

43rd

American Marketing Association
Sheth Foundation Doctoral Consortium

June 4–8, 2008 • Cornell Hall, University of Missouri

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BRIDGING PERSPECTIVES

information
interaction

PROGRAM

PROGRAM

WEDNESDAY, JUNE 4, 2008

6:00 – 7:00 p.m.	WELCOME RECEPTION <i>Dean Bruce Walker, on behalf of the Trulaske College of Business</i> <i>Chancellor Brady Deaton, on behalf of the University of Missouri</i>	Great Room, Reynolds Alumni Center
7:00 – 9:30 p.m.	WELCOME REMARKS & DINNER <i>Consortium Co-Chairs Murali Mantrala, Ratti Ratneshwar, and Lisa Scheer</i> <i>Pam Ellen, Georgia State University, on behalf of the American Marketing Association</i> Plenary Speaker <i>Jag Sheth, Emory University</i>	Columns Ballroom Reynolds Alumni Center
9:30 – 11:00 p.m.	HOSPITALITY <i>Musical Entertainment: Jackie Kiley and the Fay-mous Five</i>	Great Room, Reynolds Alumni Center

THURSDAY, JUNE 5, 2008

7:00 – 8:15 a.m.	BREAKFAST (FOR DORM RESIDENTS)	Plaza 900
8:30 – 10:00 a.m.	PLENARY SESSION Looking Ahead: Directions for Scholarly Research in Marketing <i>Ravi Dhar, Yale University</i> <i>John Hauser, MIT</i> <i>Christine Moorman, Duke University</i> <i>Don Lehmann, Columbia University (Moderator)</i> MU Host: Ratti Ratneshwar	Bush Auditorium
10:00 – 10:30 a.m.	REFRESHMENT BREAK <i>(All refreshment breaks sponsored by Milford F. Scheer Charitable Trust)</i>	Rooms 15 & 105
10:30 – Noon	PLENARY SESSION Future Mission: How to Be a Productive Scholar <i>Kristin Diehl, University of Southern California</i> <i>Rob Palmatier, University of Washington</i> <i>Koen Pauwels, Dartmouth College</i> <i>Jakki Thomas, Northwestern University</i> <i>Rajesh Chandy, University of Minnesota (Moderator)</i> MU Host: Lisa Scheer	Bush Auditorium
Noon – 1:30 p.m.	LUNCH <i>(Sponsored by Marketing Science Institute)</i> MSI Presentation <i>Russ Winer, New York University & Executive Director, Marketing Science Institute</i>	Columns Ballroom, Reynolds Alumni Center

1:30 – 3:00 p.m.	BRIDGING RESEARCH PERSPECTIVES 1 CONSUMER CHOICE & CHOICE MODELS <i>Eric Bradlow, University of Pennsylvania</i> <i>-Sunil Gupta, Harvard University</i> <i>Joel Huber, Duke University (Session Chair)</i> <i>MU Host: Elina Tang</i>	Room 115
	CONSUMER SATISFACTION & LOYALTY <i>Vikas Mittal, Rice University</i> <i>Roland Rust, University of Maryland</i> <i>Valerie Zeithaml, University of North Carolina</i> <i>Ruth Bolton, Arizona State University (Session Chair)</i> <i>MU Host: Don Lund</i>	Room 218
	MARKETING STRATEGY & FINANCIAL PERFORMANCE <i>Mark Houston, Texas Christian University</i> <i>Natalie Mizik, Columbia University</i> <i>Peter Verhoef, University of Groningen</i> <i>Rajan Varadarajan, Texas A&M University (Session Chair)</i> <i>MU Host: Chris Groening</i>	Room 11
	PRICING & PRICE PROMOTION <i>Shantanu Dutta, University of Southern California</i> <i>Vicki Morwitz, New York University</i> <i>Florian Zettelmeyer, University of California–Berkeley</i> <i>Dhruv Grewal, Babson College (Session Chair)</i> <i>MU Host: Murali Mantrala</i>	Room 205
3:00 – 3:30 p.m.	REFRESHMENT BREAK	Rooms 15 & 105
3:30 – 5:00 p.m.	BRIDGING RESEARCH PERSPECTIVES 2 CHANNELS DESIGN & MANAGEMENT <i>Kersi Antia, University of Wisconsin – Madison</i> <i>Michaela Draganska, Stanford University</i> <i>Rick McFarland, Kansas State University</i> <i>Lisa Scheer, University of Missouri (Session Chair)</i> <i>MU Host: Don Lund</i>	Room 205
	CUSTOMER VALUE & MANAGING CUSTOMER RELATIONSHIPS <i>Shankar Ganesan, University of Arizona</i> <i>V. Kumar, University of Connecticut</i> <i>Baohong Sun, Carnegie Mellon University</i> <i>Jakki Thomas, Northwestern University (Session Chair)</i> <i>MU Host: Shaoming Zou</i>	Room 115
	E-COMMERCE & DIGITAL MARKETING <i>Sandy Jap, Emory University</i> <i>Shibo Li, Indiana University</i> <i>Dina Mayzlin, Yale University</i> <i>John Deighton, Harvard University (Session Chair)</i> <i>MU Host: Chris Hinsch</i>	Room 218
	RETAILING <i>Susan Broniarczyk, University of Texas – Austin</i> <i>Jim Hess, University of Houston</i> <i>Jagmohan Raju, University of Pennsylvania</i> <i>Jeff Inman, University of Pittsburgh (Session Chair)</i> <i>MU Host: Hari Sridhar</i>	Room 11
6:30 – 7:30 p.m.	RECEPTION <i>(Sponsored by MBS Textbook Exchange, Inc.)</i>	Atrium, Holiday Inn Select
7:30 – 9:00 p.m.	DINNER	Windsor Ballroom, Holiday Inn Select
9:00 – 10:30 p.m..	HOSPITALITY	Windsor Ballroom, Holiday Inn Select

FRIDAY, JUNE 6, 2008

7:00 – 8:15 a.m.	BREAKFAST (FOR DORM RESIDENTS) <i>(Sponsored by Shelter Insurance Companies)</i>	Plaza 900
8:30 – 10:00 a.m.	PLENARY SESSION Linking Academic Research to Business Practice <i>Kusum Ailawadi, Dartmouth College</i> <i>Bari Harlam, CVS</i> <i>Leigh McAlister, University of Texas–Austin</i> <i>Dave Moore, Shelter Insurance Companies</i> <i>Andy Zoltners, Northwestern University and ZS Associates</i> <i>Bruce Walker, University of Missouri (Moderator)</i> <i>MU Host: Murali Mantrala</i>	Bush Auditorium
10:00 – 10:30 a.m.	REFRESHMENT BREAK	Rooms 15 & 105
	BRIDGING RESEARCH PERSPECTIVES 3	
	BRANDING & BRAND EQUITY <i>Tülin Erdem, New York University</i> <i>Kevin Lane Keller, Dartmouth College</i> <i>Craig Thompson, University of Wisconsin–Madison</i> <i>Peter Dacin, Queen’s University (Session Chair)</i> <i>MU Host: Ratti Ratneshwar</i>	Room 115
10:30 - Noon	B2B & RELATIONSHIP MARKETING <i>Joe Cannon, Colorado State University</i> <i>Eric Fang, University of Delaware</i> <i>Raj Grewal, Penn State University</i> <i>Das Narayandas, Harvard University</i> <i>Srinath Gopalakrishna, University of Missouri (Session Chair)</i> <i>MU Host: Lisa Scheer</i>	Room 11
	MARKETING COMMUNICATIONS <i>Prasad Naik, University of California–Davis</i> <i>Laura Peracchio, University of Wisconsin–Milwaukee</i> <i>Venky Shankar, Texas A&M University</i> <i>Dave Stewart, University of California–Riverside (Session Chair)</i> <i>MU Host: Peter Bloch</i>	Room 205
	PRODUCT DEVELOPMENT & INNOVATION MANAGEMENT <i>Elie Ofek, Harvard University</i> <i>Rebecca Slotegraaf, Indiana University</i> <i>Christophe Van den Bulte, University of Pennsylvania</i> <i>Aric Rindfleisch, University of Wisconsin–Madison (Session Chair)</i> <i>MU Host: Detelina Marinova</i>	Room 218
Noon – 1:30 p.m.	LUNCH <i>(Sponsored by Walsworth Publishing Company, Inc.)</i> Presentation: The Pursuit of Professional Excellence with Integrity <i>Ken Evans, University of Oklahoma</i>	Columns Ballroom, <i>Reynolds Alumni Center</i>

	<p>SCANNING THE HORIZON: RESEARCH PROBLEMS & PROSPECTS 1</p> <p>BAYESIAN METHODOLOGY & APPLICATIONS</p> <p><i>Anocha Aribarg, University of Michigan</i> <i>Carl Mela, Duke University</i> <i>Raj Grewal, Penn State University (Session Chair)</i> <i>MU Host: Elina Tang</i></p>	Room 212
	<p>INTERNATIONAL & CROSS-CULTURAL RESEARCH</p> <p><i>Janet Murray, University of Missouri–St. Louis</i> <i>Sharon Shavitt, University of Illinois, Urbana–Champaign</i> <i>Shaoming Zou, University of Missouri</i> <i>David Griffith, Michigan State University (Session Chair)</i> <i>MU Host: Lisa Scheer</i></p>	Room 114
1:30 – 3:00 p.m.	<p>SALES FORCE & RELATIONSHIP MANAGEMENT</p> <p><i>Manfred Krafft, University of Münster</i> <i>Rob Palmatier, University of Washington</i> <i>Jagdip Singh, Case Western University</i> <i>Steve Brown, University of Houston (Session Chair)</i> <i>MU Host: Srinath Gopalakrishna</i></p>	Room 205
	<p>CONSUMER AFFECT, ATTITUDES & PERSUASION</p> <p><i>Adam Duhachek, Indiana University</i> <i>Gita Johar, Columbia University</i> <i>Rik Pieters, Tilburg University</i> <i>June Cotte, University of Western Ontario (Session Chair)</i> <i>MU Host: Alex Gunz</i></p>	Room 11
	<p>CONSUMER JUDGEMENT & DECISION MAKING</p> <p><i>Jim Bettman, Duke University</i> <i>Klaus Wertenbroch, INSEAD</i> <i>Chris Janiszewski, University of Florida (Session Chair)</i> <i>MU Host: Rajani Ganesh Pillai</i></p>	Room 218
3:00 – 3:30 p.m.	REFRESHMENT BREAK	Rooms 15 & 105
	<p>BUILDING TEACHING EFFECTIVENESS 1</p> <p>STIMULATING STUDENT INTEREST</p> <p><i>Panel: John Hauser, Chris Janiszewski, Rik Pieters, Rebecca Slotegraaf, Florian Zettelmeyer</i> <i>Christine Moorman (Session Chair)</i> <i>MU Host: Alex Gunz</i></p>	Room 115
3:30 – 4:45 p.m.	<p>COLLABORATING WITH BUSINESS</p> <p><i>Panel: Kusum Ailawadi, Jeff Inman, V. Kumar, Don Lehmann, Peter Verhoef</i> <i>Leigh McAlister (Session Chair)</i> <i>MU Host: Srinath Gopalakrishna</i></p>	Room 205
	<p>INCORPORATING ETHICS IN MARKETING CLASSES</p> <p><i>Panel: Pam Ellen, Ron Hill, Sharon Shavitt, Jagdip Singh</i> <i>Ken Evans (Session Chair)</i> <i>MU Host: Chris Hinsch</i></p>	Room 218
	<p>MANAGING CASE DISCUSSION CLASSES</p> <p><i>Panel: Kersi Antia, Steve Brown, John Deighton</i> <i>June Cotte (Session Chair)</i> <i>MU Host: Ratti Ratneshwar</i></p>	Room 11
6:30 – 7:30 p.m.	<p>RECEPTION</p> <p><i>ISBM Remarks:</i> <i>Raj Grewal, Penn State University</i></p>	Great Room, Reynolds Alumni Center
7:30 – 9:00 p.m.	DINNER	Columns Ballroom, Reynolds Alumni Center

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9:00 – 10:30 p.m.	HOSPITALITY <i>Musical Entertainment: The Tom Andes Trio</i>	Great Room, <i>Reynolds Alumni Center</i>
SATURDAY, JUNE 7, 2008		
7:00 – 8:15 a.m.	BREAKFAST (FOR DORM RESIDENTS) <i>(Sponsored by the Institute for the Study of Business Markets)</i>	Plaza 900
8:30 – 10:00 a.m.	SCANNING THE HORIZON: RESEARCH PROBLEMS & PROSPECTS 2 MARKET RESPONSE MEASUREMENT & ANALYSIS <i>Doug Bowman, Emory University</i> <i>K. Sudhir, Yale University</i> <i>Seenu Srinivasan, Stanford University</i> <i>Dominique Hanssens, UCLA (Session Chair)</i> <i>MU Host: Detelina Marinova</i>	Room 212
	NEW PRODUCTS MARKETING <i>Rajesh Chandy, University of Minnesota</i> <i>Page Moreau, University of Colorado</i> <i>Stacy Wood, University of South Carolina</i> <i>Jakki Mohr, University of Montana (Session Chair)</i> <i>MU Host: Joel Poor</i>	Room 11
	PRICING STRATEGY <i>Aradhna Krishna, University of Michigan</i> <i>Seethu Seetharaman, Rice University</i> <i>Jinhong Xie, University of Florida</i> <i>Chakravarthi Narasimhan, Washington University St. Louis (Session Chair)</i> <i>MU Host: Murali Mantrala</i>	Room 114
	CONSUMER INFORMATION PROCESSING <i>Angela Lee, Northwestern University</i> <i>Joan Meyers-Levy, University of Minnesota</i> <i>Americus Reed II, University of Pennsylvania</i> <i>Luk Warlop, KU Leuven (Session Chair)</i> <i>MU Host: Praggyan Mohanty</i>	Room 218
	TRANSFORMATIVE CONSUMER RESEARCH <i>David Mick, University of Virginia</i> <i>Linda Price, University of Arizona</i> <i>Brian Wansink, Cornell University</i> <i>Ron Hill, Villanova University (Session Chair)</i> <i>MU Host: Marsha Richins</i>	Room 205
10:00- 10:30 a.m.	REFRESHMENT BREAK	Rooms 15 & 105
10:30 - Noon	RESEARCH WORKSHOPS: CULTIVATING AND DEVELOPING RESEARCH IDEAS	TBA
Noon – 1:30 p.m.	LUNCH PICNIC	Tent on the Quad

1:30 – 2:30 p.m.	<p>PLENARY SESSION Navigating the Route to Publication: The Journal Review Process <i>Eric Bradlow, University of Pennsylvania, Editor, Marketing Science</i> <i>John Deighton, Harvard University, Editor, Journal of Consumer Research</i> <i>Joel Huber, Duke University, Editor, Journal of Marketing Research</i> <i>Roland Rust, University of Maryland, Editor, Journal of Marketing (Session Chair)</i> MU Host: Marsha Richins</p>	Bush Auditorium
2:30 – 2:45 p.m.	<p>REFRESHMENT BREAK</p>	Rooms 15 & 105
	<p>BUILDING TEACHING EFFECTIVENESS 2 CREATIVELY USING TEACHING TECHNOLOGIES <i>Panel: Peter Dacin and Gita Johar</i> <i>Peter Bloch (Session Chair)</i> MU Host: Praggyan Mohanty</p>	Room 115
2:45 – 4:00 p.m.	<p>COLLABORATING WITH BUSINESS <i>Panel: Dominique Hanssens, Sandy Jap, Manfred Krafft, Andy Zoltners</i> <i>Kevin Lane Keller (Session Chair)</i> MU Host: Don Lund</p>	Room 205
	<p>GENERATING STUDENT PARTICIPATION <i>Panel: Doug Bowman, Shankar Ganesan, Carl Mela</i> <i>David Mick (Session Chair)</i> MU Host: Chris Groening</p>	Room 11
	<p>MANAGING CASE DISCUSSION CLASSES <i>Panel: David Griffith, Das Narayandas, Elie Ofek</i> <i>Mark Houston (Session Chair)</i> MU Host: Joel Poor</p>	Room 218
6:00 – 7:30 p.m.	<p>RECEPTION & BEER GOURMET EVENT <i>(Sponsored by Anheuser-Busch, Inc.)</i> Procession to Dinner Location</p>	Tent on the Quad
7:45 – 9:30 p.m.	<p>FAREWELL DINNER Closing Remarks</p>	Stotler Lounge, Memorial Union
9:30 p.m. onwards	<p>THE PARTY CONTINUES...</p>	Campus Bar & Grill
SUNDAY, JUNE 8, 2008		
8:00 – 9:00 a.m.	<p>BREAKFAST (FOR DORM RESIDENTS)</p>	Plaza 900
10:00 a.m.	<p>CHARTERED SHUTTLE BUSES DEPART FROM COLUMBIA</p>	
<p>NOTE: ALL PROGRAM SESSIONS AND REFRESHMENT BREAKS WILL BE HELD IN CORNELL HALL, THE HOME OF THE TRULASKE COLLEGE OF BUSINESS.</p>		