mosher Jordan dining room)

1:30 pm - 3:00 pm  MARKETING THEORY AND THOUGHT:  PAST, PRESENT
AND FUTURE

Moderator:  Michael Ryan
Presenters:  Philip Kotler
Shelby Hunt
Michael Ryan
Gerald Zaltman

3:00 pm - 3:30 pm  Break

3:30 pm - 5:00 pm  BREAKOUT SESSIONS ON MARKETING THOUGHT AND THEORY

Philip Kotler  -  Wolverine Room
Shelby Hunt  -  Michigan Room
Michael Ryan  -  Rm 1016 Paton Ctr.
Gerald Zaltman  -  Rm 1018 Paton Ctr.

6:00 pm - 7:00 pm  Reception

7:00 pm - 9:00 pm  Dinner - Cookout
SUNDAY, August 14

7:00 am - 8:00 am  Breakfast (Mosher Jordan)

8:30 am - 10:00 am  PRESENTATION OF AWARD - WINNING DOCTORAL DISSERTATION

               Moderator: Michael Houston

10:00 am - 10:30 am  Break

10:30 am - 12:00 noon  SOCIALIZATION OF THE MARKETING ACADEMIC - GETTING A POSITION AND TENURE

               Moderator: Barry Mason
               Panelists: Ben Enis
                          Stephen Greyser
                          Barry Mason

12:00 - 1:30 pm  Lunch (Mosher Jordan)

1:30 pm  BUSES LEAVE MOSHER JORDAN DORM FOR AMA CONFERENCE
1983 AMA DOCTORAL CONSORTIUM FACULTY

RICHARD P. BAGOZZI  
Stanford University

HORST BENDER  
Case Western Reserve University

KENNETH L. BERNHARDT  
Georgia State University

JAMES R. BETTMAN  
Duke University

STEPHEN W. BROWN  
Arizona State University

GILBERT A. CHURCHILL, Jr.  
University of Wisconsin, Madison
SHELBY D. HUNT
Texas Tech University

HAROLD H. KASSARJIAN
University of California, Los Angeles

THOMAS C. KINNEAR
University of Michigan

PHILIP KOTLER
Northwestern University

DONALD R. LEHMANN
Columbia University

CHARLES M. LILLIS
General Electric

WILLIAM B. LOCANDER
University of Houston

RICHARD J. LUTZ
University of Florida
J. BARRY MASON
University of Alabama

KEN T. MONROE
Virginia Polytechnic and State University

JERRY C. OLSON
Pennsylvania State University

WILLIAM D. PERREAULT, Jr.
University of North Carolina, Chapel Hill

KENNETH J. ROERING
University of Minnesota

MICHAEL J. RYAN
University of Michigan

ADRIAN B. RYANS
University of Western Ontario

CAROL A. SCOTT
University of California, Los Angeles
SUBRATA K. SEN
University of Rochester

RICHARD STAELIN
Duke University

LOUIS W. STERN
Northwestern University

BRIAN STERNTHAL
Northwestern University

JAMES R. TAYLOR
University of Michigan

JESSE E. TEEL
University of South Carolina

ALICE M. TYBOUT
Northwestern University

WILLIAM L. WILKIE
University of Florida
1983 AMA DOCTORAL CONSORTIUM FELLOWS

JAGDISH AGRAWAL
State University of New York, Buffalo

DONALD W. BARCLAY
University of Michigan

IDA E. BERGER
University of Toronto

WILLIAM BOULDING
University of Pennsylvania

PATRICK G. BUCKLEY
University of British Columbia

MICHELE D. BUNN
University of North Carolina
LESLIE C. CARLSON  
University of Nebraska

SIMEON CHOW  
Massachusetts Institute of Technology

SCOTT A. DAWSON  
University of Arizona

ELIZABETH E. ENSLEY  
Texas A&M University

ROBERTO FRIEDMANN  
University of Kansas

ROBERT C. GREENE, JR.  
Florida State University

RONALD HAMPTON  
University of Arkansas

JAMES HAZELTINE  
University of Kentucky
CHRISTOPHER P. PUTO  
Duke University  

ARVIND RANGASWAMY  
Northwestern University  

DONNY LAYNE RICH  
Georgia State University  

LYNDON J. RIFFIE  
University of Missouri  

DEEPAK SAINANEE  
University of Chicago  

DENA SALIAGAS  
University of Houston  

CLIFF SCOTT  
Louisiana State University  

CAROLYN J. SIMMONS  
University of Florida
OTHER FELLOWS

DAVID FAULDS
University of Iowa

SUDHIR KALI
University of Illinois

CHOW-HOU WEE
University of Western Ontario