## 2012 ISMS Marketing Science Doctoral Consortium

Hosted by Boston University  
Wednesday, June 6, 2012  
BU School of Management, 595 Commonwealth Avenue, Boston

<table>
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<th>Time</th>
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<tr>
<td>08.00 - 10.00 AM</td>
<td>Breakfast &amp; Registration</td>
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| 10.00 - 12.00   | 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  
|                 | Kannan Srinivasan (Carnegie-Mellon), President, 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  
|                 | 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  

**Break-Out Sessions 1**  
1.30 - 3.00 PM  
A: Empirical Research Strategies  
  - Eric Anderson (Kellogg), Jean Pierre Dube (Chicago), Avi Goldfarb (Toronto)  
B: Statistical and Econometric Models for Consumer Behavior  
  - Eric Bradlow (Wharton); Kusum Ailawadi (Dartmouth); Olivier Toubia (Columbia)  
C: Highlights Recent Doctoral Research  
  - Navdeep Sahni (Chicago); Song Yao (Kellogg); Bryan Bolliger (NYU)  

**Coffee break**  
3:00-3:30 PM  

**Break-Out Sessions 2**  
3:30 - 5.00 PM  
A: Information and Distribution  
  - Jiwoong Shin (Yale); Liang Guo (Hong Kong); Anthony Dukes (USC)  
B: Social Networks and Social Contagion  
  - Catherine Tucker (MIT); Ron Shachar (IDC); Harikesh Nair (Stanford)  
C: Dynamic Consumer Decision Making  
  - Gunter Hitsch (Chicago), Wes Hartmann (Stanford), Paul Ellickson (Rochester)  

**Reception**  
5:30-6:30PM  
Greetings  
Senior Associate Dean Karen Golden-Biddle of Boston University School of Management  

**Dinner**  
6:30-8:00 PM