### 2012 ISMS DOCTORAL CONSORTIUM

**June 6, 2012, Boston University**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8.00 am</td>
<td><strong>Bus leaves for the Boston University from the Westin Copley Place Hotel</strong></td>
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<tr>
<td>Breakfast &amp; Registration 08.00 - 10.00 am</td>
<td>9th floor Metcalf Trustee Center, 1 Silber Way, Boston University</td>
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| 10.00 - 12.00 am | **Plenary Session**  
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**  
   *Marketing Science*: Preyas Desai (Duke); *Quantitative Marketing and Economics*: Greg Allenby (Ohio State), Srirach Moorthy (Toronto); *Journal of Marketing Research*: Tulin Erdem (NYU); *Management Science*: 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) |
| 12.00 - 1.30 pm | **Lunch**  
9th 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 Allawadi (Dartmouth), Olivier Toubia (Columbia)  
211 C: **Highlights Recent Doctoral Research**  
   Navdeep Sahni (Chicago), Song Yao (Kellogg), Bryan Bolliger (NYU) |
| 3.00 - 3.30 pm | **Coffee break**  
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) |
| 5.30 - 6.30 pm | **Reception**  
Atrium – Level G |
| Dinner 6.30 - 8.00 pm | **Greetings**: Senior Associate Dean Karen Golden-Biddle of BU School of Management  
9th floor Metcalf Trustee Ballroom |
| 8.30 pm | **Bus leaves for the Westin Copley Place Hotel** |