

2009 INFORMS Marketing Science Conference

Thursday, June 4th, 2009

8.30-10.00 (TA)

<p>TA01 – R0210</p> <p>Technological Evolution and New Product Design</p> <p>Co-Chairs: Ashish Sood, Gerard Tellis</p> <p>The Step and Wait Model for Predicting Technological Evolution <i>Ashish Sood, Gareth James, Gerard Tellis</i></p> <p>Is Good Design Good Business? Rewards to Product Design Award Winners <i>Raji Srinivasan, Gary Lilien, Arvind Rangaswamy</i></p> <p>Explaining Patterns in Foreign Market Launch <i>Corine Noordhoff, Rajesh Chandy, Paola Cillo, Om Narasimhan, Jaideep Prabhu</i></p>	<p>TA02 – R0220</p>	<p>TA03 – R0230</p> <p>Sales Force Compensation and Management Modeling</p> <p>Chair: Anne Coughlan</p> <p>Design of Sales Hierarchies: The Role and Value of Sales Managers <i>Anne Coughlan, Kissan Joseph</i></p> <p>Sales Force Incentive Compensation: A Framework for Researchers and Practitioners <i>Andris A. Zoltners, Chad Albrecht, Sally E Lorimer, Stephen Redden, Prabhakant Sinha</i></p> <p>Sales Force Compensation with State Variables: The Case of Product-Information Detailing <i>Fabio Caldieraro, Anne Coughlan</i></p> <p>Marketing Resource Allocation Decisions with Time-Varying Effectiveness: A Salesforce Application <i>Kalyan Raman, Murali K Mantrala, Shrihari Sridhar, Yihui (Elina) Tang</i></p>	<p>TA04 – R0240</p>
<p>TA05 – R0320</p> <p>Consumer Behavior: Perception</p> <p>Chair: Simon Blanchard</p> <p>Capturing Consumer Heterogeneity in the Unsupervised Categorization Process <i>Simon Blanchard, A. Selin Atalay, Wayne S. DeSarbo, Nukhet Harmancioglu</i></p> <p>Influence of Contextual Components on Perceived Usability of Mobile Interactions: Theoretical Model <i>Margherita Pagani</i></p> <p>How Consumers Manage Consumption Risks: The Impact of Type of Risks, Consumption Norms, and Purchase <i>Felix Tang, Vang Ing Tian, Judy Zaichkowsky</i></p>	<p>TA06 – R1210</p> <p>Interactive Marketing: Search</p> <p>Chair: Young-Hoon Park</p> <p>Using Online Search Data to Forecast New Product Sales <i>Gauri Kulkarni, P.K. Kannan, Wendy Moe</i></p> <p>Organic and Paid Search Advertising: Complements, Substitutes or Neither? <i>Anindya Ghose, Sha Yang</i></p> <p>The Impact of Consumer Reviews on Consumer Search and Firm Profits <i>Dina Mayzlin, Wendy Moe</i></p> <p>Modeling Bids and Clicks in Sponsored Search Advertising <i>Young-Hoon Park</i></p>	<p>TA07 – R01220</p> <p>Internet Marketing: Consumer Behavior</p> <p>Chair: Polykarpos Pavlidis</p> <p>When Electronic Recommendation Agents Backfire: Negative Effects on Choice Satisfaction <i>Joseph Lajos, Amitava Chattopadhyay, Kishore Sengupta</i></p> <p>The Relative Importance of Sensory and Non-sensory Attributes in Physical and Online Stores: An Evaluability Perspective <i>Maneesh Thakkar, Stephen Gould</i></p> <p>Trusting or Not Online Sellers: Evidence From Neuromarketing <i>Angelika Dimoka</i></p> <p>Managing the Diffusion of a Two-sided Online Service <i>Polykarpos Pavlidis, Paulo Albuquerque, Udi Chatow, Kay-Yut Chen, Zainab Jamal, Wei Koh</i></p>	<p>TA08 – R1230</p> <p>Structural Econometric Models</p> <p>Chair: James Hess</p> <p>Counterfactual Prediction with Panel Data <i>Kanishka Misra, Benjamin Handel</i></p> <p>How Do You Properly Diagnose Harmful Collinearity in Moderated Regressions? <i>James Hess, Pavan Chennamaneni, Raj Echambadi, Niladri Syam</i></p>

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<p>TA09 – R1240</p> <p>Purposive Games for Marketing Decision Support</p> <p>Chair: Lynd Bacon</p> <p>Measuring Consumer Preferences using Product Poker <i>Olivier Toubia, Martijn De Jong, Johann Fueller, Daniel Stieger</i></p> <p>An Incentive-aligned Sleuthing Game for Survey Research <i>Min Ding, John Hauser</i></p> <p>Performance-aligned, Collective Human Computing in Linguistic Games for Solving Hard Problems <i>Lynd Bacon, President, Ashwin Sridhar</i></p> <p>Value Forecasts and Trading Intentions <i>Sheila Goins, Tom Gruca</i></p>	<p>TA10 – Blau Auditorium</p>	<p>TA11 – R2210</p> <p>Choice Consistency and Consumer Preference</p> <p>Chair: Vinay Kanetkar</p> <p>Scale Adjusted Latent Class Analysis for Two New Product Categories <i>Juan Wang, Towhid Islam, Vinay Kanetkar</i></p> <p>Preferences for Ethical and Social Features <i>Gail Leizerovici, Towhid Islam, Vinay Kanetkar</i></p> <p>Television Advertising and Choice Consistency <i>Michael Clarke, Vinay Kanetkar</i></p> <p>Latent Segmentation and Choice Consistency <i>Vinay Kanetkar, Towhid Islam</i></p>	<p>TA12 – R2220</p> <p>Marketing and Finance</p> <p>Chair: Andre Bonfrer</p> <p>Measuring the Performance of Marketing-finance Integration within Firms <i>Roos Hoogeboom, J.M.E. Pennings</i></p> <p>Customer-based Firm Valuation <i>Christian Schulze, Bernd Skiera, Thorsten Wiesel</i></p> <p>Customer Satisfaction and Stock Prices: A Second Look <i>Kissan Joseph, Vladimir Ivanov, Jide Wintoki</i></p> <p>Earnings Management and Advertising Expenditures <i>Andre Bonfrer, Sundar Bharadwaj, Michael Brandt, Mary Sullivan</i></p>
<p>TA13 – R2230</p> <p>Entertainment Marketing</p> <p>Chair: Enping Shirley Mai</p> <p>An Empirical Exploration of Ticket Purchase Behavior for Consumer Forwards <i>Preethika Sainam, Sridhar Balasubramanian, Barry Bayus</i></p> <p>Market Size and Investment Strategy in Major League Baseball <i>Yeujun Yoon, Michael Lewis</i></p> <p>Network Size to the Inter-purchase Times and the Customer Equity: A Predictor? <i>Enping Shirley Mai, Jun Yang</i></p>	<p>TA14 – R2240</p> <p>Marketing Strategy: Firm Performance</p> <p>Chair: Aysegul Ozsomer</p> <p>A Study on R&D- and Marketing Investments and Firm Performance <i>Henning Kreis, Lutz Hildebrandt</i></p> <p>The Effects of Actual and Advertised Quality on Sales: A Longitudinal Study of the US Auto Market <i>Bharat Sud, Kersi Antia, Robert Fisher</i></p> <p>Resource Efficiency or Slack: Firm Resource Management Strategies and Their Impact on Performance <i>Saurabh Mishra, Sachin Modi</i></p> <p>The Role of Market Orientation and Organizational Learning in Managing Economic Crises <i>Aysegul Ozsomer</i></p>	<p>TA15 – R2320</p> <p>Customer Lifetime Value</p> <p>Chair: Rutger van Oest</p> <p>The Impact of Customer-based Brand Equity on Customer Equity <i>Florian Stahl, Jan Kirenz</i></p> <p>Customer Acquisition Strategies in Direct Marketing: Will Better Messages Always Mean Higher Value? <i>Arnaud De Bruyn</i></p> <p>The Impact of Complaints and Complaint-handling on Defection <i>Rutger van Oest, George Knox</i></p>	

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10.00-12.00 (TB)

<p>TB01 – R0210</p> <p>Innovation: Strategy</p> <p>Chair: David Godes</p> <p>Innovation Beyond Firm Boundaries: The Capabilities of External Problem Solvers <i>Dominik Mahr, Aric Rindfleisch, Rebecca J. Slotegraaf</i></p> <p>Don't Interfere with Your Customer: Creating Innovation-related Information in Virtual Communities <i>Annouk Lievens, Dominik Mahr</i></p> <p>How Brand Substitution Differs across Local Markets <i>Paulo Albuquerque, Bart Bronnenberg</i></p> <p>Too Much Information: The Strategic Management of Inter-customer Communication <i>David Godes</i></p>	<p>TB02 – R0220</p> <p>Channels: Competition</p> <p>Chair: Benaissa Chidmi</p> <p>Maximum Selling Retail Price vs. Manufacturer Suggested Retail Price <i>Yuanfang Lin, Chakravarthi Narasimhan</i></p> <p>Store Brand Quality and Retailer's Product Line Design <i>Eunkyu Lee, Hwan Chung</i></p> <p>Brand-supermarket Prize Competition with Nested Logit Demand <i>Benaissa Chidmi</i></p> <p>The Benefits of Upward Channel Decentralization <i>Rajeev Tyagi, Yunchuan Liu</i></p>	<p>TB03 – R0230</p> <p>Sales Force</p> <p>Chair: Madhu Viswanathan</p> <p>Salesforce Incentives to Serve "Undesirable" Customers: An Agency Theory Perspective <i>Sumitro Banerjee, Alex Thevaranjan</i></p> <p>A Dynamic Structural Model of Sales Force Response to a Quota Based Contract <i>K. Sudhir, Doug Chung, Thomas Steenburgh</i></p> <p>Compensation and Peer Effects in Competing Sales Teams <i>Jia Li, Tat Chan, Lamar Pierce</i></p> <p>Other-regarding Behavior and Contract Format Preferences in Principal-agent Dyads <i>Madhu Viswanathan, Tony Cui, Mrinal Ghosh, George John</i></p>	<p>TB04 – R0240</p> <p>Pricing: Retailing</p> <p>Chair: Lei Wang</p> <p>The Benefits of Probabilistic Selling in Retailing <i>Scott Fay, Jinhong Xie</i></p> <p>Warehouse Club Pricing and the Single Brand Strategy <i>Anthony Dukes, Tansev Geylani, Kannan Srinivasan</i></p> <p>Improving Prepurchase Fit Through Demonstrations <i>Bruce McWilliams, Amir Heiman, David Zilberman</i></p> <p>How Price Affects Returns? The Perceived Value and Incremental Customer Effects <i>Lei Wang, Eric Anderson, Karsten Hansen, Duncan Simester</i></p>
<p>TB05 – R0320</p> <p>Consumer Behavior: Preferences</p> <p>Chair: Rachel Shacham</p> <p>On the Importance of Ignorance <i>Rachel Shacham, Peter Golder, Sha Yang</i></p> <p>When More Choice is More: On the Impact of Attitude Strength on Decision Processes <i>Maria Aladjem, Ulf Bockenholt</i></p> <p>Are Capital and Operating Costs Weighted Equally in Durable Goods Purchases? <i>James Sawhill</i></p>	<p>TB06 – R1210</p> <p>Interactive Marketing: Frontiers in Keyword Search Advertising</p> <p>Co-Chairs: Preyas Desai, Ken Wilbur</p> <p>The Race for Sponsored Links: A Model of Competition for Paid Placement on a Search Engine <i>Zsolt Katona</i></p> <p>Search Advertising and Competition <i>Preyas Desai, Woochoel Shin</i></p> <p>Offline Advertising and Online Search <i>Yi Zhu, Ken Wilbur, Sha Yang</i></p> <p>Hybrid CPC/CPM Keyword Auctions <i>Ken Wilbur, Yi Zhu</i></p>	<p>TB07 – R01220</p> <p>Internet Marketing: Search</p> <p>Chair: Sungha Jang</p> <p>Toward a Strategic Theory of Content and Link Creation in Web-Based Networks <i>William Rand, Chris Dellarocas</i></p> <p>An Empirical Model of Consumer Search Costs for Information Goods <i>Junlin Du, Yacheng Sun</i></p> <p>The Impact of a Non-transactional Website on Offline Customer Buying Behavior <i>Erjen van Nierop, Eelko Huizingh, Peter S.H. Leeflang, Marije Teerling</i></p> <p>Searcher Types and Brand Choices in Automobile Purchase <i>Sungha Jang, Brian Ratchford</i></p>	<p>TB08 – R1230</p> <p>Bayesian Econometrics: Applications</p> <p>Chair: Hisashi Ishida</p> <p>Regular and Irregular Purchase Timing Behaviors <i>Wei-Lin Wang, Li-Chung Jen, Demetrios Vakratsas</i></p> <p>Are We 'Halos' or 'Formators'? - A Bayesian Mixture Model Analysis of Customer Satisfaction Data <i>Joachim Bueschken, Greg Allenby, Thomas Otter</i></p> <p>Modeling Latent Geo-dependent Attitudes using Bayesian Spatial Factor Analysis <i>Stanislav Stakhovych, Tammo Bijmolt, Michel Wedel</i></p> <p>Simultaneous Use Probability of Mobile Internet and Other Media by Multivariate Probit Model <i>Hisashi Ishida, Fumiyo Kondo</i></p>

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<p>TB09 – R1240</p> <p>New Technologies for Eliciting Customer Preferences</p> <p>Chair: Catherine Tucker</p> <p>Second Choice Score (SCS): An Incentive-Aligned Loyalty Metric <i>Songting Dong, Min Ding, Ping Zhao</i></p> <p>Empirical Test of Incentive-compatible Direct Elicitation of Heuristic Decision Rules <i>John Hauser, Min Ding, Songting Dong, Steven Gaskin, Daria Silinskaia, Chenting Su, Zhilin Yang</i></p> <p>Morphing Websites in the Presence of Switching Costs <i>Gui Liberali, John Hauser, Erin MacDonald, Glen Urban</i></p> <p>When do Markets Tip? <i>Avi Goldfarb, Ajay Agrawal</i></p> <p>Privacy Protection and Technology Diffusion: The Case of Electronic Medical Records <i>Catherine Tucker, Amalia Miller</i></p>	<p>TB10 – Blau Auditorium</p>	<p>TB11 – R2210</p> <p>Choice Models: Consumer Response</p> <p>Chair: Sonika Singh</p> <p>Building Store Traffic: What Drives the Smart Consumer into your Store? <i>Sonika Singh, Brian Ratchford, Andrei Strijnev</i></p> <p>Heterogeneous Hyperbolic Response of Sticker Shock <i>Chul Kim, Duk Bin Jun</i></p> <p>Consumer Knowledge, Stated Preference, and Revealed Choice <i>Ying Jin, Yuxin Chen, Meng Su</i></p>	<p>TB12 – R2220</p> <p>Financial Market Consequences of Marketing Strategy</p> <p>Chair: Natalie Mizik</p> <p>The (Unappreciated) Value of Marketing <i>Isaac Dinner, Don Lehmann, Natalie Mizik</i></p> <p>Firm Innovation and the Ratchet Effect: How Firms Trade Off Value Creation in Financial and Product Markets <i>Fredrika Spencer, Christine Moorman</i></p> <p>Stock Market Valuation of Corporate Brand Strategy in Mergers and Acquisitions <i>Jonathan Knowles</i></p> <p>Managing for the Moment: The Use and Performance Implications of Real Activities and Accounting Accruals Manipulation Earnings Management Strategies <i>Natalie Mizik</i></p>
<p>TB13 – R2230</p> <p>Entertainment Marketing: Internet</p> <p>Chair: Sebastiano Delre</p> <p>Fun and Beyond Fun: An Investigation of Consumers' Participation in Online Gaming <i>Chong Guan, Sunanda Sangwan, Judy Siguaw</i></p> <p>The World is Not Enough: A Social Influence Model Multigroup Analysis of Virtual World Behavior <i>Boris Blechschmidt, Klaus Backhaus, Alexander Freund</i></p> <p>Simulating Cinema: How Cross-Cultural Differences in Social Influence Explain Box Office Distribution <i>Sebastiano Delre, Thijs Broekhuizen, Anna Torres</i></p>	<p>TB14 – R2240</p> <p>Cause, Charity, and Not-for-Profit Marketing I</p> <p>Chair: Yue Li</p> <p>Success Factors of Cause-Related Marketing <i>Anne Julie Fries, Karen Gedenk, Franziska V'ickner</i></p> <p>Cause Marketing: Spillover Effects of Cause-Related Products in a Product Portfolio <i>Aradhna Krishna, Uday Rajan</i></p> <p>Price and Quality Decisions for Nonprofit Organizations Competing with Businesses <i>Charles Weinberg, Yong Liu</i></p> <p>Corporate Philanthropy in China: The Case of 5.12 Wenchuan Earthquake <i>Yue Li</i></p>	<p>TB15 – R2320</p> <p>Customer Lifetime Value: Strategy</p> <p>Chair: Jaime Romero</p> <p>Exploring Event Related Dependence Between Touch Point Outcomes and Customer Lifetime Value <i>Howard Dover</i></p> <p>Modeling the Impact of Marketing Interventions on Mix of New Customers Drawn to a Firm <i>Shameek Sinha, Leigh McAlister</i></p> <p>Assessing the Effects of Service Usage and Subscription on Customer Value <i>David Schweidel, Anita Elberse</i></p> <p>Customer Portfolio Management <i>Jaime Romero, Martin Boehm Anna Downarowicz</i></p>	

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1.30-3.00 (TC)

<p>TC01 – R0210</p> <p>Innovation</p> <p>Chair: Dennis Herhausen</p> <p>External Social Capital: A Risk Mitigating Resource of the Innovative Firm <i>William Baker, Amir Grinstein, Nukhet Harmancioglu</i></p> <p>Innovating in the Age of Aesthetics: Do we Need a New Conceptualization of Innovation Capability <i>Gaia Rubera, Roger Calantone, Erkan Ozkaya</i></p> <p>Uncertainty and Idea Generation in Open Innovation <i>Chander Velu, Tirthankar Charkarvarty, Michael Kitson</i></p> <p>Marketing Innovations: Conceptualization, Antecedents and Consequences of Marketing Innovativeness <i>Dennis Herhausen, Marcus Schoegel</i></p>	<p>TC02 – R0220</p> <p>Channels: Price Competition</p> <p>Chair: Georges Zaccour</p> <p>On the Proper Measure of Competition in Linear-demand Models of Distribution Channels <i>Charles Ingene, Sihem Taboubi, Georges Zaccour</i></p> <p>Uniform Pricing for Digital Goods: Effects on Competition <i>Dinah Vernik, Preyas Desai, Debu Purohit</i></p> <p>Sales Format in a Distribution Channel <i>Hyun-Soo Ahn, Goker Aydin, Chia-wei Kuo</i></p> <p>The Dilemma of Pull and Push Price Promotions <i>Georges Zaccour, Guiomar Martín-Herrán, Simon-Pierre Sigué</i></p>	<p>TC03 – R0230</p> <p>Promotion: Consumer Response</p> <p>Chair: Yulia Nevskaya</p> <p>Spending on the Fly: Mental Budgets, Promotions, and Spending Behavior <i>Jeff Inman, Karen Stilley, Kirk Wakefield</i></p> <p>A Strategic Discrete Choice Model of Catalog Mailing and Response <i>Sangwoo Shin, Sanjog Misra</i></p> <p>A Dynamic Model of the Effects of Cross- and up-selling Marketing Activities <i>Nino Hardt, Joachim Bueschken</i></p> <p>Inferring Price Promotion Effects on Dynamic Consumer Behavior from Aggregate Data <i>Yulia Nevskaya, Paulo Albuquerque, Sanjog Misra</i></p>	<p>TC04 – R0240</p> <p>Pricing: Competition I</p> <p>Chair: Seungwon Jeon</p> <p>Free In-network Pricing as Entry-deterrence Strategy <i>Tingting He, Dmitri Kuksov, Chakravarthi Narasimhan</i></p> <p>A New Approach to Measure Price Elasticity: Comparing Price Elasticity across Industries and Firms <i>Wenzel Drechsler, Martin Natter, Bernd Skiera</i></p> <p>Competitive Coupon Promotions and Targeting in Multi-product Duopolies <i>Seungwon Jeon</i></p>
<p>TC05 – R0320</p> <p>Consumer Behavior: Learning</p> <p>Chair: Tanuka Ghoshal</p> <p>Tradeoffs in the Dark: The Effect of Experience on Extrapolated Consumer Preferences <i>Yanliu Huang, Robert Meyer</i></p> <p>Quality, Expectations and Relationship Management: Athletic Performance and Alumni Donations <i>Hulya Karaman, Tat Chan, Michael Lewis</i></p> <p>More Valid and More Reliable: Tree Models for the Analysis of Self-Reports <i>Ulf Bockenholt</i></p> <p>Uncovering the Coexistence of Assimilation and Contrast Effects in Hedonic Sequences <i>Tanuka Ghoshal, Peter Boatwright, Joseph Nunes, Eric Yorkston</i></p>	<p>TC06 – R1210</p> <p>Interactive Marketing: Mobile</p> <p>Chair: Russ Winer</p> <p>Too Close to Call? The Effects of Closeness on the Referral Likelihood of Mobile Phone Users <i>Christian Barrot, Sonke Albers, Jan U. Becker, Arvind Rangaswamy</i></p> <p>Modeling the Dynamics of Content Generation and Usage in Mobile Commerce <i>Anindya Ghose</i></p> <p>Mobile Marketing: A Research Agenda <i>Russ Winer, Fareena Sultana</i></p>	<p>TC07 – R01220</p> <p>Internet Marketing: Relationship Management</p> <p>Chair: Zainab Jamal</p> <p>The Role of Interactivity in the Era of New Media and its Effect on Consumer-Brand Relationship <i>Verena Walter, Marcus Schoegel</i></p> <p>Key Successful Factors of e-CRM Implementation in Service Industry of Taiwan. <i>Hui-I Yao, Cassey Lee Hong Kim</i></p> <p>Impact on Customer Churn of Intensity of Sharing of User-generated Content at an Online Service <i>Zainab Jamal</i></p>	<p>TC08 – R1230</p> <p>Empirical IO</p> <p>Chair: Sergio Meza</p> <p>When Pavarotti Meets Harry Potter at the Super Bowl <i>Ron Shachar, Shlomi Parizat</i></p> <p>Entry in Markets with Indirect Network Externalities: The Case of Ethanol Fuel Retailers <i>Scott Shriver</i></p> <p>Preference Evolution in the South Korean Cigarette Market <i>Sungho Park, Sachin Gupta</i></p> <p>Multiple Adoptions in the Wireless Phone Market: Structural Demand with Dynamic Demographics <i>Sergio Meza, Max Rempel</i></p>

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1.30-3.00 (TC)

<p>TC09 – R1240</p> <p>Agent-Based Modeling in Marketing</p> <p>Co-Chairs: William Rand, Roland Rust</p> <p>Rigorous Agent-based Modeling in Marketing <i>Roland Rust, William Rand</i></p> <p>Agent-based Modeling of the Diffusion of Alternative Fuel Vehicles <i>Rosanna Garcia, Ting Zhang</i></p> <p>Issues in Validating Agent-based Models <i>Robert Marks, Daniel Klapper, David Midgley</i></p> <p>Untangling Customer Social Equity via Agent Based Model <i>Renana Peres, Barak Libai, Eitan Muller</i></p>	<p>TC10 – Blau Auditorium</p> <p>Meet the Editors</p> <p>Chair: Anocha Aribarg</p> <p>Marketing Science <i>Eric T. Bradlow</i></p> <p>Management Science <i>Preyas Desai and Pradeep Chintagunta</i></p> <p>Quantitative Marketing and Economics <i>Peter Rossi</i></p> <p>Marketing Letters <i>Joe E. Urbany</i></p> <p>Journal of the Academy of Marketing Science <i>Tomas Hult</i></p>	<p>TC11 – R2210</p> <p>Choice Models: Applications</p> <p>Chair: Peter Oppenheim</p> <p>Market Segmentation for Multi-Feature Products: A Clusterwise Variable Selection Approach <i>Sunghoon Kim, Feng Liang, Jianfeng Xu</i></p> <p>Multivariate Probit Model to Examine Synergies within a Firm’s Channel Portfolio <i>Mahima Hada, Rajdeep Grewal, John Liechty</i></p> <p>Using Water Service Delivery Attributes to Evaluate Pricing Policies <i>Peter Oppenheim, Gamini Herath</i></p> <p>The Evolution of Internal Market Structure <i>Garrett Sonnier, Oliver Rutz</i></p>	<p>TC12 – R2220</p> <p>Marketing Investments, Financial Performance and Shareholder Value</p> <p>Chair: Lopo Rego</p> <p>A Fundamental Signal from Advertising: Analyst Under-Reaction <i>Min-Chung Kim, Leigh McAlister</i></p> <p>The Relationship between Web Chatter and Stock Price <i>Leigh McAlister, Tom Shively, Garrett Sonnier</i></p> <p>Exploring the Risk-return Trade-offs of Brand Quality <i>Kapil Tuli, Sundar Bharadwaj</i></p> <p>How Does Marketing Listen to Stock Markets: Implications of using Stock Market Movements to Guide Strategic Investments <i>Anindita Chakravarty, Rajdeep Grewal</i></p> <p>Customer Relationship Management Capabilities and Shareholder Value <i>Lopo Rego, Neil Morgan</i></p>
<p>TC13 – R2230</p> <p>Entertainment Marketing: Movies I</p> <p>Chair: Venkatesh Shankar</p> <p>Empirical Analysis of Competition between Affiliate and Independent Theaters <i>O. Cem Ozturk, Sriram Venkataraman</i></p> <p>International Product Launch: The Case of Motion Picture DVDs <i>Ashish Sinha, Renu Emile, Namwoon Kim</i></p> <p>Does the Sequence of Countries Matter in the International Rollout of New Products? <i>Reo Song, Sanjay Jain, Venkatesh Shankar</i></p>	<p>TC14 – R2240</p> <p>International Marketing II</p> <p>Chair: Terry Elrod</p> <p>Assessing Biases in Cross-national Research on Consumer Innovativeness <i>Deepa Chandrasekaran, Gerard Tellis</i></p> <p>Shaking Hands Across The National Divide: The Success of Foreign JVs in India <i>Joseph Johnson, Ram Krishnan, Krishna Prasanna, Gerard Tellis</i></p> <p>Pride and Prejudice: Investigating the Symbolic Properties of Country of Origin in Asia <i>Terry Elrod, Giana Eckhardt, Luming Wang</i></p>	<p>TC15 – R2320</p> <p>Customer Lifetime Value: Metrics</p> <p>Chair: Tanja Frischmann</p> <p>Customer Scoring and Competition - The Case of Retail Format Competition <i>Michael Jungbluth, Joachim Bueschken</i></p> <p>Measuring Household Response in Database Marketing: A Latent Trait Approach <i>Gary Russell, Subom Rhee</i></p> <p>Share of Wallet’s Impact on Customer Value <i>Tanja Frischmann</i></p>	

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Thursday, June 4th, 2009

3.30-5.00 (TD)

<p>TD01 – R0210</p> <p>Innovation: New Product Development and Design</p> <p>Chair: Mark Kilgour</p> <p>The Role of Alliance, Alliance Partner and Format Characteristics on the Market Acceptance of Formats <i>Sujan Dan, Alina Sorescu, Rajan Varadarajan</i></p> <p>If Creative Thinking Techniques Are So Great, Why Aren't They Used More?: Actor-observer Difference <i>Mark Kilgour, Scott Koslow</i></p> <p>The Origin of Innovations: Consumer, Inventor, or Technology? <i>Stav Rosenzweig, David Mazursky, Gerard Tellis</i></p>	<p>TD02 – R0220</p> <p>Channels: Retail Competition</p> <p>Chair: Tirtha Dhar</p> <p>The Role of Quality in a Channel with Asymmetric Retailers <i>Tansev Geylani, Anthony Dukes, Yunchuan Liu</i></p> <p>A Dominant Retailer's Impact on Manufacturers: Profits, Wholesale Prices, Shipments, Product Lines <i>Qingyi Huang, Eric Anderson, Karsten Hansen, Vincent Nijs</i></p> <p>Is the Robinson-Patman Act Dead? <i>Ryan Luchs, Anthony Dukes, Tansev Geylani, Kannan Srinivasan</i></p> <p>Fixed Fee Payment and Two Part Tariff: Who Pays Whom <i>Tirtha Dhar</i></p>	<p>TD03 – R0230</p> <p>Promotion: Sales Promotion</p> <p>Chair: Aharon Hibshoosh</p> <p>How Should Retailers Manage Organic and Conventional Products Across Categories? <i>Koen Pauwels, Ram Bezawada</i></p> <p>Measuring the Effectiveness of Integrated Promotion Activities: The Case of Wine Marketing <i>Ram Bezawada, Tolga Akcura, Koen Pauwels</i></p> <p>Consumer Welfare in Price Discrimination Schemes with Rationed and Non-rationed Deals under Leakage <i>Aharon Hibshoosh, Uri Ben-Zion, Uriel Spiegel</i></p>	<p>TD04 – R0240</p> <p>Pricing: Competition II</p> <p>Chair: Elie Ofek</p> <p>Out-group Homogeneity Bias and Strategic Market Entry Decisions <i>Neil Bendle</i></p> <p>When is it Optimal to Ignore the Threat of a Competitive Entry? <i>Olivier Rubel</i></p> <p>Up-market or Down-market Stretch: Optimal Sequential Introduction of New Products <i>Mahmood Pedram, Subramanian Balachander</i></p> <p>Complementary Goods: Creating and Competing for Value <i>Elie Ofek, Eyal Biyalogorsky, Oded Koeningberg, Taylan Yalcin</i></p>
<p>TD05 – R0320</p> <p>Consumer Behavior: Social Influence</p> <p>Chair: Jose-Domingo Mora</p> <p>The Role of Social Influence in Innovators Adoption Behavior <i>Dominik Papies, Michel Clement, Esther K. Papies</i></p> <p>Family Groups Consuming Television: Do Shared Moments Breed Strong Interactions? <i>Jose-Domingo Mora, Jason Ho, Robert Krider</i></p>	<p>TD06 – R1210</p> <p>Interactive Marketing: Interactivity and Retailing</p> <p>Chair: Sandy Jap</p> <p>Do Multichannel Customers Really Outperform? Retention, Revenues, and Multichannel Usage <i>Sara Valentini, Elisa Montaguti, Scott Neslin</i></p> <p>The Effect of Channel Elimination on Customer Metrics: Transition from Catalog Retailers to E-Tailers <i>Umut Konus, Scott Neslin, Peter Verhoef</i></p> <p>Modeling Multichannel Media Consumption: Multitasking and the New Media <i>Sandy Jap, Chen Lin, Sriram Venkataraman</i></p>	<p>TD07 – R01220</p> <p>Internet Marketing: Auctions</p> <p>Chair: Sam Hui</p> <p>An Analysis of Alternate Auction Policies for Search Advertisements <i>Subramanian Balachander, Karthik Kannan, David Schwartz</i></p> <p>To Bundle or Not To Bundle: On the Profitability of Multi-item Auctions <i>Peter Popkowski, Gerald Haubl, University Yingtao Shen</i></p> <p>The Impact of Promotional Messages during Auctions <i>Eric Greenleaf, Caroline Ducarroz, Sha Yang</i></p> <p>Nonparametric Demand Estimation Using Online Auction Experiments: A Polya Tree Approach <i>Sam Hui, Edward George</i></p>	<p>TD08 – R1230</p> <p>Empirical IO: Strategy</p> <p>Chair: Gautham Vadakkepatt</p> <p>The Effect of Changes in Local Market Structure on Product Line Decisions on Movie Theaters <i>Pradeep Chintagunta, Yesim Orhun, Sriram Venkataraman</i></p> <p>Are Advertising and R&D Complements? <i>Georg von Graevenitz, Philipp Sandner</i></p> <p>The Relative Impact of Marketing versus R&D Efforts on the Top-Line Growth of Leading Large Firms <i>Gautham Vadakkepatt, Venkatesh Shankar, Rajan Varadarajan</i></p>

2009 INFORMS Marketing Science Conference

Thursday, June 4th, 2009

3.30-5.00 (TD)

<p>TD09 – R1240</p> <p>Models and Measurement for Bundling Strategies</p> <p>Chair: Vithala Rao</p> <p>Bundling of Competing Products in a Retail Channel <i>Nanda Kumar, Vithala Rao</i></p> <p>Modeling Preferences in Sequential Bundling <i>Manoj Agarwal, Kalpesh Desai, Vithala Rao</i></p> <p>An Incentive-compatible Approach for Assessing Consumers: Reservation Prices for Bundles Under Uncertainty: Application and Implications <i>Rabikar Chatterjee, R. Venkatesh</i></p> <p>Upgrading Methods for Bundle Choices <i>Ye Hu, Min Ding, Young-Hoon Vithala Rao</i></p>	<p>TD10 – Blau Auditorium</p> <p>Meet the Editors</p> <p>Chair: Linda Salisbury</p> <p>Journal of Marketing Research <i>Tulin Erdem</i></p> <p>Journal of Marketing <i>Ajay Kohli</i></p> <p>Journal of Service Research <i>Kay Lemon</i></p> <p>International Journal of Research in Marketing <i>Stefan Stremersch and Donald R. Lehmann</i></p> <p>Journal of Interactive Marketing <i>Venky Shankar</i></p>	<p>TD11 – R2210</p> <p>Choice Models: Methodology</p> <p>Chair: Eric Schwartz</p> <p>Multiple Constraint Choice Models with Interior Solutions <i>Takuya Satomura, Greg M Allenby, Jaehwan Kim</i></p> <p>Random Utility Models and Rational Choice Behavior <i>Thomas Steenburgh, Andrew Ainslie</i></p> <p>An Empirical Investigation of Consumer Adoption and Consumption of a Video on Demand Service <i>S Sriram, Pradeep Chintagunta, Puneet Manchanda</i></p> <p>Incorporating Covariates in the Beta-binomial Model <i>Eric Schwartz, Peter Fader, Bruce Hardie</i></p>	<p>TD12 – R2220</p> <p>Marketing Issues in the Startup and IPO Context</p> <p>Co-Chairs: Jade DeKinder, Cem Bahadir</p> <p>Transforming B2B Social Capital Into IPO Value: The Role of Absorptive Capacity <i>Guiyang Xiong, Sundar Bharadwaj</i></p> <p>Not All Market Ties are Created Equal: The Timing and Strength of Market Ties in the Commercialization <i>Sundar Bharadwaj, Leslie Vincent</i></p> <p>The Role of Marketing Information Availability and Complexity on Speed and Decision Making in the IPO Process <i>Jade DeKinder, Cem Bahadir</i></p> <p>Marketing Strategy and Firms' Initial Public Offerings (IPOs) <i>Tien Wang, Xueming Luo</i></p>
<p>TD13 – R2230</p> <p>Entertainment Marketing: Movies II</p> <p>Chair: Xia (Angela) Liu</p> <p>Determinants of Line Extension Success: An Investigation of Movie Franchises <i>Sanjay Sisodiya, Berna Devezer</i></p> <p>Endogeneity of Ticket Availability and Moviegoer's Demand Restriction in the Movie Industry <i>Dong Soo Kim, Duk Bin Jun</i></p> <p>Large Screens or More Shows: What Tilts the Balance in Scale-of-entry Decisions in the Movie Industry <i>Anita Rao</i></p> <p>Dynamics of Star Power Effects beyond the Opening Week <i>Xia (Angela) Liu, Tridib Mazumdar</i></p>	<p>TD14 – R2240</p> <p>International Marketing I</p> <p>Chair: Ying Xiao</p> <p>Cross-national Analysis of the Impact of Word-of-Mouth on Online Purchasing Behavior <i>Hsin-Chen Lin, Manohar Kalwani</i></p> <p>Strategic Responses of Firms towards the Impact of National Culture on Innovativeness <i>Erik Mooi</i></p> <p>Is the World Becoming Flat? Role of Globalization and Internet in Worldwide Consumption Convergence <i>Satheeshkumar Seenivasan, Debabrata Talukdar, Kamer Yildiz</i></p>	<p>TD15 – R2320</p> <p>Customer Satisfaction</p> <p>Chair: Feng Liu</p> <p>Using Prediction Markets to Forecast Customer Satisfaction <i>James Lemieux, Koleman Strumpf</i></p> <p>Which Satisfied Customers do Really Pay More? A Non-parametric Moderator Analysis <i>Maik Eisenbeiss, Klaus Backhaus, Markus Cornelissen, Wayne D. Hoyer</i></p> <p>Traditional and User-generated Voice-of-customer Metrics and Financial Performance <i>Qiang Fei, Lopo Rego</i></p> <p>Reflecting Mirrors: How Providers and Facilities Affect Customer Satisfaction with Each Other <i>Feng Liu, Purushottam Papatla</i></p>	

2009 INFORMS Marketing Science Conference

Friday, June 5th, 2009

8.30-10.00 (FA)

<p>FA01 – R0210</p> <p>New Products: Diffusion I</p> <p>Chair: Brian Hartman</p> <p>Optimal Dynamic Advertising in the Generalized Bass Model of New Product Diffusion <i>Christophe Van Den Bulte, Gila Fruchter</i></p> <p>Seasonality Models for New Product Diffusions: Shrinking Seasonal Split and Product Mix Approaches <i>Evren Ozkaya, Pinar Keskinocak, John Vande Vate, Michael Waithe</i></p> <p>Unconstrained Global Diffusion: The Case of Freeware <i>Guy Yogev, Barak Libai, Eitan Muller</i></p> <p>Investigating Cross-country Interaction in New Product Diffusion <i>Brian Hartman, Bani Mallick, Debabrata Talukdar</i></p>	<p>FA02 – R0220</p> <p>Channels: Governance I</p> <p>Chair: Nicolas Pernet</p> <p>The Role of Economic Rents and Supervision in Distribution Channels <i>Desmond (Ho-Fu) Lo, Mrinal Ghosh, Francine Lafontaine</i></p> <p>Modeling the Risk of Increasing Supply Chain Length <i>Mark Vandenbosch, Stephen Sapp</i></p> <p>Structural Estimation of Moral Hazard Models: An Application to the Design of Marketing Channels <i>Ranjan Banerjee, George John, Professor, Om Narasimhan</i></p> <p>Managing Strategic Risks in the Context of Channel Management <i>Nicolas Pernet, Marcus Schoegel</i></p>	<p>FA03 – R0230</p> <p>Advertising: Consumer Behavior</p> <p>Chair: Deepa Pillai</p> <p>Love at First Sight? Effects of Direct Mail Design on Consumer Response Behavior <i>Manfred Krafft, Sebastian Feld, Heiko Frenzen, Kay Peters</i></p> <p>Comparative Advertising: Effects of Affective and Cognitive Information on Brand Evaluation <i>Ying Ho, Candy K. Y. Ho</i></p> <p>Consumer Consumption Impulses: The Role of Sensory Stimuli <i>David J Moore, Sheila Sasser</i></p> <p>Determinants of Attitudes towards Product Placement: A Structural Equation Modeling Approach <i>Deepa Pillai, Siva Balasubramanian, Pola Gupta</i></p>	<p>FA04 – R0240</p> <p>Pricing: Willingness-to-Pay</p> <p>Chair: Steven Huff</p> <p>More Choice and the Polarization of Willingness to Pay <i>Luc Wathieu, Marco Bertini, Sheena Iyengar</i></p> <p>Improving the Accuracy of Price Response Functions Using the Willingness-to-pay-as-a-Range Concept <i>Florian Dost, Robert Wilken</i></p> <p>The Economic Value of a Star: The Effect of Superfluous Ratings on Willingness to Pay <i>Steven Huff, Teck Ho</i></p>
<p>FA05 – R0320</p> <p>Decision Neuroscience: Progress, Opportunities and Challenges</p> <p>Co-Chairs: Carolyn Yoon, Willem J.M.I. Verbeke</p> <p>A Salesforce-Specific Theory of Mind Scale <i>Willem J.M.I. Verbeke, Roeland C. Dietvorst, Marion Smits, Aad van der Lugt, Carolyn Yoon</i></p> <p>Asymmetries in Intertemporal Choice: Neural Systems and the Directional Evaluation of Immediate versus Future Rewards <i>Eric Johnson, Bernd Figner, Amy Krosch, Jason Steffener, Elke U. Weber</i></p> <p>Delaying Gratification Engages the Brain's Default Network <i>Richard Gonzalez, Israel Liberzon, Luan Phan, Chandra Sekhar Sripa</i></p> <p>Functional Imaging of Diminished Self-control <i>William Hedgcock, Akshay Rao, Kathleen Vohs</i></p>	<p>FA06 – R1210</p> <p>Interactive Marketing: Customer Analytics</p> <p>Chair: Alan Montgomery</p> <p>A Model and Empirical Analysis for Managing Patient Compliance and Persistence in Pharmaceuticals <i>Scott Neslin, Edward Rhoads, Paul Wolfson</i></p> <p>Customer Retention Dynamics in a Contractual Setting: The Paradox of Increasing Loyalty <i>Peter Fader, Bruce Hardie</i></p> <p>Do Vendors Benefit from Program Induced Marketing Actions in A Multi-vendor Loyalty Program? <i>Matilda Dorotic, Tammo Bijmolt, Dennis Fok, Peter Verhoef</i></p> <p>User Profiling using Web Browsing Data <i>Alan Montgomery</i></p>	<p>FA07 – R01220</p> <p>Social Influence: Network Effects</p> <p>Chair: Hee Mok Park</p> <p>Who Are the Customer Evangelists? How Worthy are They? - A Network Model of Customer Referral Value <i>Guillermo Armelini Wilde, Erica Salvaj, Julian Villanueva</i></p> <p>Peer Effects In Casino Gambling <i>Hee Mok Park, Puneet Manchanda</i></p> <p>Judging Borrowers by the Company They Keep: Value of Social Networks in Online Peer-to-peer Lending <i>Mingfeng Lin, Nagpumanand Prabhala, Siva Viswanathan</i></p> <p>The Influence of Local Network on Innovation Adoption <i>Sangman Han, Jacob Goldenberg, Hyuk Lee, Don Lehmann, Kyng Young Ohk</i></p>	<p>FA08 – R1230</p> <p>Decision-Making: Managerial</p> <p>Chair: Oleg Urminsky</p> <p>Values of VMI (Vendor-managed Inventory) for Different Demand Patterns <i>Bowon Kim, Chulsoon Park</i></p> <p>Assessing the Value of Marketing Theory in Marketing Knowledge Acquisition: Stakeholder Perspectives <i>Scott Dacko</i></p> <p>Cost /Benefit Considerations in Reducing Consumer Uncertainty <i>Joe Urbany, Bill Bearden</i></p> <p>Almost on Target: Absolute vs. Relative Error in Subjective Assessment of Prediction Accuracy <i>Oleg Urminsky</i></p>

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8.30-10.00 (FA)

FA09 – R1240	FA10 – Blau Auditorium	FA11 – R2210	FA12 – R2220
<p>FA13 – R2230</p> <p>Brands and Branding: Brand Equity</p> <p>Chair: Janell Townsend</p> <p>Consumer-based Brand Equity Measure: Bayesian Modeling of a Multi-facet Multi-dimensional Construct <i>Luming Wang, Adam Finn</i></p> <p>The Point of No Return: Do Brands Recover Distribution? <i>Michael W Kruger</i></p> <p>Advertising, Brand Equity, and the Generation of Financial Resources <i>Alexander Himme, Marc Fischer</i></p> <p>Performance Implications of Brand Investments <i>Janell Townsend, Rajendra Srivastava, Sengun Yeniyurt</i></p>	<p>FA14 – R2240</p> <p>Marketing Strategy</p> <p>Chair: Yang Liu</p> <p>'Selling' Business Models of Internet Start-Ups - An Experimental Study of Exit-Strategies <i>Michel Clement, Jan U. Becker, Markus Noeth</i></p> <p>Business Models and Radical Innovation <i>Chirag Patel, Christophe Haon</i></p> <p>Concurrent Communications: Aligning Sales Training Programs & the Marketing Message <i>Natalie Clark Winter</i></p> <p>Competition between Professionals and Amateurs: A Two-sided Market Story <i>Yang Liu</i></p>	<p>FA15 – R2320</p> <p>Customer Loyalty: Methodology</p> <p>Chair: Kanghyun Yoon</p> <p>Targeting Prospective Customers Predicted to be Loyal Beyond a Threshold Time <i>Douglas MacLachlan, Joo Heon Park</i></p> <p>Predicting Customer Churn: Towards a Marketing-Oriented Loss Function <i>Aurelie Lemmens, Christophe Croux</i></p> <p>Differential Impacts of Brand Loyalty on Purchase Decisions of When, What, and How Much <i>Kanghyun Yoon, Kyuseop Kwak, Thanh Tran</i></p>	<p>FA11 – R2210</p> <p>Competition: Strategy</p> <p>Chair: Axel Stock</p> <p>Brand Extensions in Markets with Preference Based Segmentation <i>Yogesh Joshi, David Reibstein, John Zhang</i></p> <p>Dynamic and Competitive Effects of Direct Mailings: A Charitable Giving Application <i>Bas Donkers, Philip Hans Franses, Merel van Diepen</i></p> <p>Positioning and Pricing in Markets with Network Externality <i>S Sajeesh, Jagmohan Raju</i></p> <p>Competition with Environmentally Friendly Products <i>Axel Stock</i></p>

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10.30-12.00 (FB)

<p>FB01 – R0210</p> <p>New Products: Diffusion II</p> <p>Chair: Yuri Peers</p> <p>The Effect of Online Word of Mouth on New Product Diffusion: An Example of Taiwan Box-Office of American Movies <i>Ching-I Chen, Kuo-Cheng Chang</i></p> <p>An Agent-based Model for Incorporating the Effect of Consumer and Brand Interactions on Diffusion <i>Mary E. Schramm, Kevin J. Trainor</i></p> <p>Social Identity and Multivariate Visual Diffusion <i>Blake McShane, Eric Bradlow, Jonah Berger</i></p> <p>The Use of Mixed-frequency Data in Diffusion Models <i>Yuri Peers, Dennis Fok, Philip Hans Franses</i></p>	<p>FB02 – R0220</p> <p>Channels: Governance II</p> <p>Chair: Vishal Kashyap</p> <p>Bundling of Equipment Sales and Technical Consulting Services Contracts in Industrial Markets <i>Sourav Ray, Mrinal Ghosh, Tirthankar Roy</i></p> <p>When do Vendors Choose to Offer Systems versus Components <i>Kellilynn Frias-Gutierrez, Shantanu Dutta, Mrinal Ghosh</i></p> <p>Contracts, Governance, and Channel Member Compliance <i>Vishal Kashyap, Kersi Antia, Gary Frazier</i></p> <p>Brand Externalities and Intra-chain Pricing Variation: the Effect of Organizational Form <i>Arturs Kalnins</i></p>	<p>FB03 – R0230</p> <p>Advertising: Consumer Response</p> <p>Chair: Norris Bruce</p> <p>A Bayesian Model of Treatment Effects in a Pre-post Study <i>Ling-Jing Kao</i></p> <p>New and Enduring Empirical Generalizations on Advertising Elasticity <i>Raj Sethuraman, Gerard Tellis</i></p> <p>Hierarchical Effects of Advertising: A Bayesian Approach <i>Huseyin Karaca, Richard Briesch, Lakshman Krishnamurthi</i></p> <p>A Dynamic Factor Model for Understanding the Intermediate Effects of Advertising on Sales <i>Norris Bruce, Prasad Naik, Kay Peters</i></p>	<p>FB04 – R0240</p> <p>Pricing: Perception</p> <p>Chair: Jun Bum Kwon</p> <p>Decoding Luxury <i>Daniel Langer, Oliver Heil</i></p> <p>Reference Price Mechanisms and Gain-loss Effects at the Market Level <i>Jun Bum Kwon, Jean-Bernard Kazmierczak, Purushottam Papatla</i></p> <p>Examining Reference Price in Repeated B2B Transactions. <i>Hernan Bruno, Hai Che, Shantanu Dutta</i></p> <p>Price Expectations and Purchase Decisions: Evidence from an Online Store Experiment <i>Sudipt Roy, Tat Chan, Amar Cheema</i></p>
<p>FB05 – R0320</p> <p>Consumer Behavior: Decision-Making I</p> <p>Chair: Nevena Koukova</p> <p>Account Aversion: When More Debt is Preferred to Less <i>Scott Rick, Cynthia Cryder</i></p> <p>Situation Dependent Mental Representations of Consumer Decision Problems <i>Benedict G.C. Dellaert, Theo A. Arentze, Harry J.P. Timmermans</i></p> <p>Being Hot or Being Cold: The Influence of Temperature on Judgment and Choice <i>Hee-Kyung Ahn</i></p> <p>Fantasies and Expectations as Advertising Tools <i>Nevena Koukova, Shweta Oza</i></p>	<p>FB06 – R1210</p> <p>Interactive Marketing: Product Reviews/WOM</p> <p>Chair: Wendy Moe</p> <p>A Framework for Linking the Dimensions of Online Word of Mouth to Firm Performance <i>Shyam Gopinath, Lakshman Krishnamurthi, Jacquelyn S. Thomas</i></p> <p>eWOM and Risk Return in Online Markets: A Joint Study on Seller Review and Product Review <i>Jianan Wu, Jie Sun, Yinglu Wu, Yang Zhilin</i></p> <p>Modeling the Helpfulness of Online Reviews <i>Susan Mudambi, David Schuff</i></p> <p>How Much Does a Good Product Rating Help a Bad Product? Modeling the Role of Product Quality in the Relationship between Online Consumer Ratings and Sales <i>Wendy Moe</i></p>	<p>FB07 – R01220</p> <p>Social Influence: Modeling</p> <p>Chair: Gal Oestreicher-Singer</p> <p>The Design of Web 2.0 Communities: Trading off Differentiation with Network Size <i>Kaifu Zhang, Miklos Sarvary</i></p> <p>Social Effects on Customer Retention <i>Irit Nitzan, Barak Libai, Eran Shir</i></p> <p>Modeling the Structure and Dynamics of Word-of-Mouth Dialogues <i>Kerimcan Ozcan, Venkatram Ramaswamy</i></p> <p>Willingness to "Pay" to Social Media Websites: Theory and Evidence from an Online Radio Website <i>Gal Oestreicher-Singer, Lior Zalmanson</i></p>	<p>FB08 – R1230</p> <p>Decision Support Systems I</p> <p>Chair: Alan Dybvig</p> <p>A Marketing Mix Decision System for a Consumer Good in a Cross-cultural Environment; a Fuzzy Goal Programming Approach <i>Debasis Pradhan, Bijay Krishna Mangaraj</i></p> <p>Relative Importance of Predictors: Effectiveness of Random Forests vs. Johnson's Relative Weights <i>Dimitri Liakhovitski, Yegor Bryukhov</i></p> <p>Next Generation Response Modeling: Mixed Integer and Linear Programming <i>Alan Dybvig</i></p>

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10.30-12.00 (FB)

<p>FB09 – R1240</p> <p>Forecasting</p> <p>Chair: Stefan Hattula</p> <p>Forecasting Television Ratings <i>Peter Danaher, Tracey Dagger, Mike Smith</i></p> <p>Modeling Long-term Sport-related Success: Implications for Sponsorship Decisions <i>Stefan Hattula, Hans Bauer, Maik Hammerschmidt</i></p> <p>Improving the Profitability of Direct Marketing: A Quantile Regression Approach <i>Xi Zhang, Geng Cui, Jian Zhou</i></p>	<p>FB10 – Blau Auditorium</p>	<p>FB11 – R2210</p> <p>Competition: Competitive Response</p> <p>Chair: Debabrata Talukdar</p> <p>Immediate and Dynamic Competitive Reactions to Price Promotions <i>Wei Li, Dennis Fok</i></p> <p>Acknowledging that an Entrant is a Close Competitor: Why Incumbents May Defer Defensive Responses? <i>Yu Wang, Nanda Kumar, Duncan Simester</i></p> <p>Cointegration Analysis of Brand and Category Sales- Implications for Long Term Strategy <i>Purna Chandra Padhan, Debasis Pradhan</i></p> <p>Effects of Multiple Line Extensions on Category Dynamics <i>Debabrata Talukdar, Sri Devi Duvvuri, Vijay Ganesh Hariharan</i></p>	<p>FB12 – R2220</p> <p>The Marketing-Finance Interface I</p> <p>Chair: Xueming Luo</p> <p>New Product Alliances and Firm Stock Prices: Direct and Feedback Effects <i>Sudha Mani, Xueming Luo</i></p> <p>The Impact of Marketing Alliances on Firm Value Creation: The Moderating Role of Network Characteristics <i>Vanitha Swaminathan, Christine Moorman</i></p> <p>Brand Portfolio Strategies and Risk to Firm Value <i>Liwu Hsu, Susan Fournier, Shuba Srinivasan</i></p> <p>Convexity and Abnormal Return <i>Alina Sorescu, Haipeng (Allan) Chen, Sorin Sorescu, Michael Tsiros</i></p>
<p>FB13 – R2230</p> <p>Brands and Branding: Brand Extensions</p> <p>Chair: Joseph Chang</p> <p>Competitive Branding Strategy for Product Lines <i>Vineet Kumar, Tansev Geylani, John Hulland</i></p> <p>Brand Hierarchies and Brand Performance <i>Douglas Bowman, Vijay Viswanathan</i></p> <p>A Real Options Approach to Valuing Brand Leveraging Options: How Much is Starbucks Brand Worth? <i>Francesco Baldi, Lenos Trigeorgis</i></p>	<p>FB14 – R2240</p> <p>Cause, Charity, and Not-for-Profit Marketing II</p> <p>Chair: V. Mukundadas</p> <p>Going Beyond Carrots and Sticks: The Effectiveness of Demarketing <i>Amir Grinstein, Udi Nisan</i></p> <p>Optimizing Direct-marketing Strategies for a Public Broadcasting Institution: An Adaptive Control Application <i>Elizabeth Durango-Cohen, Pablo Durango-Cohen</i></p> <p>Antecedents and Consequences of Corporate Societal Marketing: An Exploratory Study from India <i>V. Mukundadas, Saji K. B.</i></p>	<p>FB15 – R2320</p> <p>Customer Loyalty: Metrics</p> <p>Chair: Chen Lin</p> <p>Like Lemmings to the Sea: An Investigation of Social Network Effects in Customer Churn Behavior <i>Michael Haenlein</i></p> <p>Can Brand Equity Explain Excess Behavioral Loyalty? <i>Sang-Uk Jung, Tom Gruca, Lopo Rego</i></p> <p>On the Relationship Between Risk Aversion and Cross-category Brand Loyalty <i>Lutz Hildebrandt, Nadja Silberhorn</i></p> <p>The Impact of Loyalty Program Introduction on Retail Chain Performance <i>Chen Lin, Douglas Bowman</i></p>	

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Friday, June 5th, 2009

1.30-3.00 (FC)

<p>FC01 – R0210</p> <p>New Products: Diffusion and Word-of-Mouth</p> <p>Chair: Philip Stern</p> <p>Social Interactions Over the Life Cycle: The Adoption of the Toyota Prius <i>Noriko Kakihara, Sridhar Narayanan, Harikesh Nair</i></p> <p>Predictors of Viral Marketing: The Dominant Role of Behavioral Intention Over Source Credibility <i>Dave Bussiere</i></p> <p>Factors Affect Use Diffusion of New Products with Network Externalities <i>Tomoko Kawakami, Kazuhiro Kishiya</i></p> <p>Predicting the Innovator <i>Philip Stern, Malcolm Wright</i></p>	<p>FC02 – R0220</p> <p>Channels: Strategy</p> <p>Chair: Tae Kyun Kim</p> <p>The Implications of Distribution Channel Structure for Product Information Disclosure <i>Hongyan Shi, Yunchuan Liu</i></p> <p>Multi-brand Retailing and Comparison Shopping <i>Sridhar Moorthy, Yongmin Chen</i></p> <p>The Relative Power of Manufacturers and Retailers in the Auto Industry: A Generalized Nash Bargaining <i>Tae Kyun Kim, Sivaramakrishna Siddarth, Jorge Silva-Risso</i></p>	<p>FC03 – R0230</p> <p>Advertising: Internet</p> <p>Chair: Makato Abe</p> <p>The Effect of Advertising on Word-of-Mouth <i>Sarit Moldovan, Don Lehmann</i></p> <p>Intent and Interest: The Attention Economy of Search and Web Advertisement <i>Alexander White, Kamal Jain</i></p> <p>Diagnosing Websites and Analyzing Visitors' Navigation Patterns from Log files <i>Makoto Abe</i></p>	<p>FC04 – R0240</p> <p>Pricing: Tariffs</p> <p>Chair: Eva Ascarza</p> <p>Demand Uncertainty and Three-Part Tariffs <i>Ping Xiao, Tat Chan, Chakravarthi Narasimhan</i></p> <p>Doing More with Less: Price Discrimination with Three-Part versus Two-Part tariffs <i>Hemant Bhargava, Adib Bagh</i></p> <p>Pricing Structure and Preferences: How does Tariff Structure Affect Consumption for Access Services? <i>Skander Esseghaier, Raghuram Iyengar, Kamel Jedidi, Peter Danaher</i></p> <p>When Talk is Cheap: An Analysis of Subscriber Behavior under Two- and Three-Part Tariffs <i>Eva Ascarza, Anja Lambrecht, Naufel Vilcassim</i></p>
<p>FC05 – R0320</p> <p>Consumer Behavior: Decision-Making II</p> <p>Chair: Gerald Haubl</p> <p>Consumer Information Search: A Meta-Analysis <i>Moutusi Maity, George Zinkhan</i></p> <p>Ambiguity Effect in Small Probability Promotions: Roles of Purchase Value and Promotion Budget <i>Qing Yao, Rong Chen, Ping Zhao</i></p> <p>Predicting Consumer Choices – An Explication of the Status Quo Bias <i>Hanna Roemer, Oliver Heil</i></p> <p>Behavioral Effects in Models of Consumer Product Search: The Importance of Local Influences <i>Gerald Haubl, Benedict G.C. Dellaert, Bas Donkers</i></p>	<p>FC06 – R1210</p> <p>Interactive Marketing: Social Contagion and Epidemics</p> <p>Co-Chairs: Andrew Stephen, Jonah Berger</p> <p>Virality <i>Jonah Berger, Katy Milkman</i></p> <p>Contagion in Social Networks <i>Mark Newman</i></p> <p>Tracing Social Influence Through Asset Transfers in a Virtual World <i>Lada Adamic, Brian Karrer, Eytan Bakshy</i></p> <p>The Effect of Social Hubs on the Diffusion of Innovation <i>Danny Shapira, Jacob Goldenberg, Oded Lowengart</i></p> <p>Competing for Conversation: Social Epidemics and the Spread of Culture <i>Andrew Stephen, Jonah Berger</i></p>	<p>FC07 – R01220</p> <p>Social Influence: Consumer Behavior</p> <p>Chair: Xing Pan</p> <p>Using Influentials to Increase Health Campaign Efficacy <i>Kim Serota, Franklin Boster, Christopher Carpenter, Kyle Andrews</i></p> <p>Perceived Awareness: A New Driver for Diffusion of Word-of-Mouth <i>Hikaru Yamamoto, Satoshi Nishida, Shinji Morioka, Shigetaka Yamakawa</i></p> <p>Social Effects on Customer Retention <i>Irit Nitzan, Barak Libai, Eran Shir</i></p> <p>Consumer Information Processing and Decision Making under the Influence of Online Word-of-Mouth: Experiments in a Virtual Art Gallery <i>Xing Pan, Thomas Novak</i></p>	<p>FC08 – R1230</p> <p>Decision Support Systems II</p> <p>Chair: Peter Boatwright</p> <p>Little's Law: A Useful Tool in Marketing? <i>John D.C. Little</i></p> <p>Where's the Beef? Estimating Inventory Position, Shrinkage, and Out-of-stocks <i>Peter Boatwright, Peter Stuetgen, Joseph B. Kadane, Sharad Borle</i></p>

2009 INFORMS Marketing Science Conference

Friday, June 5th, 2009

1.30-3.00 (FC)

<p>FC09 – R1240</p> <p>Methodological Challenges: Statistical Validation</p> <p>Chair: Dan Putler</p> <p>Determining the Type and Number of Clusters in Cluster Analysis: A New Approach <i>Dan Putler, Tieshan Li, Charles Weinberg</i></p> <p>When Statistical Validation Fails <i>Steven Shugan</i></p> <p>Merging Brand Equity and Product Feature Choice Experiments to Disentangle Variance Components <i>Christine Ebling, Jordan Louviere</i></p>	<p>FC10 – Blau Auditorium</p>	<p>FC11 – R2210</p> <p>Competition: Game Theory</p> <p>Chair: Hejun Zhuang</p> <p>Strategic Entry in Dynamic Markets <i>J. Miguel Villas-Boas, Qiaowei Shen</i></p> <p>Investigating Horizontal Information Disclosure <i>Zheyin (Jane) Gu, Ying Xie</i></p> <p>Equilibria in a Hotelling Model: First-mover Advantage? <i>Amitash Sinha, Uday Rajan</i></p> <p>The Effect of Online and Offline Distribution Strategies on Price Dispersion <i>Hejun Zhuang, Peter Popkowski Leszczyc, Yuanfang Lin</i></p>	<p>FC12 – R2220</p> <p>The Marketing-Finance Interface II</p> <p>Chair: Xueming Luo</p> <p>Does Chatter Matter? Dynamics of Online Consumer Generated Content on Stock Performance of the Firm <i>Seshadri Tirunillai, Gerard Tellis</i></p> <p>Individual Brand Equity Outcomes as an Explanation for Firm Value and Risk <i>Vijay Viswanathan, Douglas Bowman</i></p> <p>To Make or Not to Make? Assessing Market Returns to Make or Buy Innovation <i>Abhishek Borah, Gerard Tellis</i></p> <p>Panel Discussion: Marketing and Firm Value: State-of-the-art, Future Research Directions, and Wall Street Implications Xueming Luo (moderator), Raji Srinivasan, Gerard Tellis, Dominique M. Hanssens, Don Lehmann</p>
<p>FC13 – R2230</p> <p>Brands and Branding: Brand Identity</p> <p>Chair: Joseph Chang</p> <p>Measuring the Impact of Inter-attitudinal Conflict on Consumer Evaluation of Foreign Products <i>Nittaya Wongtada, Gillian Rice, Subir Bandyopadhyay</i></p> <p>Does Coffee Help You Sell Paper Towel? Cross-effects of Sister Brand's Success on Brand Performance <i>JianJun Zhu, Tom Gruca, Lopo Rego</i></p> <p>Perceived Entitativity of Family Brands <i>Joseph Chang, Yung-Chien Lou</i></p>	<p>FC14 – R2240</p> <p>Marketing of Fast Decay Products</p> <p>Chair: Ashish Sood</p> <p>Co-Chair: Douglas Bowman</p> <p>The Role of Software Sharing in Indirect Network Effect Markets: Evidence on Competing Video Game Consoles <i>Vardit Landsman, Stefan Stremersch</i></p> <p>The Economic Value of Athlete Endorsers <i>Jeroen Verleun, Anita Elberse</i></p> <p>Optimal Pre- and Post- release Advertising for Short Lifecycle New Products <i>Prasad Naik, Natasha Foutz, Kalyan Raman</i></p> <p>Exploring Sales Patterns for Fast-Decay Product Categories <i>Douglas Bowman, Ashish Sood</i></p>	<p>FC15 – R2320</p> <p>Customer Loyalty: Programs</p> <p>Chair: Andrea Godfrey</p> <p>Loyalty Program Time Horizon: Effects of Policy Change on Consumer Behavior <i>Yuping Liu, Els Breugelmans</i></p> <p>Impact of Loyalty Program Enrollment on Consumer Purchasing Behavior <i>Martin Boehm, Alberto Maydeu Olivares</i></p> <p>The Impact of Relational Marketing Contacts on Customer Repurchasing Behavior <i>Andrea Godfrey, Kathleen Seiders, Glenn Voss</i></p>	

2009 INFORMS Marketing Science Conference

Saturday, June 6th, 2009

8.30-10.00 (SA)

<p>SA01 – R0210</p> <p>New Products: Adoption</p> <p>Chair: Bryan Bollinger</p> <p>Cumulative Timed Intent: A New Predictive Tool for Technology Adoption <i>Koert Van Ittersum, Fred M. Feinberg</i></p> <p>An Experimental Choice Study of the Introduction of a New Product Feature on Attribute Preferences <i>Harmen Oppewal, David Waller, Paul Wang, Mark Morrison</i></p> <p>Green Technology Adoption: An Empirical Study of the Southern California Dry Cleaning Industry <i>Bryan Bollinger</i></p> <p>New FMCG Adoption <i>Trichy Krishnan</i></p>	<p>SA02 – R0220</p> <p>Channels: Consumer Behavior</p> <p>Chair: Anita Basalingappa</p> <p>Attitude of Shoppers and Retailers Towards Introducing a Common Market Identity <i>Anita Basalingappa</i></p> <p>The Factory Outlet Channel: Opportunity or Threat <i>Gonca Soysal, Lakshman Krishnamurthi</i></p> <p>What Drives Channel Choice in Grocery Shopping? <i>Junhong Chu, Javier Cebollada, Pradeep Chintagunta</i></p> <p>Adding Physical Store and Customer Channel Migration: An Individual Level Analysis of Demand Change <i>Yantao Wang, Eric Anderson, Karsten Hansen</i></p>	<p>SA03 – R0230</p> <p>Advertising: Strategy</p> <p>Chair: Moon Young Kang</p> <p>Portfolio Construction: The Efficient Diversification of Marketing Investments <i>Michael Haydock</i></p> <p>On the Tradeoffs Between Brand and Product Advertising <i>Chuan He, Wilfred Amaldoss</i></p> <p>Breaking Through Creativity Barriers: The Marketing Dilemma with Highly Creative Advertising <i>Scott Koslow, Sheila Sasser</i></p> <p>Strategic Advertising In A Recession: A Business Cycle Perspective <i>Astrid Keel</i></p>	<p>SA04 – R0240</p> <p>Pricing</p> <p>Chair: Aydin Alptekinoglu</p> <p>Consumer Choice and Evaluation of Product versus Price Bundles <i>Rahul Sett, Abraham Koshy, Tathagata Bandyopadhyay</i></p> <p>Managing Seasonal Peaks and Inventorying Customers <i>Aydin Alptekinoglu, Steven Shugan</i></p> <p>Antique Roadshow Redux: Evaluating Consumers' Appraisals of Credence Qualities <i>Matthew Nagler, Bei Jiang, Fredi Kronenberg, Edward Kennelly</i></p> <p>Optimal Hybrid Bundle Pricing Using Willingness-to-pay Measures from Conjoint Analysis <i>Jeff Meyer, Venkatesh Shankar</i></p>
<p>SA05 – R0320</p> <p>Consumer Behavior: Non-Compensatory Choice</p> <p>Chair: Ty Henderson</p> <p>Efficient Choice Designs Under Non-Compensatory Models <i>Qing Liu, Neeraj Arora</i></p> <p>Cognitive Simplicity and Consideration Sets <i>Rene Befurt, John R. Hauser, Olivier Toubia, Theodoros Evgeniou, Daria Silinskaia</i></p> <p>An SKU-level Dynamic Screening Model <i>Lin Bao, Ty Henderson, Neeraj Arora</i></p> <p>Non-compensatory Dyadic Choices <i>Ty Henderson, Neeraj Arora</i></p>	<p>SA06 – R1210</p> <p>Interactive Marketing: Strategy / Measurement</p> <p>Chair: Anita Elberse</p> <p>What, When, and How Much to Cross-Sell? Optimizing Multicategory Catalog Mailing <i>Morris George, V Kumar, Dhruv Grewal</i></p> <p>User Generated Content and Firm Stock Value During Financial Crisis <i>Xueming Luo</i></p> <p>Bye Bye Bundles: The Impact of the Unbundling of Music in Digital Channels <i>Anita Elberse</i></p>	<p>SA07 – R01220</p> <p>Social Influence: Internet I</p> <p>Chair: Hiroshi Onishi</p> <p>Firm-sponsored Social Communities: An Empirical Analysis Grant Packard <i>Adithya Pattabhiramaiah, Puneet Manchanda</i></p> <p>Modeling the Development of Online Communities <i>Yuanping Ying, Dongling Huang</i></p> <p>The Death of a Relationship <i>Asim Ansari, Oded Koenigsberg, Florian Stahl</i></p> <p>Co-Evolution of Social Network Growth and Group Formation <i>Hiroshi Onishi, Puneet Manchanda</i></p>	<p>SA08 – R1230</p> <p>Dynamic Models I</p> <p>Chair: Andrew Ching</p> <p>Exploring Revenue Concentration within the Firm Using an Agent Based Simulation <i>Keith Hermiz</i></p> <p>Understanding The Value of Investments in Exploitation And Exploration Capabilities: Balance Versus Focus? A Dynamic Perspective <i>Matthew Sarkees, John Hulland</i></p> <p>A Practitioner's Guide to Bayesian Estimation of Discrete Choice Dynamic Programming Models <i>Andrew Ching, Susumu Imai, Neelam Jain, Masakazu Ishihara</i></p>

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Saturday, June 6th, 2009

8.30-10.00 (SA)

<p>SA09 – R1240</p> <p>Theory Based Empirical Models I</p> <p>Chair: Brett Gordon, Wesley Hartmann, Gunter Hitsch</p> <p>Estimating Factors of Store Choice <i>Raphael Thomadsen, Jean-Pierre Dube, Tim Conley</i></p> <p>When Demand Projections Are Too Optimistic: A Structural Model Of Product Line And Pricing Decisions <i>Andres Musalem, Woochoel Shin</i></p> <p>Using Tracking Data in Estimating the Effect of Advertising on Sales <i>Michaela Draganska, Daniel Klapper</i></p> <p>A Structural Model of Political Advertising <i>Brett Gordon, Wesley Hartmann</i></p>	<p>SA10 – Blau Auditorium</p>	<p>SA11 – R2210</p> <p>Choice Models: Multiple Categories</p> <p>Chair: Rex Du</p> <p>Retail Chain Management and Frequency Reward Programs <i>Qiang Lu, Junji Xiao, Ji Tao</i></p> <p>A Cross-country Analysis of Umbrella Branding for National and Store Brands <i>Sue Ryung Chang, Tulin Erdem, Ying Zhao</i></p> <p>Developing a Media Basket: Using Simultaneous Two-way Clustering of Multiple Correspondence Analysis <i>Jonathan Lee, Heungsun Hwang, Pamela Miles Homer</i></p> <p>Determining Shopper Innovativeness and Forecasting Trial Sales Using Frequent-Shopper Card Data <i>Rex Du, Piyush Kumar</i></p>	<p>SA12 – R2220</p> <p>High-Tech Marketing</p> <p>Chair: Hyun Shin</p> <p>Does Online Buzz Impact Retail Prices? <i>Hyun Shin, Bharath Gajula, Dominique M. Hanssens</i></p> <p>Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects <i>Qi Wang, Yubo Chen, Jinhong Xie</i></p> <p>The Effect of Consumer Social Interaction: Designing and Marketing Techno-fashion Products <i>Jiong Sun, Jinhong Xie, Tao Chen</i></p> <p>Leveraging Consumers in Concept Generation and Screening of Technology Products <i>Lan Luo, Olivier Toubia</i></p>
<p>SA13 – R2230</p> <p>Brands and Branding: Brand Management</p> <p>Chair: Vijay Ganesh Hariharan</p> <p>Determinants of Brand Loyalty in Inflationary Times <i>Subir Bandyopadhyay, Orose Leelakulthanit</i></p> <p>The Effects of Long-term Product Unavailability <i>Li Wang</i></p> <p>The Interplay Between Private Label Quality, Store Image and Store Patronage <i>Salome Nies</i></p> <p>Dynamic Effects of the Introduction of Cobranded Ingredient Extensions on Consumer Choice <i>Vijay Ganesh Hariharan, Ram Bezawada, Debabrata Talukdar</i></p>	<p>SA14 – R2240</p> <p>Services</p> <p>Chair: Fumiyo Kondo</p> <p>The Impact of Team Interdependence on Service Performance: A Cross Level Approach <i>Yu-Li Lin, Hsiu-Wen Liu</i></p> <p>Conceptualising the Customer-Perceived Value Model <i>Connie Chang, Sally Dibb</i></p> <p>Counting (on) Recommendations: Explaining Top-performance in Customer Referral Programs <i>Kay Peters, Sebastian Feld, Manfred Krafft, Daniel Asselmann</i></p> <p>Actual Use Behavior, Satisfaction and Continuous Use Intention <i>Fumiyo Kondo, Jiro Hirata</i></p>	<p>SA15 – R2320</p> <p>Marketing of Life Sciences</p> <p>Chair: Stefan Stremersch</p> <p>Identifying Peer-to-Peer Networks Using Behavioral Data <i>Tulika Bhatia, Lei K. Wang</i></p> <p>Global Market Segmentation: A Cross-national Empirical Analysis <i>Venkatesh Shankar</i></p> <p>Where Do Patients Get What They Want? Heterogeneity in Prescription Response to Patient Requests <i>Stefan Stremersch, Vardit Landsman, Sriram Venkataraman</i></p>	

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10.30-12.00 (SB)

<p>SB01 – R0210</p> <p>New Products: Development and Design</p> <p>Chair: Bo Huang</p> <p>How Serial Innovators Understand Customer Needs <i>Abbie Griffin, Bruce Vojak, Raymond Price</i></p> <p>The Success of New Product Development: A Perspective of Social Networks <i>Jurui Zhang, Yong Liu, Yubo Chen</i></p> <p>Does it Pay to Spend More Effort in New Product Development Projects? An Efficiency Perspective <i>M. Billur Akdeniz, Anthony Ross, Roger Calantone</i></p> <p>Does Brand Value Affect New Product Positioning in Quality? Evidence From the Mobile Phone Industry <i>Bo Huang</i></p>	<p>SB02 – R0220</p> <p>Channels: Relationship Management</p> <p>Chair: Matilda Dorotic</p> <p>Channel Coordination in Heterogeneous Markets <i>Salma Karray</i></p> <p>Channel Coordination Under Financial Constraints <i>Yi Liao, Shan Feng</i></p> <p>Understanding Dispute Initiation and Resolution in Franchise Relationships <i>Xu Zheng, Kersi Antia</i></p>	<p>SB03 – R0230</p> <p>Advertising: Competition</p> <p>Chair: Dan Horsky</p> <p>Persuasive Advertising with Asymmetric Firms <i>Mariana Roesner, Tobias Kretschmer</i></p> <p>Assessment of the Optimal Decision on Advertising Format <i>Patrali Chakrabarty, Bibek Banerjee</i></p> <p>Periodic Advertising Pulsing by Competitive Firms <i>Dan Horsky, Marshall Freimer</i></p>	<p>SB04 – R0240</p> <p>Aggregate and Multi-Product Pricing</p> <p>Chair: Kesha Coker</p> <p>The Influence of Mood on Willingness-to-pay at the Point of Purchase <i>Robert Wilken, Helmut Schneider</i></p> <p>Estimating and Explaining Immediate, Dynamic, and Long-run Cross-price Effects <i>Dennis Fok, Csilla Horvath</i></p> <p>The Effects of Consumer Overestimation and Underestimation Biases on Pricing Plans <i>Sreya Kolay, Rajeev Tyagi</i></p> <p>Analysis of US Automobile Market: Insights from Hedonic Regressions <i>Kesha Coker, Siva Balasubramanian</i></p>
<p>SB05 – R0320</p> <p>Auctions: Bidding Behavior</p> <p>Chair: Mayukh Dass</p> <p>Drivers of Bidding Behavior In Electronic Reverse Auctions <i>Sengun Yenyurt, Cynthia Stevens, Stevie Watson, Craig Carter</i></p> <p>The Impact of Online Auction Duration <i>Ernan Haruvy, Peter Popkowski Leszczyc</i></p> <p>The Democratization of Personal Consumer Loans: Evidence from Online Peer-to-peer Lending <i>Rick Andrews, Michal Herzenstein, Utpal Dholakia, Evgeny Lyandres</i></p> <p>Losers Curse? Effects of Losing an Auction on Bidding Behavior in Subsequent Auctions <i>Mayukh Dass, Srinivas K. Reddy</i></p>	<p>SB06 – R1210</p> <p>Interactive Marketing: Network Structure/Process</p> <p>Chair: Michael Trusov</p> <p>Identifying Network Properties From Aggregate Data <i>Michael Trusov</i></p> <p>Searching for "Something": The Role of Product Networks and Social Networks in Ill-defined Search in Online Environment <i>Shachar Reichman, Gal Oestreicher-Singer, Jacob Goldenberg</i></p> <p>Not Invisible: Uncovering the Face of the Network <i>Yaniv Dover, Jacob Goldenberg, Danny Shapira</i></p> <p>An Empirical Comparison of Drivers of Network Evolution in a Social Commerce Community <i>Don Lehmann, Olivier Toubia, Andrew Stephen</i></p>	<p>SB07 – R01220</p> <p>Social Influence: Internet II</p> <p>Chair: Monic Sun</p> <p>Spreading the Oprah Effect: The Diffusion of Demand Shocks in a Recommendation Network <i>Eyal Carmi, Arun Sundararajan, Gal Oestreicher-Singer</i></p> <p>How Does Variance of Product Ratings Matter? <i>Monic Sun</i></p> <p>Consumer-driven Promotions Through Social Networks <i>Vineet Kumar, Baohong Sun, Ramayya Krishnan</i></p>	<p>SB08 – R1230</p> <p>Dynamic Models II</p> <p>Chair: Shuba Srinivasan</p> <p>Dynamic Learning in Behavioral Games: A Hidden Markov Model Approach <i>Ricardo Montoya, Oded Netzer, Asim Ansari</i></p> <p>Understanding Consumer Preference Evolution for Newer Attributes <i>Karthik Sridhar, Ram Bezawada, Minakshi Trivedi</i></p> <p>Spatio-temporal Allocation of Advertising Budgets <i>Ashwin Aravindakshan, Kay Peters, Prasad Naik</i></p> <p>Consumer Attitude Dynamics and Marketing Spending Rules <i>Shuba Srinivasan, Dominique M. Hanssens, Koen Pauwels, Marc Vanhuele</i></p>

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Saturday, June 6th, 2009

10.30-12.00 (SB)

<p>SB09 – R1240</p> <p>Theory Based Empirical Models II</p> <p>Co-Chairs: Wesley Hartmann, Brett Gordon, Guenter Hitsch</p> <p>Exploring Life-time Persistence in Brand Preferences <i>Bart Bronnenberg, Matthew Gentzko, Jean-Pierre Dube</i></p> <p>Identifying Preferences From Almost Continuous Choice Sets <i>Sanjog Misra</i></p> <p>An Empirical Analysis of Individual-Level Casino Gambling Behavior <i>Sridhar Narayanan, Puneet Manchanda</i></p> <p>Non-parametric Estimation of Marketing Mix Effects Using a Regression Discontinuity Design <i>Harikesh Nair, Wesley Hartmann, Sridhar Narayanan</i></p>	<p>SB10 – Blau Auditorium</p>	<p>SB11 – R2210</p> <p>Choice Models: Multiattribute Models</p> <p>Chair: John Roberts</p> <p>Design and Analysis of a Lexicographic Choice Model for Brand Tracking Research <i>Keith Chrzan</i></p> <p>Preference Evolution Under Changing Choice-Set Composition: A Behavioral Perspective <i>Berk Ataman, Robert Rooderkerk</i></p> <p>The Role of Reference-quality in a High-tech Driven Market <i>Wonjoon Kim, Jeong-Dong Lee, Subrata Sen, K. Sudhir</i></p> <p>A Parsimonious Model for Testing Taste Formation Phenomena <i>John Roberts, Bruce Hardie, Mathew Chylinski</i></p>	<p>SB12 – R2220</p> <p>B2B: Relationship Management</p> <p>Chair: Sheila Sasser</p> <p>On the Association Among Relationship Learning, Relationship Performance and Relationship Tensions <i>Chueh-An Hsieh, Yi-Chun Hsieh</i></p> <p>Are Industrial Buyers Attached by Brands? Exploring the Influence of Attitude and Behavioral Control <i>Dorith Mayer, Ralf Reichwald</i></p> <p>Mad Men Taking a Creative Risk <i>Sheila Sasser, Scott Koslow</i></p>
<p>SB13 – R2230</p> <p>Reviving Brands</p> <p>Chair: Catherine Tucker</p> <p>Why Are Bad Products So Hard to Kill? <i>Juanjuan Zhang, Duncan Simester</i></p> <p>Would You Consider a Buick Even if It Were #1 in JD Power? <i>Erin MacDonald, Glen Urban, John Hauser</i></p> <p>Adaptive Profile Evaluation to Identify Heuristic Decision Rules in 'Large' Experimental Designs <i>Daria Silinskaia, Glen Urban, John Hauser</i></p> <p>Continuous-time Markov-process with Misclassification: Modeling and Application to Auto Marketing <i>Glen Urban, Gui Lieberali, John Hauser</i></p>	<p>SB14 – R2240</p> <p>Services: Strategy</p> <p>Chair: Tolga Akcura</p> <p>How are Determinants and Outcomes of B2B Service Innovations Different From Those of B2C? <i>Thomas Dotzel, Leonard L. Berry, Venkatesh Shankar</i></p> <p>The Antecedent, Mediating and Moderating Factors of Service Brand Love GA Cross-Level Research <i>Hsiu-Wen Liu, Yu-Li Lin</i></p> <p>Rethinking Revenue Generation: Cross-selling in Customer Service <i>Nita Umashankar, Raji Srinivasan</i></p> <p>Strategic Adoption of Internet Agents <i>Tolga Akcura, Zafer Ozdemir, Mohammad Rahman</i></p>	<p>SB15 – R2320</p> <p>Health Marketing</p> <p>Chair: Wenbin Sun</p> <p>The Effects of Information About Health Hazards in Food on Consumers' Choice Process <i>Amir Heiman</i></p> <p>The Effect of Message Content on Sales Call Effectiveness in Pharmaceutical Markets <i>Eelco Kappe, Stefan Stremersch</i></p> <p>Information about Health Hazards and Fast Food Selection <i>Oded Lowengart, Amir Heiman</i></p> <p>Geographic Differences in the Consumption of Hedonic Products: What the Weather Tells the Marketer! <i>Wenbin Sun, Rahul Govind, Nitika Garg</i></p>	

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Saturday, June 6th, 2009

1.30-3.00 (SC)

<p>SC01 – R0210</p> <p>New Products: Strategy</p> <p>Chair: Jesheng Huang</p> <p>The Marketing of Green Products: An Empirical Study of Consumer Preferences for Hybrid Cars <i>R. Venkatesh, Didem Kurt</i></p> <p>Consequences of New Product Failure <i>Ronald Larson, Michael McCardle</i></p> <p>The Role of Product Aesthetic Attributes in Consumer Purchase Decision: Buyer-choice Simulators <i>Jesheng Huang</i></p>	<p>SC02 – R0220</p> <p>Retailing: Category Management</p> <p>Chair: Upender Subramanian</p> <p>Spatial Externalities in Item Arrangements on Shop-shelves - An Empirical Investigation <i>Sudhir Voleti</i></p> <p>Explaining the Frequency of Out-of-stock Events Through Store Scanner Data <i>Gilles Laurent, Sandrine Mace</i></p> <p>Measuring Retailers' Stockout Costs From Scanner Panel Data <i>Arne Schroder, Daniel Klapper, Christine Ebling</i></p> <p>The Competitive Consequences of Category Captainship <i>Upender Subramanian</i></p>	<p>SC03 – R0230</p> <p>Advertising: Models</p> <p>Chair: Meltem Kiygi Calli</p> <p>Advertising Allocation and Its Impact on Multi-product Sales <i>Moon Young Kang, David Schweidel, Neeraj Arora</i></p> <p>Retail Proliferation and Cannibalization <i>Joseph Pancras, Sriram Srinivasaraghavan, V Kumar</i></p> <p>A Group Decision Making Approach to Model TV Channel Choice <i>Lei Su, Kinnam Lau</i></p> <p>Advertising Effectiveness under Time Aggregation <i>Meltem Kiygi Calli, Marcel Weverbergh, Phillip Hans Franses</i></p>	<p>SC04 – R0240</p> <p>Pricing Effects</p> <p>Chair: Seungwon Jeon</p> <p>Exploring Price Competition in Online Markets: Empirical Test of an Aggregate Level Model <i>Hasan Tolga Bilgicer, Amiya Basu, S. P. Raj</i></p> <p>A Structural Model of Multiproduct Pricing, Advertising, and Capacity on the High Seas <i>Dinesh Gauri, Mingyu Joo, Ken Wilbur</i></p> <p>What Matters for Price Negotiations: Evidence From the US Auto Retailing Industry <i>Jorge Silva-Risso, Florian Zettelmeyer, Fiona Scott Morton</i></p> <p>Estimating Market Potential in Logit Models of Demand Using Aggregate Data <i>Dongling Huang, Christian Rojas</i></p>
<p>SC05 – R0320</p> <p>Recent Progress on Best-Worst Scaling</p> <p>Chair: Jordan Louviere</p> <p>Recent Developments in BWS Case 1 <i>Jordan Louviere, Tony Marley</i></p> <p>Recent Developments in BWS Case 2 <i>Terry Flynn, Jordan Louviere</i></p> <p>Recent Developments in BWS Case 3 <i>Tony Marley, David Pihlens</i></p> <p>Less (or More) than Meets the Eye: A Comparison of Ways to Handle Error Variability Differences in Best-Worst Choices <i>Towhid Islam, Jordan Louviere, Sigg Gudergan, Kyuseop Kwak, Paul Wang</i></p>	<p>SC06 – R1210</p> <p>Interactive Marketing: Interactivity and Consumer Behavior</p> <p>Chair: Martin Spann</p> <p>Consumer Responses to a Legal Alternative to File Sharing <i>Arvind Rangaswamy, Michel Clement, Srikant Vadali</i></p> <p>Demystifying YouTube: An Analysis of the Drivers of User-Generated Online Video Consumption <i>Caroline Wiertz, Thorsten Hennig-Thurau, Bjoern Bohnenkamp, Michael Paul</i></p> <p>Drivers of Viral Marketing Success <i>Gerrit Van Bruggen, Ralf van der Lans</i></p> <p>The Validity of Decision Making in Virtual Worlds: An Experimental Test of Altruism, Fairness, and Presence <i>Martin Spann, Bernd Skiera, Oliver Hinz Il-Horn Hann</i></p>	<p>SC07 – R01220</p> <p>Social Influence: Internet III</p> <p>Chair: Laura Kornish</p> <p>Incentivizing the Creation of Word-of-Mouth <i>Ying Xie, Chunhua Wu</i></p> <p>The Role of Social Networks in the Diffusion of User-Generated Content <i>Mark Elsner, Oliver Heil, Atanu R. Sinha</i></p> <p>Competitive Responses of Advertising and Promotion to Consumer Reviews <i>Bao-Jun Jiang, Kannan Srinivasan</i></p> <p>Do Metareviews on User Review Sites Improve the Crowd's Wisdom? <i>Laura Kornish</i></p>	<p>SC08 – R1230</p> <p>Marketing Metrics</p> <p>Chair: Bruce Clark</p> <p>Use of Non-parametric Methods to Improve Efficiency of a Marketing Mix Model in a Commercial Setting <i>Ingo Bentrrott, Kyuseop Kwak, Inna Kolyshkina</i></p> <p>Organizational Learning and CRM Success: A Model for Linking Organizational Practices, Data Quality, and Performance <i>Debra Zahay, James Peltier, Don Lehmann</i></p> <p>Measurement Systems and the Market Research Function as Enablers of NPD Activities <i>Bruce Clark, Andrew Abela, Tim Ambler</i></p>

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1.30-3.00 (SC)

<p>SC09 – R1240</p> <p>Theory Based Empirical Models III</p> <p>Co-Chairs: Guenter Hitsch, Wesley Hartmann, Brett Gordon</p> <p>A Hybrid Discrete Choice Model of Differentiated Product Demand with An Application to PC <i>Minjae Song</i></p> <p>Estimating a Dynamic Oligopolistic Game with Serially Correlated Unobserved Production Costs <i>Ahmed Khwaja, Han Hong, A. Ronald Gallant</i></p> <p>Estimation of Dynamic Discrete Choice Models in Continuous Time <i>Paul Ellickson, Peter Arcidiacono, Patrick Bayer, Jason R. Blevins</i></p> <p>Estimating Durable Goods Demand From Survey Data <i>Guenter Hitsch, Jean-Pierre Dube, Pranav Jindal</i></p>	<p>SC10 – Blau Auditorium</p>	<p>SC11 – R2210</p> <p>Choice Models</p> <p>Chair: Anocha Aribarg</p> <p>A Bayesian Structural Model of Retailer Behavior Based on Spatial Correlation in Consumer Choice <i>Ohjin Kwon, Jorge Silva-Risso</i></p> <p>A Probabilistic Lexicographic Model <i>Rajeev Kohli, Kamel Jedidi, Ricardo Montoya</i></p> <p>Evolution of Consumer Brand Preference and Periodic Consumer Learning <i>Hai Che, Tulin Erdem, Sabri Oncu</i></p> <p>Measuring Impact of Market Environment Change on Preference Using Conjoint <i>Anocha Aribarg</i></p>	<p>SC12 – R2220</p> <p>B2B: Relationship Management and Trust</p> <p>Chair: Clara Agustin</p> <p>Trust Building Process in Asymmetrical Buyer-Seller Relationships: An Experimental Study <i>Qiong Wang, Min Ding, Songting Dong, Chenting Su</i></p> <p>Ensuring Trusting Supplier Working Relations <i>R. Mohan Pisharodi, John Henke, Ravi Parameswaran</i></p> <p>Trustworthy Mechanisms and the Trust-control Dilemma <i>Clara Agustin, Maria Velez, Jose Manuel Sanchez</i></p>
<p>SC13 – R2230</p> <p>Brands and Branding: Metrics</p> <p>Chair: Marta Olivia Rovedder de Oliveira</p> <p>What Makes a Superstar? Investigating the Evolution of Athlete Brands <i>Yupin Yang, Avi Goldfarb, Mengze Shi</i></p> <p>Brand Health Diagnostics: Comparison of Brand-usage Versus Brand Image Measures <i>Mukesh Bhargava, Kim Serota</i></p> <p>Cognitive Knowledge Measurement toward ROI in Brand Management <i>Akihiro Inoue, Akihiro Nishimoto</i></p> <p>Brand Value and Shareholder Value in the Brazilian Stock Exchange <i>Marta Olivia Rovedder de Oliveira Fernando Luce</i></p>	<p>SC14 – R2240</p> <p>Services: Customer Relationships</p> <p>Chair: Regina McNally</p> <p>Customer Relationship Management and Inventory Shortages <i>Xiaoqing Jing, Michael Lewis</i></p> <p>Investigating Customer Churn with Bayesian Survival Analysis: A Study of Automotive Care Services <i>Lijun Zhang, Meng Su</i></p> <p>Customers' Affective Experience: Evoked Emotions, Mood or Temperament? <i>Adam Finn</i></p> <p>Mandatory Adoption of Customer Relationship Management Software: Impact in Attitude-Intention Models <i>Regina McNally, Abbie Griffin</i></p>	<p>SC15 – R2320</p> <p>Pharmaceutical Marketing I</p> <p>Chair: Jens Keller</p> <p>Managing Across Substitute Categories <i>Jens Keller, Koen Pauwels</i></p> <p>Maybe Physicians are Getting it Right <i>Doug Walker</i></p> <p>The Unique Role of Satisfaction, Recommendation, and Retention on the Pharmacy Market <i>Jaap E. Wieringa, Sara T.M. Kremer, Peter S.H. Leeflang</i></p> <p>Product Line Extension in the Pharmaceutical Industry <i>Jun Yang, Charles Ingene, Yi Yang</i></p>	

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3.30-5.00 (SD)

<p>SD01 – R0210</p> <p>Product Policy</p> <p>Chair: Ngan Chau</p> <p>Minimizing Measurement Cost in Concept Tests With a Desirable Generalizability: A Trade Off Model <i>Xiaoning Guo, Xi Zhang, Ling Peng Chunyu Li</i></p> <p>An Analysis of Short- and Long-term Effects of Marketing Signals in Surmounting Product Recalls <i>M. Berk Talay, M. Billur Akdeniz</i></p> <p>Product Development and Introduction Strategies of Durable Goods Manufacturers <i>Ngan Chau, Ramarao Desiraju</i></p>	<p>SD02 – R0220</p> <p>Retailing</p> <p>Chair: Xiaoling Zhang</p> <p>Picking Out the Buyers from the Browsers <i>Xiaoling Zhang, Shibo Li, Alex Leykin, Raymond Burke</i></p> <p>The Moment of Truth: Understanding Consumers' Conduct at the PoS to Gain a Competitive Advantage <i>Shyda Valizade-Funder, Oliver Heil</i></p> <p>'Clock Blocks' or 'Jugglers'? A Macro Study of UK Retail Shoppers Spatio-Temporal Orientations <i>Vishal Talwar, Syagnik Banerjee, Kadir Geyik, Kalyan Raman</i></p> <p>Deviations from the Power Law for Market Shares <i>Younghan Bae</i></p>	<p>SD03 – R0230</p> <p>Advertising: Metrics</p> <p>Chair: Russ A Merz</p> <p>Does Beauty Pay Off? On the Commercial Success of Award Winning Advertising <i>Werner Reinartz, Peter Saffert</i></p> <p>Visual Self-representation in Avatar-Mediated Environments <i>Paul Messinger</i></p> <p>Asymmetric Advertising Responses <i>Julien Schmitt, Ganall Bascoul</i></p> <p>Modeling a CCI Co-creation Index <i>Russ A Merz, Sheila Sasser</i></p>	<p>SD04 – R0240</p> <p>Pricing: Consumer Response</p> <p>Chair: Mike von Massow</p> <p>A Multiple-Discrete Model of Retail Price Promotions <i>Miguel Gomez, Timothy Richards, Geoffrey Pofahl</i></p> <p>Pricing Packs for Uncertain Consumption: Are Quantity Surcharges Possible in Consumer Non-durables? <i>Krishanu Rakshit, Srinivas Prakhya, Arnab Mukherji</i></p> <p>Analyzing Pricing Strategy with Reference Price Models Including Thresholds <i>Mike von Massow, Elkafi Hassini</i></p>
<p>SD05 – R0320</p> <p>Consumer Behavior: Methodology</p> <p>Chair: Kyuseop Kwak</p> <p>Evaluating the Suitability of Econometric Demand Models in Product Design for Market Systems <i>Katie Whitefoot, Bart Frischknecht, Panos Papalambros</i></p> <p>How to Identify Potential Attribute by Covariate Interactions in Discrete Choice Models? <i>Kyuseop Kwak, Paul Wang, Ingo Bentrött, Jordan Louviere, Sigg Gudergan</i></p>	<p>SD06 – R1210</p> <p>Interactive Marketing: Network Influence</p> <p>Chair: Raghuram Iyengar</p> <p>The Weakness of Strong Ties: Homophily, Heterophily, and the Valence of Buzz <i>Debanjan Mitra, Peter Golder, Jinhong Xie</i></p> <p>Censoring, Interdependence and Scalability with Social Networking Data <i>Michael Braun, Andre Bonfrer</i></p> <p>Network versus Geography in Social Contagion <i>Raghuram Iyengar, Christophe Van Den Bulte, Jeonghye Choi</i></p>	<p>SD07 – R01220</p> <p>Social Influence: Social Media</p> <p>Chair: Prabirendra Chatterjee</p> <p>P-to-P in B-to-B: The Role of Peer-to-Peer Social Networking in Need Recognition and Focused Search <i>Purushottam Papatla, Steven Smith</i></p> <p>Peer-to-peer Advertising Through Social Networks – A Model of Stability and Efficiency Analysis <i>Prabirendra Chatterjee, Sumant Kumar Rai</i></p> <p>Diffusion of an Innovation: Understanding Bloggers' Values Through a Marketing Lens <i>David McArthur, Ramendra Thakur</i></p>	<p>SD08 – R1230</p>

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3.30-5.00 (SD)

<p>SD09 – R1240</p> <p>Marketing Impacts of Counterfeits</p> <p>Chair: Yi Qian</p> <p>Impacts and Remedies of Counterfeiting <i>Yi Qian</i></p> <p>Bayesian Model of Heterogeneous Effects of Counterfeiting <i>Hui Xie, Yi Qian</i></p> <p>Advertising and Spillover Effects of a Low-quality Entrant <i>Eric Anderson, Yi Qian, Duncan Simester</i></p> <p>Brand Enforcement and Quality Decisions <i>Qiang Gong, Yi Qian</i></p> <p>Income Inequality and Counterfeiting <i>Derek Rucker, Yi Qian</i></p>	<p>SD10 – Blau Auditorium</p>	<p>SD11 – R2210</p> <p>Choice Models: Design, Pricing, and Retailing</p> <p>Chair: Ashish Kumar</p> <p>Details and Full Pictures: Consumer use of Actual Prices and Price Images When Choosing a Store <i>Carlos Lourenao, Els Gijbrecchts</i></p> <p>An Empirical Investigation of Consumer Purchases and Intertemporal Pricing of Retailers' Extended Service Contracts <i>Tao Chen, Baohong Sun</i></p> <p>A Study of Differential Response Behavior across Store Formats <i>Ashish Kumar, Karthik Sridhar, Minakshi Trivedi</i></p>	<p>SD12 – R2220</p> <p>B2B</p> <p>Chair: Xing Zhang</p> <p>Success Factors in Business Process Outsourcing <i>Sharmila Chatterjee, Gayathri Sundar, Paul Fouts</i></p> <p>The Pricing Process as a Capability: Conceptualization, Measurement, and Impact on Performance <i>Sebastian Bonnemeier, Christoph Ihl, Ralf Reichwald</i></p> <p>Modeling Inter-purchase Time when Customers Split Store Patronage <i>Amiya Basu</i></p> <p>Analyzing Price Variation in B-to-B Market <i>Xing Zhang, Ying Xie, Tat Chan</i></p>
<p>SD13 – R2230</p> <p>Brands and Branding</p> <p>Chair: Margot Loewenberg</p> <p>Product Coolness: Dimensions, Antecedents and Strategic Implications <i>Gerard Tellis, Eden Yin</i></p> <p>Rapid and Objective Brand Awareness Mapping <i>T. Bettina Cornwell, Emerald Quinn, Michael S. Humphreys, Andrew E. Smith</i></p> <p>Does Endorsing Product Brands Through a Standardized Corporate Brand Pay Off? A Cross National Study <i>Markus Meierer, Bernhard Swoboda, Margot Loewenberg</i></p> <p>Internal Corporate Brand Management - Analyzing Moderating Effects Across 30 Countries <i>Margot Loewenberg, Bernhard Swoboda, Markus Meierer</i></p>	<p>SD14 – R2240</p> <p>Political Marketing</p> <p>Chair: Mitch Lovett</p> <p>When Kerry Met Sally: Political Segmentation of Demand for Movies <i>Jason Roos, Ron Shachar</i></p> <p>When Do Own Views Bias Our Inferences About Other Voters? <i>Yesim Orhun, Oleg Urminsky</i></p> <p>Integrated Marketing Communications in Political Marketing: An Empirical Study <i>Mitch Lovett, Ron Shachar</i></p>	<p>SD15 – R2320</p> <p>Pharmaceutical Marketing II</p> <p>Chair: Ka Lok Lee</p> <p>To Listen or Not to Listen: Response to Unexpected Negative Information Release <i>Wei Zhang, Shibo Li, Ajay Kalra</i></p> <p>Measuring the Informative and Persuasive Roles of Detailing on Prescribing Decisions <i>Masakazu Ishihara, Andrew Ching</i></p> <p>Modeling Prescription Refill Behavior at Retail Pharmacies <i>Ka Lok Lee</i></p>	