



8.00 am	Bus leaves for the Boston University from the Westin Copley Place Hotel	
Breakfast & Registration 08.00 - 10.00 am	9 th floor Metcalf Trustee Center, 1 Silber Way, Boston University	
10.00 - 12.00 am Plenary Session	<ol style="list-style-type: none"> 1. Welcome to the Marketing Science Consortium: Dean Kenneth W. Freeman of Boston University School of Management and Bart Bronnenberg (Tilburg), ISMS 2. The Marketing Science Society John Hauser (MIT), President-elect, Marketing Science Society 3. Trends in research and placement Carl Mela 4. Keeping Your Feet on the Ground: Interacting with Practitioners John Deighton, Executive Director, Marketing Science Institute 5. The Science & Art of Publishing: A Panel Discussion with Editors <i>Marketing Science:</i> Preyas Desai (Duke); <i>Quantitative Marketing and Economics:</i> Greg Allenby (Ohio State), Sridhar Moorthy (Toronto); <i>Journal of Marketing Research:</i> Tulin Erdem (NYU); <i>Management Science:</i> Pradeep Chintagunta (Chicago). Moderated by Bart Bronnenberg (Tilburg) 6. Dealing with reviews on your own paper and being a reviewer on those of others Jagoman S. Raju (Wharton) 	
Lunch 12.00 - 1.30 pm	9 th floor Metcalf Trustee Ballroom	
Break-out Sessions 1 1.30 - 3.00 pm	208	A: Empirical Research Strategies Eric Anderson (Kellogg), Jean Pierre Dube (Chicago), Avi Goldfarb (Toronto)
	224	B: Statistical and Econometric Models for Consumer Behavior Eric Bradlow (Wharton), Kusum Ailawadi (Dartmouth), Olivier Toubia (Columbia)
	211	C: Highlights Recent Doctoral Research Navdeep Sahni (Chicago), Song Yao (Kellogg), Bryan Bolliger (NYU)
Coffee break 3.00 - 3.30 pm	Atrium – Level G	
Break-out Sessions 2 3.30 - 5.00 pm	211	A: Information and Distribution Jiwoong Shin (Yale), Liang Guo (Hong Kong), Anthony Dukes (USC)
	208	B: Social Networks and Social Contagion Catherine Tucker (MIT), Ron Shachar (IDC), Harikesh Nair (Stanford)
	224	C: Dynamic Consumer Decision Making Gunter Hitsch (Chicago), Wes Hartmann (Stanford), Paul Ellickson (Rochester)
Reception 5.30 - 6.30 pm	Atrium – Level G	
Dinner 6.30 - 8.00 pm	Greetings: Senior Associate Dean Karen Golden-Biddle of BU School of Management 9 th floor Metcalf Trustee Ballroom	
8.30 pm	Bus leaves for the Westin Copley Place Hotel	