## 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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| **Breakfast & Registration**  
08.00 - 10.00 AM | 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  
Marketing Science: Preyas Desai (Duke), Quantitative Marketing and Economics: Greg Allenby (Ohio State), Shridhar 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) |
| **Lunch**  
12.00 - 1.30 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  
Yihoon 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 - 6:30 PM | Greetings  
Senior Associate Dean Karen Golden-Biddle of Boston University School of Management |
| **Dinner**  
6:30 - 8:00 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)  
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