

Room	R0210	R0220	R0230	R0240	R0320	R1210	R1220	R1230	R1240	R2210	R2220	R2230	R2240	R2320	
Track	01	02	03	04	05	06	07	08	09	11	12	13	14	15	
T H U R S D A Y	7.30AM	Continental Breakfast / Registration													
	8.30AM	Innovation: Tech. Evol. & Product Design		Sales Force: Compens. & Management Modeling		Consumer Behavior: Perception	Interactive Marketing: Search	Internet Marketing: Consumer Behavior	Structural Econometric Models	Purposive Games for Decision Support	Choice Models: Consistency & Cons. Pref.	Marketing & Finance	Entertainment Marketing	Marketing Strategy: Firm Performance	Customer Lifetime Value: Strategy
	10AM	Morning Break													
	10.30AM	Innovation: Strategy	Channels: Competition	Sales Force	Pricing: Retailing	Consumer Behavior: Preferences	Frontiers in Keyword Search Advertising	Internet Marketing: Search	Bayesian Econometrics: Applications	New Technologies for Eliciting Preferences	Choice Models: Consumer Response	Financial Conseqs. of Marketing Strategy	Entertainment Marketing: Internet	Cause, Charity, & Non-Profit Marketing I	Customer Lifetime Value: Strategy
	Noon	Lunch [Note: "Meet The Editors I" convenes in Blau Auditorium during session TC, 1.30-3.00]													
	1.30PM	Innovation	Channels: Price Competition	Promotion: Consumer Response	Pricing: Competition I	Consumer Behavior: Learning	Interactive Marketing: Mobile	Internet: Marketing Relationship Management	Empirical IO	Agent-Based Modeling in Marketing	Choice Models: Applications	Marketing Investments & Financial Performance	Entertainment Marketing: Movies I	International Marketing II	Customer Lifetime Value: Metrics
	3PM	Afternoon Break [Note: "Meet The Editors II" convenes in Blau Auditorium during session TD, 3.30-5.00]													
	3.30PM	Innovation: New Product Development & Design	Channels: Retail Competition	Promotion: Sales Promotion	Pricing: Competition II	Consumer Behavior: Social Influence	Interactive Marketing: Interactivity & Retailing	Internet Marketing: Auctions	Empirical IO: Strategy	Models & Measurement for Bundling Strategies	Choice Models: Methodology	Marketing Issues in the Startup & IPO Context	Entertainment Marketing: Movies I	International Marketing I	Customer Satisfaction
5-7PM	Reception and Dinner														
F R I D A Y	7.30AM	Continental Breakfast / Registration													
	8.30AM	New Products: Diffusion I	Channels: Governance I	Advertising: Consumer Behavior	Pricing: Willingness-to-Pay	Decision Neuroscience	Interactive Marketing: Customer Analytics	Social Influence: Network Effects	Decision-Making: Managerial		Competition: Strategy		Brands & Branding: Brand Equity	Marketing Strategy	Customer Loyalty: Methodology
	10AM	Morning Break													
	10.30AM	New Products: Diffusion II	Channels: Governance II	Advertising: Consumer Response	Pricing: Perception	Consumer Behavior: Decision-Making I	Interactive Marketing: Product Revs./WOM	Social Influence: Modeling	Decision Support Systems I	Methodological Challenges: Forecasting	Competition: Competitive Response	The Marketing-Finance Interface I	Brands & Branding: Brand Extensions	Cause, Charity, & Non-Profit Marketing II	Customer Loyalty: Metrics
	Noon	Lunch													
	1.30PM	New Products: Diffusion & WOM	Channels: Strategy	Advertising: Internet	Pricing: Tariffs	Consumer Behavior: Decision-Making II	Social Contagion & Epidemics	Social Influence: Consumer Behavior	Decision Support Systems II	Method. Challenges: Statistical Validation	Competition: Game Theory	The Marketing-Finance Interface II	Brands & Branding: Brand Identity	Marketing of Fast Decay Products	Customer Loyalty: Programs
	3PM	Afternoon Break and Return to Hotels													
	5.30PM	Gala Dinner at Henry Ford Museum / Buses Depart at 5:30PM sharp / Return to Ann Arbor at Approx. 11PM													
S A T U R D A Y	7.30AM	Continental Breakfast / Registration													
	8.30AM	New Products: Adoption	Channels: Consumer Behavior	Advertising: Strategy	Pricing	CB: Non-Compensatory Choice	Interactive Marketing: Strategy/Measurement	Social Influence: Internet I	Dynamic Models I	Theory-Based Empirical Models I	Choice Models: Multiple Categories	High-Tech Marketing	Brands & Branding: Brand Management	Services	Marketing of Life Sciences
	10AM	Morning Break													
	10.30AM	New Products: Development & Design	Channels: Relationship Management	Advertising: Competition	Aggregate & Multi-Prod. Pricing	Consumer Behavior: Auctions & Bidding	Network Structure/ Process	Social Influence: Internet II	Dynamic Models II	Theory-Based Empirical Models II	Choice Models: Multiattribute Models	B2B: Relationship Management	Brands & Branding: Reviving Brands	Services: Strategy	Health Marketing
	Noon	Lunch													
	1.30PM	New Products: Strategy	Retailing: Category Management	Advertising: Models	Pricing Effects	Recent Progr. on Best-Worst Scaling	Interactivity & Consumer Behavior	Social Influence: Internet III	Marketing Metrics	Theory-Based Empirical Models III	Choice Models	B2B: Relationship Mgmt. & Trust	Brands & Branding: Metrics	Services: Customer Relationships	Pharmaceutical Marketing I
	3PM	Afternoon Break													
	3.30PM	Product Policy	Retailing	Advertising: Metrics	Pricing: Consumer Response	Consumer Behavior: Methodology	Interactive Marketing: Network Influence	Social Influence: Social Media		Marketing Impacts of Counterfeits	Choice Models: Design, Price & Retailing	B2B	Brands & Branding	Political Marketing	Pharmaceutical Marketing II
5PM	Conference Concludes														