

2012 INFORMS Marketing Science Conference

Thursday, June 7th, 2012

8.30-10.00 (TA)

<p>TA01 – Essex Ballroom South</p> <p>Valuing Online Activities and Businesses</p> <p>Chair: Martin Spann</p> <p>The Value of Receiving Passive Updates: A Quasi-Experiment on a Social Networking Site <i>Yotam Shmargad</i></p> <p>Measuring the Consumer Value of Free Goods on the Internet <i>Erik Brynjolfsson, JooHee Oh</i></p> <p>Measuring Freemium: The Value of Free Customers in a Networked Service <i>Clarence Lee, Sunil Gupta, Vineet Kumar</i></p> <p>Location-based Advertising: What is the Value of Physical Distance on the Mobile Internet? <i>Martin Spann, Dominik Molitor, Philipp Reichhart</i></p>	<p>TA02 – Essex North Center</p> <p>Customer Analysis and CLV - I</p> <p>Chair: David Schweidel</p> <p>A Cross-cohort Change-point Model for Customer-Base Analysis <i>Arun Gopalakrishnan, Eric Bradlow, Peter Fader</i></p> <p>"Counting Your Customers" Category by Category: Multi-category Customer Base Analysis <i>Chang Hee Park, Young-Hoon Park, David Schweidel</i></p> <p>The Long and Winding Road: Modeling the Conversion Path of Online Customers <i>Alice Li, P.K. Kannan</i></p> <p>Incorporating Nonrandom Direct Marketing Activity into Latent Attrition Models <i>David Schweidel, George Knox</i></p>	<p>TA03 – Essex North West</p> <p>Social Media and the Facebook Effect</p> <p>Chair: K. N. Rajendran</p> <p>Towards Modeling Multiple Facebook Users' Actions for Social Media Marketing <i>Christine Balagué</i></p> <p>How Facebook Influences Validity in Online-surveys <i>Richard Bensch, Alexander Sänn, Sebastian Selka</i></p> <p>An Empirical Investigation of the Link between Social Media Efforts and Customer Firm Relationship <i>Rishika Ramkumar, Ram Bezawada, Ramkumar Janakiraman, Ashish Kumar</i></p> <p>A Model of Satisfaction for Facebook "Likers" <i>K N Rajendran, Matthew Bunker, Steven Corbin, Ciara Pearce</i></p>	<p>TA04 – Courier</p> <p>Market Segmentation</p> <p>Chair: Simon Blanchard</p> <p>Variable Weighting and Selection Approaches for Market Segmentation: A Comparison <i>Susanne Rumstadt, Daniel Baier</i></p> <p>Consumer Choices Across Seemingly Disparate Product Categories: Latent Trait <i>Chen Lin, Douglas Bowman</i></p> <p>Targeting Heterogeneous Segments <i>Neil Bendle</i></p> <p>The Heterogeneous P-Median Problem for Categorization Based Clustering <i>Simon Blanchard, Daniel Aloise, Wayne DeSarbo</i></p>
<p>TA05 – Essex Center</p> <p>Consumer Search and its Impact on Choice</p> <p>Chair: Paulo Albuquerque</p> <p>Modeling Optimal Search and Choice Decisions: The Role of Uncertainty, Innovation, and Consumer Reviews <i>Bart Bronnenberg, Paulo Albuquerque, Jun B. Kim</i></p> <p>Search with Refinement <i>Song Yao, Yuxin Chen</i></p> <p>Simultaneous or Sequential? Understanding the Drivers of Search Strategies and Search in the U.S. Auto Insurance Industry <i>Elisabeth Honka, Pradeep Chintagunta</i></p> <p>Using Consumer Preferences to Improve Upon Popularity Rankings in Online Markets <i>Babur De los Santos, Sergei Koulayev</i></p>	<p>TA06 – St. George B</p> <p>Cause Marketing</p> <p>Chair: Carol Miu</p> <p>Labeling Products with Carbon Footprints <i>Daniel Halbheer, Dennis Gärtner</i></p> <p>CSR and Product-Immanent Advantages- The Influence on Brand Perception and Willingness to Pay <i>Hannah Winkler von Mohrenfels, Daniel Klapper</i></p> <p>Why Do Consumers Buy Plastic Bags? <i>Tao Chen, Yuxin Chen, Jinhong Xie</i></p> <p>Consumers Are Less Loyal Than You Might Think: The Role of Waste Avoidance <i>Carol Miu, Brian Ratchford</i></p>	<p>TA07 – St. George C</p> <p>Customer Relationship Management I</p> <p>Chair: Koen W. De Bock</p> <p>The Industrial Brand Relational Elements and Customer Relationship Intention <i>Tony Garrett, Jong-Ho Lee, Irina Pieshkova</i></p> <p>The Reliability and Validity of Alternative Customer Satisfaction and Loyalty Measurements <i>Keith Chrzan</i></p> <p>Optimal Acquisition and Retention Strategies of New Subscribers Services <i>Tarek Ben Rhouma, Georges Zaccour</i></p> <p>Remedying the Expiration of Churn Prediction Models with Multiple Classifier Algorithms <i>Koen W. De Bock, Kristof Coussement</i></p>	<p>TA08 – Adams</p> <p>Structural Models of Dynamic Oligopoly</p> <p>Chair: Ron Goettler</p> <p>The Value of Market Information in the Dynamics of a Capital-Intensive Industry: The Case of DRAM Manufacturing <i>Pedro Gardete</i></p> <p>The Dynamics of Retail Oligopoly <i>Paul Ellickson, Arie Beresteanu, Sanjog Misra</i></p> <p>An Empirical Study of the Dynamics of Brand Building <i>Ron Borkovsky, Avi Goldfarb, Avery Haviv, Sridhar Moorthy</i></p> <p>Competition and Product Innovation in Dynamic Oligopoly <i>Ron Goettler, Brett Gordon</i></p>

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<p>TA09 – Helicon</p> <p>Conjoint Analysis: Methods</p> <p>Chair: Mark Ratchford</p> <p>Validity of Conjoint Analysis Studies: An Analysis of Recent Commercial Applications <i>Sebastian Selka, Daniel Baier, Peter Kurz</i></p> <p>Does Brand Similarity of a Private Label Harm the National Brand: The Role of Choice Experiments <i>Youngju Kim, Neeraj Arora</i></p> <p>Reconsidering Optimal Experimental Design for Conjoint Analysis <i>Agata Leszkiewicz, Mercedes Esteban-Bravo, Jose M. Vidal-Sanz</i></p> <p>Choice Accuracy and Choice Deferral in Non-sequential Search <i>Mark Ratchford, Jeff Dotson, Jeff Larson</i></p>	<p>TA10 – St. George D</p> <p>New Product Diffusion I</p> <p>Chair: Sangkil Moon</p> <p>The Diffusion of Renewable Energy Among Households <i>Hossein Eslami, Trichy Krishnan, Surendra Rajiv</i></p> <p>Riding Successive Product Diffusion Waves: Building a Tsunami via Upgrade-Rebate Programs <i>Vardan Avagyan, Mercedes Esteban-Bravo, Jose M. Vidal-Sanz</i></p> <p>Replacing Household Durables – Does Consumer Innovativeness Matter? <i>Maria Kaya, Sonke Albers, Paul Steffens</i></p> <p>The Roles of Cultural Elements in International Diffusion of Entertainment Products <i>Sangkil Moon</i></p>	<p>TA11 – Empire</p> <p>Geographic Models</p> <p>Chair: Rutger van Oest</p> <p>Entry and Spatial Competition in Retail Markets <i>Matilda Orth</i></p> <p>An Empirical Study of National vs. Local Pricing under Multimarket Competition <i>Yang Li</i></p> <p>Inference From Store Closures: A Structural Model of Ubiquity for Starbucks <i>Ali Umut Guler</i></p> <p>Mapping Local Retailer Competition: Which Geographic Regions are Owned by Which Stores? <i>Rutger van Oest, Auke Hunneman</i></p>	<p>TA12 – Parliament</p> <p>Retailing</p> <p>Chair: Vincent Nijis</p> <p>The Impact of Wal-Mart Supercenter Conversion on Consumer Behavior <i>Minha Hwang, Sungho Park</i></p> <p>Impact of Shelf Design on Product Competition <i>Francisco Cisternas Vera, Alan Montgomery</i></p> <p>A Targeting Approach Based on Consumers' Willingness-to-Pay Ranges <i>Florian Dost, Robert Wilken</i></p> <p>Should Retailers Outsource Category Management? The Impact of Using a Category Captain on Manufacturers, Retailers, and Consumers <i>Vincent Nijis, Karsten Hansen, Kanishka Misra</i></p>
<p>TA13 – North Star</p> <p>Two-Sided Markets</p> <p>Chair: Upender Subramanian</p> <p>Optimal Matchmaking <i>Kaifu Zhang</i></p> <p>When Do Markets Tip? A Cognitive Hierarchy Approach <i>Tanjim Hossain, John Morgan</i></p> <p>Consumer Heterogeneity and Product Offering in Two-Sided Markets <i>Li Sun, Junhong Chu, Surendra Rajiv</i></p> <p>Portal or Pipe: Wireless Service Provider Strategies for Mobile Applications <i>Upender Subramanian</i></p>	<p>TA14 – Defender</p> <p>Brand Equity</p> <p>Chair: Richard Briesch</p> <p>Autoregressive Latent Trajectory Modelling to Track the Change in Customer Equity and Brand Equity <i>Abas Mirzaei, David Gray, Lester W Johnson, Hume Winzar</i></p> <p>Will Employees' and Customers' Perception of Brand Value Affect Firm Profitability? <i>Anita Pansari, V. Kumar</i></p> <p>The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness <i>Yan Liu, Venkatesh Shankar</i></p> <p>The Effect of Consumer Brand Equity on Firm Brand Profitability <i>Richard Briesch, Bill Dillon, Raj Sethuraman</i></p>	<p>TA15 – Great Republic</p> <p>Marketing Productivity and Customer Value I</p> <p>Chair: Xueming Luo</p> <p>Do Recalls of One Brand Hurt or Help Rival Brands: Halo Effects in Social Media <i>Abhishek Borah, Gerard Tellis</i></p> <p>Modeling the Immediate and Long-term Effectiveness of Location-targeted Mobile Marketing Channels <i>Xueming Luo, Zheng Fang, Wei Li</i></p> <p>Informational Value of Social Tagging Networks <i>P.K. Kannan, Hyoryung Nam</i></p> <p>More Than Numbers: Marketing Information Disclosures and IPO Pricing <i>Raji Srinivasan, Nicholas Crain, Robert Parrino</i></p>	<p>TA16 – St. George A</p> <p>Game Theory Strategy I</p> <p>Chair: Sherif Nasser</p> <p>The Advantages of Underestimating the Competition <i>Jennifer Cutler, Richard Staelin</i></p> <p>Optional versus Standard Features <i>Alex Kim, Subramanian Balachander, Esther Gal-Or, Tansev Geylani</i></p> <p>Inter-Temporal Pricing Strategy with Product Concept Demonstration <i>Taewan Kim, Eunkyu Lee</i></p> <p>Competing on Turnaround Time under Demand Uncertainty <i>Sherif Nasser, Danko Turcic</i></p>

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10.30-12.00 (TB)

<p>TB01 – Essex Ballroom South</p> <p>Search Marketing - I</p> <p>Chair: John Hauser</p> <p>Do Display Ads Influence Search? <i>Pavel Kireyev, Sunil Gupta, Koen Pauwels</i></p> <p>Competitors' vs. Focal Keywords: An Empirical Analysis of Sponsored Search Advertising <i>Xiaomeng Du, Rui Pan, Meng Su, Xiaona Zheng</i></p> <p>To Buy or Not to Buy? A Two Stage Model of Within Site Search <i>Ammara Mahmood, Catarina Sismeiro</i></p> <p>Morphing Banner Advertising <i>John Hauser, Robert Bordley, Gui Liberali, Erin MacDonald, Glen Urban</i></p>	<p>TB02 – Essex North Center</p> <p>Customer Analysis and CLV - II</p> <p>Chair: Peter Fader</p> <p>Predicting Partial Customer Churn in Retail: On the Value of the Purchasing Sequence <i>Vera Miguéis, Ana Camanho, João Falcão e Cunha, Dirk Van den Poel</i></p> <p>The Power of Second "Customer Lifetime Value" <i>Yashoda Bhagwat, V. Kumar, Alan Zhang</i></p> <p>A Study on the Empirical Validation of Probabilistic Customer-base Analysis Models <i>Evsen Korkmaz, Dennis Fok, Roelof Kuik</i></p> <p>Bringing Heterogeneity into Customer Equity Calculations <i>Peter Fader, Bruce Hardie, Yuzhou Liu</i></p>	<p>TB03 – Essex North West</p> <p>Social Media - Commerce & Context</p> <p>Chair: Mark Elsner</p> <p>Corporate Social Media: Which Impact Have Online Conversations On Firms' Blogging Effectiveness? <i>Cornelia Caprano, Florian Stahl, Hans Peter Wehrli</i></p> <p>How is the Purchase Motive for Social Commerce Formed? <i>Byunghui Shim, Tae Ho Song</i></p> <p>When to Buy and When to Redeem?: Consumer Learning with Daily-Deal Coupons <i>Minjae Song, Eunho Park, Byungjoon Yoo, Seongmin Jeon</i></p> <p>Community Management: A New Marketing Perspective for Social Media? <i>Thomas Stenger</i></p> <p>What's in a Story? Factors Influencing the Popularity of Online Content in Social Media <i>Mark Elsner, Lara Lobschat, Werner Reinartz</i></p>	<p>TB04 – Courier</p> <p>Consumer Behavior – Preferences</p> <p>Chair: Sergio Moccia</p> <p>Satisfaction and Construal Level Theory: An Empirical Investigation <i>Wei Zhang, Ajay Kalra</i></p> <p>Happily (Mal)Adjusted: Cosmopolitan Identity and Expatriate Adjustment <i>Amir Grinstein, Luc Wathieu</i></p> <p>When Consumers Feel Distant From the Product: The Negative Effect of Product Package Cover on Consumer Product Evaluation <i>Jung min Jang, Eun-Young Park, Song-Oh Yoon</i></p> <p>The Preference for Scarcity: How the Behavior of Conformists Change When They are Faced With Limited <i>Sergio Moccia, Oliver Heil</i></p>
<p>TB05 – Essex Center</p> <p>Networks and Marketing: New Perspectives and Ideas</p> <p>Chair: Andrew Stephen</p> <p>The Structure of Online Diffusion Networks <i>Dan Goldstein, Sharad Goel, Duncan Watts</i></p> <p>How Interest Shapes Word-of-mouth Over Different Channels <i>Jonah Berger, Raghuram Iyengar</i></p> <p>Ideation Experiments in Social Networks <i>Peter Zubcsek, Jacob Goldenberg, Andrew Stephen</i></p> <p>What Shapes Positive and Negative Sentiment towards a Brand in Social Media? A Network Perspective <i>Felipe Thomaz, Andrew Stephen, Vanitha Swaminathan</i></p>	<p>TB06 – St. George B</p> <p>Consumer Response to Green Marketing</p> <p>Chair: Manoshi Samaraweera</p> <p>Psychological Reactance to Forced Adoption of Green Behaviors: Attitudes and Compliance <i>Judy Frels, Olga Kapitskaia</i></p> <p>Crowding-out the Brand? – Brand Effects of Nonprofit Organizations Due to Incentives for Donations <i>Ann-Christin Michel Clement, Edlira Shehu</i></p> <p>Impact of Spokes-character Types and Gender in 'Green Advertising' <i>Aditya Mishra, Ainsworth Bailey</i></p> <p>Look 'GREEN': Using Font Color & Symbols to Boost Perceived Environmental Friendliness <i>Manoshi Samaraweera, Mohammad Abuobead, Jeanetta Sims</i></p>	<p>TB07 – St. George C</p> <p>User-Generated Content and Word-of-Mouth</p> <p>Chair: Yuchi Zhang</p> <p>Promotional Reviews: An Empirical Investigation of Online Review Manipulation <i>Dina Mayzlin, Judith Chevalier, Yaniv Dover</i></p> <p>Do Online Reviews Lead to Better Choices? <i>Yuchi Zhang, David Godes</i></p> <p>On Medium and Message – Multichannel Word of Mouth <i>Renana Peres, Mitchell J. Lovett, Roni Shacher</i></p> <p>Spatio-Temporal Clustering in Car Category/Brand Switching <i>Keren Haddad-Leibovich, Jacob Goldenberg, Daniel Shapira, Sai Sundarakrishna</i></p>	<p>TB08 – Adams</p> <p>Structural Models of Sports Marketing</p> <p>Chair: Timothy Derdenger</p> <p>Do Super Bowl Advertisements Affect Brand Shares? <i>Wesley Hartmann, Daniel Klapper</i></p> <p>Brand Equity Development in Asymmetric Alliances: The Case of the Bowl Championship Series <i>Michael Lewis, Manish Tripathi</i></p> <p>The Dynamic Advertising Effect of Collegiate Athletics <i>Doug Chung</i></p> <p>The Informative and Prestige Effects of Celebrity Endorsements <i>Kevin Chung, Timothy Derdenger, Kannan Srinivasan</i></p>

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<p>TB09 – Helicon</p> <p>Conjoint Analysis I</p> <p>Chair: Sascha Voekler</p> <p>Lead Users and Non-Lead Users: Preferences Measured by Conjoint Analysis <i>Alexander Sänn, Daniel Baier</i></p> <p>Product Design Optimization: A Comparison of Genetic, Ant Colony And Bee Algorithms <i>Sascha Voekler, Daniel Baier, Susanne Rumstadt</i></p>	<p>TB10 – St. George D</p> <p>New Product Adoption I</p> <p>Chair: Tilo Halaszovich</p> <p>Who Wins the Convergence War? The Effects of Core Competency on Convergence Product Sales <i>Hyeokseong Lee, Wonjoon Kim</i></p> <p>Diffusion of Smartphones: The Case of Venezuela and the United States <i>Antonieta Reyes</i></p> <p>Modeling the Effects of Demographic and Social Factors on Diffusion of Innovation <i>Kapil Agrawal, Ashish Goyal, Harsh Kushwah, JB Shukla</i></p> <p>Skim or Penetrate? Setting the Right Price at the Right Time for New FMCG Products <i>Tilo Halaszovich, Raimund Bau</i></p>	<p>TB11 – Empire</p> <p>National Brands and Private Labels</p> <p>Chair: Raphael Thomadsen</p> <p>Consumer Perception of Multi-category Private Labels <i>Sophie Theron, Timothy Richards</i></p> <p>Value Seeking Under Competition: Impacts of Wal-Mart Entry and Economy Store Brand Introduction <i>Satheesh Seenivasan, Debabrata Talukdar</i></p> <p>Extending Private Labels into a Premium Range: Antecedents and Consequences <i>Anne ter Braak, Marnik G. Dekimpe, Inge Geyskens</i></p> <p>Push vs. Pull: The Case for 50-50 <i>Raphael Thomadsen, Minha Hwang</i></p>	<p>TB12 – Parliament</p> <p>Sales Force</p> <p>Chair: Tom Steenburgh</p> <p>Control Patterns in Sales Organizations <i>Dominique Rouziès, Vincent Onyemah, Barton Weitz</i></p> <p>Identifying the Appropriate Functional Form of an Aggregate Sales Response Function <i>Sonke Albers</i></p> <p>Relationship Organization and Price Delegation: An Experimental Study <i>Noah Lim, Sung Ham</i></p> <p>The Effect of Sales Compensation Incentives on Customer Quality in Service Environments <i>Tom Steenburgh, Vineet Kumar</i></p>
<p>TB13 – North Star</p> <p>Auctions</p> <p>Chair: Peter Popkowski Leszczyc</p> <p>Losing the Loser's Curse and Reclaiming My Endowment: The Dynamics of Sequential Auctions on eBay <i>Tae-Hyung Pyo, Thomas Gruca, Dhananjay Nayakankuppam</i></p> <p>The Value of Reputation in an Online Freelance Marketplace <i>Hema Yoganarasimhan</i></p> <p>From Winner to Loser - Overpaying as a Process Across Multiple Auctions <i>Ju-Young Kim, Martin Natter</i></p> <p>A Study of Bidding Behavior in All-pay Auctions <i>Peter Popkowski Leszczyc</i></p>	<p>TB14 – Defender</p> <p>Advertising and Unique Topics</p> <p>Chair: Ming-Chih Tsai</p> <p>Is There a Dark Side of Adgames? – The Impact of Losing the Game <i>Celina Steffen, Gunnar Mau, Hanna Schramm-Klein</i></p> <p>An Empirical Analysis of Distance Measures for Hierarchical Clustering of Images <i>Sarah Frost, Daniel Baier</i></p> <p>Diffusion Patterns and Role of Antecedent Predictors-evidence From Chinese Automobile Industry <i>Xi Chen</i></p> <p>Antecedents and Consequences to Contract Manufacturing Services Marketing Intent: An Exploratory Investigation in the IC Manufacturing Service Context of Taiwan <i>Chengter Ted Ho, Saji K B, Uma Nair S, Hsi-Chi Teng</i></p> <p>Industrial Customer Satisfaction and Switching Behavior-threshold Model with eB2B Market <i>Ming-Chih Tsai, Wei-Che Hsu, Chien Hao Huang, Chieh-Hua Wen</i></p>	<p>TB15 – Great Republic</p> <p>How the Stock Market Alters Company Strategies</p> <p>Chair: Vivian (Yue) Qin</p> <p>Co- Chair: Vivian (Yue) Qin</p> <p>The Myopic Management of Intangible Assets: Evidence and Long-term Consequences <i>Vivian (Yue) Qin, Christine Moorman</i></p> <p>Firm Innovation and the Ratchet Effect Among Consumer Packaged Goods <i>Christine Moorman, Natalie M. Mizik, Fredrika J. Spencer, Simone Wies</i></p> <p>Learning That Pays: Stealth Strategies for Alliance to Acquisition <i>Matthew Manary, Christine Moorman</i></p>	<p>TB16 – St. George A</p> <p>Game Theory in Marketing I</p> <p>Chair: Jeffrey Shulman</p> <p>Product Diversion to a Direct Competitor <i>Jeffrey Shulman</i></p> <p>The Impact of Organized Retailing on Unorganized Retailing in Emerging Economies <i>Kinshuk Jerath, S Sajeesh</i></p> <p>Should a Firm Favor a Winner or Loser of a Contest: A Dynamic Contest Approach <i>Jiwoong Shin, Robert Ridlon</i></p> <p>The Impatient Innovator <i>Juanjuan Zhang</i></p>

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1.30-3.00 (TC)

<p>TC01 – Essex Ballroom South</p> <p>Search Marketing - II</p> <p>Chair: Dinah Vernik</p> <p>Optimal Bidding in Multi-Item Multi-Slot Sponsored Search Auctions <i>Kartik Hosanagar, Vibhanshu Abhishek</i></p> <p>Bid Jamming <i>Yi Zhu, Shijie Lu</i></p> <p>Competing Position Strategies for Related Keywords in Paid Search Market <i>Shuai Yang, Joseph Pancras, Yiping Song</i></p> <p>Competing Position Auction <i>Dinah Vernik, Zsolt Katona, Woochoel Shin</i></p>	<p>TC02 – Essex North Center</p> <p>Promotion & Customer Response Analysis</p> <p>Chair: Eric Schwartz</p> <p>Coupon Optimization – Making Coupons Personal <i>Dwight Mouton</i></p> <p>Customers' Dynamic Response to a Direct Couponing Program <i>Ignacio Osuna, Jorge Gonzalez, Julian Villanueva</i></p> <p>Are Free Trial Customers Worth Less Than Regular Customers? <i>Hannes Datta, Bram Foubert, Harald van Heerde</i></p> <p>Adaptive Marketing Experiments Using a Correlated Multiarmed Bandit <i>Eric Schwartz, Eric Bradlow, Peter Fader</i></p>	<p>TC03 – Essex North West</p> <p>Social Media's Impact on Firm Performance</p> <p>Chair: Ashish Sood</p> <p>The Dynamics of Commercial Media, Social Media, and Market Outcomes <i>Ho Kim, Dominique Hanssens</i></p> <p>Recovering the Actual Impact of Word-of-Mouth and Biases in Suppliers' Expectations <i>Dong Soo Kim, Duk Bin Jun</i></p> <p>Shape Analysis of Consumer Reviews: Evolution of Volume, Valence, and Dispersion <i>Ashish Sood, Mayukh Dass, Wolfgang Jank, Yue Tian</i></p>	<p>TC04 – Courier</p> <p>Consumer Behavior I</p> <p>Chair: Kimmy Wa Chan</p> <p>Moderating Role of Customer Participation on Corporate Reputation and Customer Citizenship Behavior <i>Harmeen Soch, Nidhi Aggarwal</i></p> <p>Use of Brand Symbolism in Teenagers: Evidence from a Modern-Conservative Country <i>Asli Kuscu</i></p> <p>Do Consumers' Knowledge and Attitudes Determine Their Perceptions and Willingness-to-pay for GSCM? <i>Bowon Kim, Kwangtae Park</i></p> <p>Service Unfairness is Not Good? The Mediating Roles of Envy, Benign Envy, and Boundary Conditions <i>Kimmy Wa Chan, Chi Kin (Bennet) Yim</i></p>
<p>TC05 – Essex Center</p> <p>Meet the Editors I</p> <p>Chair: Remi Trudel</p> <p>Editors of leading journals for marketing academics will present their editorial policies and perspectives. The following editors are represented: Marketing Science: Preyas Desai; Journal of Marketing Research: Tulin Erdem; Journal of Marketing: Jeff Inman; Journal of Consumer Research: Brian Ratchford; Management Science: Pradeep Chintagunta; Information Systems Research: Chris Dellarocas.</p>	<p>TC06 – St. George B</p> <p>Health Marketing – Behavior</p> <p>Chair: Daniel Shapira</p> <p>How do Health Claims Influence Product Choice Behavior? –An Experimental Study <i>Yasemin Boztug, Klaus G. Grunert, Liisa Laehteenmaeki</i></p> <p>Can Anchoring Effects be Used to Increase the Consumption of Fruit and Vegetables? <i>Iris Versluis, Philip Hans Franses</i></p> <p>Digital Healing: The Role of Mobile Health Apps in the World of Health 3.0 <i>Balaji Krishnan, Ankit Kesharwani</i></p> <p>Fashion Models and the Overweight Epidemic <i>Daniel Shapira, Amir Heiman, Oded Lowengart</i></p>	<p>TC07 – St. George C</p> <p>Social Influence and Profitability</p> <p>Chair: Barak Libai</p> <p>Co-Chair: Barak Libai</p> <p>Differential Adaptive Diffusion: Understanding Diversity and Learning Whom to Trust in Viral Marketing <i>William M. Rand, Lise Getoor, Hossam Sharara</i></p> <p>The Social Costs of Knockoffs: Consumer Disengagement From Cultural Innovations <i>Gil Appel, Barak Libai, Eitan Muller</i></p> <p>How Customer Referral Programs Convert Social Network Capital into Economic Capital <i>Christophe Van den Bulte, Sam K. Hui, Philipp Schmitt, Bernd Skiera</i></p> <p>Social Interactions in Customer Churn Decisions: The Impact of Relationship Directionality <i>Michael Haenlein</i></p>	<p>TC08 – Adams</p> <p>Recent Developments in Structural Learning Models</p> <p>Chair: Andrew Ching</p> <p>A Structural Analysis of Marketing-mix, Publicity and Correlated Learning: The Case of Statins <i>Hyunwoo Lim, Andrew Ching</i></p> <p>Cellular Service Demand: Biased Beliefs, Learning, and Bill Shock <i>Michael D. Grubb, Matthew Osborne</i></p> <p>An Empirical Model of Industry Dynamics with Common Uncertainty and Learning From the Past Actions of Competitors <i>Nathan Yang</i></p> <p>Learning and Network Effects within Social Networks <i>Mantian (Mandy) Hu, Daniel Yi Xu, Sha Yang</i></p>

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Thursday, June 7th, 2012

1.30-3.00 (TC)

<p>TC09 – Helicon</p> <p>Conjoint Analysis II</p> <p>Chair: Ely Dahan</p> <p>Context Dependence as a Driver of Preference Dynamics <i>Robert Rooderkerk, Berk Ataman</i></p> <p>Bayesian Rapid Optimal Adaptive Design: Applications Comparing Risky and Intertemporal Choice Models <i>Debajyoti Ray, Colin Camerer</i></p> <p>Direct Comparison of Utility Maximization and Disutility Minimization in Conjoint Analysis <i>Berry T. Cox, Amit Pazgal, Seethu Seetharaman</i></p> <p>Adaptive Best-worst Conjoint (ABC) Analysis <i>Ely Dahan</i></p>	<p>TC10 – St. George D</p> <p>New Product Adoption II</p> <p>Chair: Carlos Hernandez Mireles</p> <p>The Effects of Platform and Consumer Lifecycles on Content Sales in a Platform-Mediated Market <i>John Healey, Wendy Moe</i></p> <p>The Dynamics of New Product Feature Usage <i>Tingting Fan, Peter Golder, Eitan Muller</i></p> <p>Modeling New Product Trial and Early Repeat Purchase: An Individual-Level Multi-Product Approach <i>Carmen Liutec, Edward Blair, Rex Du</i></p> <p>A New Hazard Model with Causal Effects: A Study of the Sales-Price Crash in New Products Diffusion <i>Carlos Hernandez Mireles, Georgios Effraimidis, Gerard Tellis</i></p>	<p>TC11 – Empire</p> <p>Channel Governance and Contracting I</p> <p>Chair: Jong-Ho Lee</p> <p>The Consequences of Misaligned Formal Contracting for Relational Contracting <i>Jon Bingen Sande, Sven A. Haugland</i></p> <p>Can Bargain Power Paradox Institutionalize Fair Trade Ethics? A Consequential Evidence <i>Po-Fan Tsai, Wei-Che Hsu, Ming-Chih Tsai</i></p> <p>Does It Make Relational and Financial Sense to be a Responsive Strategic Supplier? <i>M.Abrahim Zaka</i></p> <p>The Interaction Effect of Formal Control and Social Control on B2B Performance <i>Jong-Ho Lee, Jae Wook Kim, Jin Hwa Rhee</i></p>	<p>TC12 – Parliament</p> <p>Sales Force Control Mechanisms</p> <p>Chair: James Hess</p> <p>A Dynamic Sales Force Model <i>Olivier Rubel</i></p> <p>Multi-product Pricing and Sales Incentives with Demand Interaction <i>Sumitro Banerjee, Alex Thevaranjan</i></p> <p>Expert Peers in Team Production <i>Jeff Boichuk, Michael Ahearne, Zachary Hall, Niladri Syam</i></p> <p>Thrill of Victory and Agony of Defeat: Emotional Rewards and Compensation <i>James Hess, Niladri Syam, Ying Yang</i></p>
<p>TC13 – North Star</p> <p>Research on Media-Platform Marketing and Two-sided Markets</p> <p>Chair: Murali K. Mantrala</p> <p>Targeted Advertising in Magazine Markets and the Advent of the Internet <i>Ambarish Chandra, Ulrich Kaiser</i></p> <p>Measuring the Economic Success of Marketing Investments in Two-sided Markets <i>Tim Kraemer, Oliver Hinz, Bernd Skiera</i></p> <p>Investigating Advertisers' View of Online and Print Media: Complements or Substitutes? <i>S Sriram, Sridhari Sridhar</i></p> <p>Social Network Games: An Emerging Platform for Product Placement Advertising <i>Huazhong Zhao, Jinhong Xie, Woochoel Shin</i></p> <p>A New Approach for Nonparametric Network Efficiency Analysis <i>Sridhari Sridhat, Murali K. Mantrala, Prasad A. Naik</i></p>	<p>TC14 – Defender</p> <p>Online Advertising</p> <p>Chair: Sridhar Narayanan</p> <p>Measuring Position Effects in Search Advertising: A Regression Discontinuity Approach <i>Sridhar Narayanan, Kirithi Kalyanam</i></p> <p>Here, There and Everywhere: Correlated Online Behaviors Can Lead to Overestimates of the Effects of Advertising <i>Randall Lewis, Justin M. Rao, David H. Reiley</i></p> <p>Synonyms and Sponsored Search Advertising: An Analysis of Exact Match and Broad Match <i>Amir Sayedi, Wilfred Amaldoss, Kinshuk Jerath</i></p> <p>Pricing Online Content: Fee vs. Free <i>Kanishka Misra, Anja Lambrecht</i></p>	<p>TC15 – Great Republic</p> <p>Top Management Processes and Marketing Investments: The Role of Strategic Flexibility</p> <p>Chair: Martin Artz</p> <p>The Role of Governance Mechanisms in Minimizing Myopic Marketing Investments <i>Amit Joshi, Gautham Vadakkepatt</i></p> <p>Aggressive Marketing Strategy Following Equity Offerings and Firm Value: The Role of Relative Strategic Flexibility <i>John Hulland, Kurt Didem</i></p> <p>Myopic Marketing and R&D Strategies Utilization: The Role of CMO, CEO, and CFO Personal Compensation Incentives <i>Martin Artz, Holger Daske, Natalie M. Mizik</i></p> <p>Who You Know Versus Where You Compete: How Inter-firm Networks Affect the Success of Technology Startups <i>Isaac Dinner, Andrew Stephen</i></p>	<p>TC16 – St. George A</p> <p>Game Theory In Marketing II</p> <p>Chair: Paul Messinger</p> <p>The Effect of Information on Pre-purchase Risk Reduction Tools on Perceptions and Choices in Competition <i>Amir Heiman</i></p> <p>Keeping Your Enemies Closer <i>Jeffrey Cai, Jagmohan Raju</i></p> <p>Making the Grade: Product Quality Reporting by Infomediaries <i>Nina Baranchuk, Ashutosh Prasad</i></p> <p>Self-Service Co-creation: Cooperation or Competition? <i>Paul Messinger, Kursad Asdemir, Bora Kolfal</i></p>

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1.30-3.00 (TC)

<p>TC17 – Essex North East</p> <p>Agent-Based Modeling</p> <p>Chair: Curt Stenger</p> <p>Simulating a Movie's Box Office Using an Agent-based Modeling Approach <i>Youngjin Park, Seo Il Cha</i></p> <p>Cross-Selling Behavior of the Sales Force: The Effect of Salesperson-Owned Loyalty <i>Yashar Atefi, Michael Ahearne, Niladri Syam</i></p> <p>Investigating the Profitability of Multilevel Marketing <i>Prithwiraj Mukherjee, Arnaud De Bruyn</i></p> <p>Merging Vector-Autoregression & Agent-Based Models for Consumer Market Simulation of Sales <i>Curt Stenger, Rosanna Garcia, Koen Pauwels</i></p>			
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2012 INFORMS Marketing Science Conference

Thursday, June 7th, 2012

3.30-5.00 (TD)

<p>TD01 – Essex Ballroom South</p> <p>Search Marketing - III</p> <p>Chair: Oded Netzer</p> <p>A New Dynamic Bayesian Space-time Model for Customer Acquisition <i>L. Katie Yang, David Bell</i></p> <p>Dynamics of Sales and Consumer Online Search: the Case of the U.S. Automobile Market <i>Ye Hu, Sina Damangir, Rex Du</i></p> <p>A Web Engagement Model Grounded on a Combined Online Behaviour-human Computer Interaction Framework <i>Antonio Hyder, Enrique Bigne</i></p> <p>Using Hidden Markov Models to Identify Job Seekers From Social Network Data <i>Oded Netzer, Peter Ebbes</i></p>	<p>TD02 – Essex North Center</p> <p>Modeling Online Behaviors</p> <p>Chair: Anocha Aribarg</p> <p>The Adoption of Online Distribution Channels and its Impact on Hotel's Marketing Strategies <i>Steven Lu, Yupin Yang, Ulku Yuksel</i></p> <p>Let Me Stack Them Up: An Analysis of Internet Marketing Service Contract <i>Ryan Choi</i></p> <p>Modeling Competition Among Paid Search Advertisers <i>Shijie Lu, Xianghua Lu, Sha Yang</i></p> <p>Choice Interdependence in a Social Network <i>Anocha Aribarg, Yves Atchade, Jing Wang</i></p>	<p>TD03 – Essex North West</p> <p>Spillover Effects of New Media</p> <p>Chair: Junlin Du</p> <p>Social Advertising <i>Catherine Tucker</i></p> <p>Influence of Product Recommendations on Phantom Effects in an Online Shopping Environment <i>Jana Luisa Diels, Lutz Hildebrandt</i></p> <p>From Stranger toward Friend: Using Social Media to Build Consumer-Brand Relationships <i>Renee Gosline, Nell Putnam-Farr, Joyce Salisbury, Glen Urban</i></p> <p>How to Persuade 100,000 Friends? Understanding Blogs as One-to-One Mass Media <i>Soyean (Julia) Kim, Barbara Bickart, Frederic Brunel, Seema Pai</i></p> <p>Sponsored Social-learning in Social Shopping Network <i>Junlin Du, Xiaojing Dong, Yacheng Sun</i></p>	<p>TD04 – Courier</p> <p>Consumer Behavior - Decision Making</p> <p>Chair: J. Jeffrey Inman</p> <p>Quantity Decision After Missing a Better Opportunity <i>Song Su, Rong Chen, Jinsong Huang, Liuning Zhou</i></p> <p>Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behavior <i>Koert Van Ittersum, Joost Pennings, Daniel Sheehan, Brian Wansink</i></p> <p>When Knowing Hurts: The Dynamic Influence of Spending Feedback on Intra-Shopping Trip Decisions <i>Daniel Sheehan, Koert Van Ittersum</i></p> <p>What Determines Unplanned Purchases?: A Model Including Purchase History and Within-Trip Dynamics <i>Karen Stilley, Tim Gilbride, J. Jeffrey Inman</i></p>
<p>TD05 – Essex Center</p> <p>Meet the Editors II</p> <p>Chair: Seema Pai</p> <p>Editors of leading journals for marketing academics will present their editorial policies and perspectives. The following editors are represented: Quantitative Marketing and Economics: Greg Allenby/Sridhar Moorthy; International Journal of Research in Marketing: Jacob Goldenberg; Journal of Retailing: Praveen Kopalle; Journal of Service Research: Kay Lemon; Marketing Letters: Joel Steckel.</p>	<p>TD06 – St. George B</p> <p>Pricing I</p> <p>Chair: Jorge Silva-Risso</p> <p>The Welfare Effects of "Bill Shock" Regulation in Mobile Telecommunication Markets <i>Lai Jiang</i></p> <p>Strategic Price Obfuscation and its Impact on Consumer Search and Consideration Set Formation <i>David Muir, Katja Seim, Maria Ana Vitorino</i></p> <p>Variety and Quality Heterogeneity on Two-Sided Platform <i>Ruhai Wu, Mei Lin</i></p> <p>Out with the Old, In with the New: The Impact of "Cash for Clunkers" <i>Jorge Silva-Risso, Meghan Busse, Christopher Knittel, Florian Zettelmeyer</i></p>	<p>TD07 – St. George C</p> <p>Mobile Marketing</p> <p>Chair: Andrew Stephen</p> <p>Determinants of Mobile Advertising Effectiveness <i>Yakov Bart, Miklos Sarvary, Andrew Stephen</i></p> <p>Monetizing the Effect of In-store Travel Distance on Unplanned Purchases: The Relative Effectiveness of Mobile Shopping Apps versus Store Layout <i>J. Jeffrey Inman, Yanliu Huang, Sam K. Hui, J. Jeffrey Inman, Jacob A. Suher</i></p> <p>Tie Strength and Network Closure on the Mobile Internet <i>Raghuram Iyengar, Anindya Ghose, Sang Pil Han</i></p> <p>Consumer Surplus in the New Mobile Economy: Estimating Demand for Mobile Apps <i>Anindya Ghose, Sang Pil Han</i></p>	<p>TD08 – Adams</p> <p>Marketing in Emerging Markets</p> <p>Chair: K. Sudhir</p> <p>Consumer Adoption of Modern Retail in Emerging Markets: Evidence From India <i>Vishal Narayan, Vithala R. Rao, K. Sudhir</i></p> <p>Traditionalism Meets Modernity: Market Insights From Store Level Data in the Indian Retail Sector <i>Debabrata Talukdar, K. Sudhir</i></p> <p>Income Inequality and the Demand for Counterfeits <i>Yi Qian, Derek Rucker</i></p> <p>Fraud Transactions under Seller Rating System: A Dynamic Analysis of Price and Quality Competition on Online Retailing Platform <i>Baohong Sun, Xiao Liu, Robert Miller, Zhanbo Zhao</i></p>

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<p>TD09 – Helicon</p> <p>Multiattribute Choice Models</p> <p>Chair: Minki Kim</p> <p>Catch A Tiger By His Toe: A Linear Programming Approach to Large Scale Discrete Choice Problems <i>David Anderson, Anna Devlin, William M. Rand</i></p> <p>Understanding Choice Variation in Group Decision-making <i>Sam Riehmuller, Ujwal Kayande</i></p> <p>Analyzing Heterogeneous Voting Behavior in Multiparty Elections: Implications for Political Marketing <i>Minki Kim</i></p>	<p>TD10 – St. George D</p> <p>New Products Adoption III</p> <p>Chair: Kay Ryung Koo</p> <p>The Effect of ISP Availability on Internet Adoption <i>Junzhao Ma</i></p> <p>An Investigation of Domain-specific Innovativeness <i>Masataka Yamada, Toshihiko Nagaoka</i></p> <p>Markets or Exports?: Understanding Innovation in Emerging Markets <i>Bruce McWilliams, Rubina Verma</i></p> <p>Prediction of Trial Purchase of New Product Based on Purchase History of Market Mavens <i>Takashi Teramoto, Akira Shimizu</i></p> <p>Empirical Analysis of Market Maven's Behavior <i>Kay Ryung Koo, Jiyeon Kim, Janghyuk Lee</i></p>	<p>TD11 – Empire</p> <p>Consumer Channel Choice</p> <p>Chair: Jing Li</p> <p>The Effect of Unobservable Learning States on Customers' Channel Preference Evolution <i>Chun-Wei Chang</i></p> <p>Consumer Shopping Behavior and Product Cannibalization <i>Bin Li, Xinxin Li, Hongju Liu</i></p> <p>A Study to Evaluate Consumers Intention to Use Stationary, Mobile and TV Devices for Online Shopping <i>Gerhard Wagner, Hanna Schramm-Klein, Sascha Steinmann</i></p> <p>Cross-competition Effects During the Customer Adoption of a New Online Channel <i>Jing Li, Umut Konus, Fred Langerak, Mathieu Weggeman</i></p>	<p>TD12 – Parliament</p> <p>Bayesian Methods I</p> <p>Chair: Jonathan Lee</p> <p>When Are Your Customers Active? A State-Switching Mixture Model for Always-a-Share Markets <i>Joachim Bueschken, Shaohui Ma</i></p> <p>A Managerial Perspective on Predicting Customer Behavior <i>Robin Wuenderlich, Florian v. Wangenheim, Nancy Wuenderlich</i></p> <p>A Bayesian Approach to Correspondence Analysis <i>Jonathan Lee</i></p>
<p>TD13 – North Star</p> <p>Bidding Strategies and Design in Quality Auctions</p> <p>Chair: Sandy Jap</p> <p>Co-Chair: Eman Haruvy</p> <p>Differentiated Bidders and Bidding Behavior in Procurement Auctions <i>Sandy Jap, Eman Haruvy</i></p> <p>Bidders as Networks and Key Bidders in Online Auctions: A Case of Fine Art Auctions <i>Mayukh Dass, Dawn Iacobucci, Srin Reddy</i></p> <p>Advertising Agency Selection Contest with Stipends for New Business <i>Dan Horsky, Sharon Horsky, Robert Zeithammer</i></p> <p>Quality Scores that Make You Invest <i>Zsolt Katona, Yi Zhu</i></p> <p>Pay What you Like: A Controlled Laboratory Experiment <i>Robert Zeithammer, Klaus M. Schmidt, Martin Spann</i></p>	<p>TD14 – Defender</p> <p>Global Branding</p> <p>Chair: K. Sivakumar</p> <p>Global Brand Relationship: Understand Customer Relationship with Global Brand that Does not Exist <i>Ibrahim Abosag, Oleskii Bekh</i></p> <p>The Role of Internationalization in Firms' Branding Strategy Choices <i>Saejoon Kim, Pravin Nath</i></p> <p>Cross-country Analysis of Conspicuous Consumption: The Case of the Automotive Industry <i>M. Berk Talay, Janell Townsend</i></p> <p>Modeling Cultural Distance in Globalization Research: Measurement, Interpretation, and Implications <i>K. Sivakumar</i></p>	<p>TD15 – Great Republic</p> <p>Marketing and Firm Performance I</p> <p>Chair: Atanas Nikolov</p> <p>Is Corporate Reputation Relevant for Financial Analysts? <i>Elena Michel, Manfred Schwaiger</i></p> <p>Sources and Financial Consequences of Product-harm Crises: Evidence from Automobile Industry <i>Wonjoo Yum, Yan Liu, Venkatesh Shankar</i></p> <p>Advertising Media Mix Decisions and Firm Value <i>Jaime Romero, Pablo J. Lopez-Tenorio</i></p> <p>Advertising Spending's and Marketing Strategy <i>Atanas Nikolov, Sundar Bharadwaj, Anindita Chakravarty, Guiyang Xiong</i></p>	<p>TD16 – St. George A</p> <p>Channels: Game Theory I</p> <p>Chair: Suman Thomas</p> <p>How Brand Image and Product Characteristics Can Govern Firms' OEM and Entry Decisions <i>Fabio Caldieraro</i></p> <p>How Warranty Influence the Pricing Strategy: Monopoly Manufacturer vs Multiple Retailers <i>Dalu Fang, Xubing Zhang</i></p> <p>The Equilibrium Channel and Advertising Strategies for Duopolistic Retailers <i>Shan-Yu Chou</i></p> <p>Sachet: Use of Size as a Retail Competitive Tool <i>Suman Ann Thomas, Trichy Krishnan</i></p>

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3.30-5.00 (TD)

<p>TD17 – Essex North East</p> <p>Consumer Promotion Response</p> <p>Chair: Nathan Fong</p> <p>The Deal is on: Understanding and Managing Deal-of-the-day Promotions <i>Maik Eisenbeiss, Markus Cornelissen, Bernd Skiera, Robert Wilken</i></p> <p>State Dependence in Frequency Reward Programs: A Dynamic Structural Examination <i>Huseyin Karaca, Yuxin Chen, Lakshman Krishnamurthi</i></p> <p>Loyalty Effects of Multi-Item Promotions: What Happens to Brand Choice After the Promotion? <i>Carmen Horn, Bram Foubert, Karen Gedenk, Michael Knaf, Sonja Spürkmann</i></p> <p>Targeted Marketing and Customer Search <i>Nathan Fong</i></p>			
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8.30-10.00 (FA)

<p>FA01 – Essex Ballroom South</p> <p>Adoption & Diffusions in Social Networks</p> <p>Chair: Timothy Richards</p> <p>Enhancing Brand Information Diffusion in Social Network Services: Challenging the Bandwidth-Diversit <i>Janghyuk Lee, Seokchul Baek, Sanghyun Jeon, Young-Kyu Kim</i></p> <p>Diffusion on Social Networks: A Multi-relational Perspective <i>Xi Chen, Ralf van der Lans</i></p> <p>Impact of Social and Spatial Proximity on the Adoption Timing of Telecommunication Service <i>Jannik Meyners, Christian Barrot, Jan U. Becker</i></p> <p>Social Networks and New Product Choice <i>Timothy Richards, Stephen Hamilton</i></p>	<p>FA02 – Essex North Center</p> <p>Online Customer Behavior – I</p> <p>Chair: Manish Tripathi</p> <p>Print vs. Digital: Cannibalization Effects in the Trade Book Market <i>Edlira Shehu, Michel Clement, Tim Prostka</i></p> <p>Impact of Online Exposures: Influencing Online Shopper's Intent <i>Sudipt Roy, Pulak Ghosh, Purushottam Papatla</i></p> <p>Raising Rival's Cost: Competitive Bidding Strategies in Search Advertising Auctions <i>Woochoel Shin</i></p> <p>Completing the Customer Generated Content Loop: Linking Customer Complaint Data to CGM <i>Manish Tripathi, Douglas Bowman</i></p>	<p>FA03 – Essex North West</p> <p>Online Pricing & Promotions</p> <p>Chair: Charles Ingene</p> <p>An Analysis of Optimal Discounts for Coupon Deals <i>Jochen Reiner, Martin Natter, Bernd Skiera</i></p> <p>An Empirical Analysis of Digital Music Bundling Strategies <i>Yan Huang, Brett Danaher, Michael Smith, Rahul Telang</i></p> <p>The Influence of Social Couponing on the Merchant's Promotion Decisions <i>Gang Wang</i></p> <p>Are Retail Stores Dinosaurs? <i>Charles Ingene, Amiya Basu</i></p>	<p>FA04 – Essex Courrier</p> <p>Consumer Behavior II</p> <p>Chair: Seshan Ramaswami</p> <p>Which Paradigm to Use for Extremeness Aversion Research? Meta-analytical and Experimental Evidence <i>Nico Neumann, Ulf Böckenholt, Ashish Sinha,</i></p> <p>A Dual Process Theory of Decision Anomalies <i>Mark Schneider, Robin Coulter</i></p> <p>Consumer Search: An Empirical Foundation <i>William Allender, Timothy Richards</i></p> <p>Market Disruptions and Brand-switching Behavior in Emerging Markets <i>Sridhar Samu, Tanuka Ghoshal, Sudhir Voleti</i></p> <p>The Attributes of Attributes <i>Seshan Ramaswami</i></p>
<p>FA05 – Essex Center</p> <p>Uncovering Managerial Insights From Video Data</p> <p>Chair: Min Ding</p> <p>Modeling the Dynamic Influence of Group Interaction and the Store Environment on Shopper Preferences and Purchase Behavior <i>Xiaoling Zhang, Shibo Li, Raymond Burke</i></p> <p>An Intelligent Video Ad System <i>Li Xiao, Min Ding</i></p> <p>Impact of Retailer Promotions on Store Traffic - A Video-based Technology <i>Shyda Valizade-Funder, Oliver Heil, Kamel Jedidi</i></p> <p>Fitting Room 2.0 – Real Time Garment Recommender <i>Shasha Lu, Min Ding, Li Xiao</i></p>	<p>FA06 – St. George B</p> <p>Consumer Health & Marketing: The Impact of External Cues & Internal Motivations on Consumers' Food Choices</p> <p>Chair: Kusum Ailawadi</p> <p>Consumer Health & Marketing: The Impact of External Cues & Internal Motivations on Consumers' Food Choices <i>Jason Riis, Susan J. Barraclough, Lillian Sonnenberg, Anne N. Thorndike</i></p> <p>How Packaging Makes Us Fat: Volume Estimation Heuristics and Size Preferences <i>Pierre Chandon, Nailiya Ordabayeva</i></p> <p>Drivers of Regular Food Purchases and the Impact of a Change in Health Status: The Case of Diabetes Diagnosis The Case of Diabetes Diagnosis <i>Kusum Ailawadi, Dhruv Grewal, Yu Ma</i></p> <p>Unintended Nutrition Consequences: Firm Responses to the Nutrition Labeling and Education Act <i>Joel Huber, Rosellina Ferraro, Christine Moorman</i></p>	<p>FA07 – St. George C</p> <p>Extant Research on Customer Management</p> <p>Chair: Peter C. Verhoef</p> <p>The Effect of Continuously Rewarding Customers: A Study of Frequency Reward Programs Linked to the World Championship Soccer <i>Alec Minnema, Tammo H.A. Bijmolt, Mariëlle C. Non</i></p> <p>Decomposing Long Term Returns From Retailer Customized Coupons: Retention, Category Incidence or Brand Switching <i>Rajkumar Venkatesan, Dusan Curcic, Paul Ferris</i></p> <p>Assessing Participation Loyalty in Online Communities <i>Liron Sivan, Barak Libai, Gal Oestricher-Singer</i></p> <p>Effects of Direct Mail Characteristics on Campaign Effectiveness <i>Kay Peters, Sebastian Feld, Heiko Frenzen, Manfred Krafft, Peter C. Verhoef</i></p>	<p>FA08 – Adams</p> <p>The Dynamic Effects of Strategic Responses to Market Incentives I</p> <p>Chair: Ahmed Khwaja</p> <p>Co-Chair: K. Sudhir</p> <p>Incentives from Employee Pay and Promotion System: Evidence from A Reform in A Large Japanese Auto Sales Firm <i>Tat Chan, Hideo Owan, Tsuyoshi Tsuru</i></p> <p>Dynamic Choices under Uncertainty in the Presence of Moral Hazard: Estimating a Model of Health Care Decisions <i>Ahmed Khwaja</i></p> <p>What Killed the Blackberry? Demand Side Drivers of Mobile Phone Purchases <i>Vineet Kumar, Timothy Derdenger</i></p> <p>A Dynamic Model of Subprime Mortgage Default: Estimation and Policy Implications <i>Minjung Park, Patrick Bajari, Sean Chu, Denis Nekipelov</i></p>

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8.30-10.00 (FA)

<p>FA09 – Helicon</p> <p>Consumer Preference Elicitation: Insights and New Methods</p> <p>Chair: Lan Luo</p> <p>The Strategic Importance of Predictive Uncertainty in Conjoint Design <i>Matthew Selove, John Hauser</i></p> <p>Dynamic Experiments for Estimating Preferences: An Adaptive Method of Eliciting Time and Risk Parameters <i>Olivier Toubia, Philippe Delquié, Theodoros Evgeniou, Eric Johnson</i></p> <p>Voice Analysis for Incorporating Uncertainty in Consumer Responses <i>Hye-jin Kim, Min Ding</i></p> <p>Consumer Preference Elicitation of Complex Products using Support-vector-machine (SVM) Active Learning <i>Dongling Huang, Lan Luo</i></p>	<p>FA10 – St. George D</p> <p>New Product Development</p> <p>Chair: Vish Krishnan</p> <p>Optimal Sampling Network for New Product Test Marketing <i>Inseong Song, Hongsuk Yang</i></p> <p>How does Customer Participation Affect Task Performance? The Role of Relationship Multiplexity <i>Johanna Slot, Inge Geyskens, Stefan Wuyts</i></p> <p>Who's Lying? A New Take on Traditional FMCG Concept Testing <i>Raimund Bau, Tilo Halaszovich</i></p> <p>Extend or Trim: The Effect of a Firm's Product Portfolio on its NPD Plan <i>Vish Krishnan, Sreekumar Bhaskaran</i></p>	<p>FA11 – Empire</p> <p>New Product Development and the Marketing/Operations Interface</p> <p>Chair: Glen Schmidt</p> <p>How Important are Raw Ideas in Innovation Success? <i>Laura Kornish, Nitin Joglekar, Karl Ulrich</i></p> <p>Product Design for Flexible Needs <i>Karthik Ramachandran, Aydn Alptekinoglu, Kissan Joseph</i></p> <p>Customer Valuation of Modularly-upgradeable Products <i>Sezer Ülkü, Claudiu V. Dimofte, Paul Messinger, Glen Schmidt</i></p>	<p>FA12 – Parliament</p> <p>Bayesian Estimation of Structural Models in Marketing</p> <p>Chair: Andrew Ching</p> <p>Co-Chair: Masakazu Ishihara</p> <p>Bayesian Estimation of Non-stationary Discrete Choice Dynamic Programming Models <i>Masakazu Ishihara, Andrew Ching</i></p> <p>Dynamic Demand and Dynamic Pricing in a Storable Good Market <i>Matthew Osborne</i></p> <p>An MCMC Approach to Estimating Demand for Differentiated Durable Products Using Aggregate Data <i>Yutec Sun, Masakazu Ishihara</i></p> <p>A Simple Structural Model of Individual Demand for Multiple Related Goods <i>Andres Musalem, Patricio Del Sol, Kenneth Wilbur</i></p>
<p>FA13 – North Star</p> <p>Social Influence I</p> <p>Chair: John Roberts</p> <p>Sales Force Targeting Strategy Incorporating Social Contagion among Decision-Makers <i>Jiaoyang Li, Venkatesh Shankar</i></p> <p>Investigating Neighborhood Effects in Customer Acquisition Models across Multiple Product Categories <i>Philippe Baecke, Dirk Van den Poel</i></p> <p>Testing Agent-Based Models of Innovation Diffusion: the Additive Approach and the Threshold Approach <i>Sebastiano Delre, Eitan Muller</i></p> <p>Calibrating the Belief Structures of Stakeholder Groups with Respect to Climate Change Policy <i>John Roberts, Hieu Ha, Pamela Morrison</i></p>	<p>FA14 – Defender</p> <p>Measuring Brands</p> <p>Chair: Luming Wang</p> <p>An Empirical Assessment of the Vampire Effect of Celebrity Endorsers and its Moderators <i>Carsten Erfgen, Henrik Sattler, Sebastian Zenker</i></p> <p>Modeling the Age-related "Reminiscence Bump" in Brand Recall <i>Gilles Laurent, Raphaëlle Lambert-Pandraud</i></p> <p>Evaluating the Favorability of Brand Association Networks using Brand Concept Maps <i>Oliver Schnittka, Henrik Sattler, Sebastian Zenker</i></p> <p>A Psychometric Theory that Measures Up to Marketing Reality: An Adapted Many Facet IRT Model <i>Luming Wang, Adam Finn</i></p>	<p>FA15 – Great Republic</p> <p>Marketing Metrics</p> <p>Chair: Koen Pauwels</p> <p>Valuing Growth: How Marketing Contributes to Value From Future Profit Growth <i>Tobias Hornig, Marc Fischer</i></p> <p>Consumer Attitude Metrics for Guiding Marketing Resource Allocation <i>Dominique Hanssens, Koen Pauwels, Shuba Srinivasan, Marc Vanhuele, Gokhan Yildirim</i></p> <p>Is Your Brand Going Out of Fashion? A Quantitative, Causal Study to Predict Brand Value from Search <i>Maureen Schumacher, V. Kumar</i></p> <p>Is the Classic Funnel Dead? Sales Impact of Classic and New Online Funnel <i>Koen Pauwels</i></p>	<p>FA16 – St. George A</p> <p>Retailing and Operations: Analytic Models</p> <p>Chair: Anne T. Coughlan</p> <p>Wardrobing: Is it that Bad? <i>Ahmed Timoumi, Anne T. Coughlan</i></p> <p>Billboard or Scarcity Effects of Inventory on Demand <i>Gerard Cachon</i></p> <p>Why Would a Retailer Want to Use a Category Captain? <i>Skander Esseghaier, Ahmed Timoumi</i></p> <p>R&D Lead Time and Product Line Strategies <i>Oded Koenigsberg, Eyal Biyalogorsky</i></p> <p>Price-matching Policies in a Multichannel Retail Setting <i>Elie Ofek, Pavel Kireyev, Vineet Kumar</i></p>

2012 INFORMS Marketing Science Conference

Friday, June 8th, 2012

10.30-12.00 (FB)

<p>FB01 – Essex Ballroom South</p> <p>Relationships Among Social Media Actors</p> <p>Chair: Donna Hoffman</p> <p>Flourish or Perish: The Drivers of Amateurs' Success at Social Net-literature Sites <i>Shibo Li, Amy Wenxuan Ding</i></p> <p>Networking for Success <i>Florian Stahl, Asim Ansari, Lucas Bremer, Mark Heitmann</i></p> <p>The Role of Social Interactions and Incentives in Driving Consumer Behavior <i>Kamer Toker, Huan Liu, Minakshi Trivedi, Ercan Yildiz</i></p> <p>Predicting Identification with Social Media Groups: Flourishing Independents or Languishing Interdependents <i>Donna Hoffman, Thomas P. Novak, Randy Stein</i></p>	<p>FB02 – Essex North Center</p> <p>Online Customer Behavior – II</p> <p>Chair: Amit Mehra</p> <p>Do Consumers Refer Deals to Friends? Effects of Tipping Point and Pricing Strategy on Daily Deals <i>Namil Kim, Wonjoon Kim, Jihwan Lim, Joonhyuk Yang</i></p> <p>Consumer Behavior Analysis using the Behavioral Perspective Model From the Context of E-mail Marketing <i>Valdimar Sigurdsson, Gordon Foxall, Vishnu Menon</i></p> <p>User-Generated Content and Political Opinions <i>Pinar Yildirim, Esther Gal-Or, Tansev Geylani</i></p> <p>Pricing on Brick-and-Mortar and Online Retail Channels with Multichannel Customer Shopping <i>Amit Mehra, Subodha Kumar, Jagmohan Raju</i></p>	<p>FB03 – Essex North West</p> <p>Social Media and WOM - I</p> <p>Chair: Sascha Steinmann</p> <p>How Engagement Experiences with Social Media Affect Online Usage and Cause Marketing Effects <i>Tiffany Ting-Yu Wang</i></p> <p>Do We Need a Consumer-centric Ranking Systems? A Caution Tale From TripAdvisor.com <i>Lijia Xie, Chih-Chien Chen, Shin-Yi Wu</i></p> <p>The Effect of Visual Representation on the Persuasiveness of Online WOM Messages <i>Anthony Asare, Adwait Khare, Lauren Labrecque</i></p> <p>The Impact of Social Distance in Virtual Brand Communities on Consumer Behavior <i>Sascha Steinmann, Gunnar Mau, Jan Quickels, Hanna Schramm-Klein, Gerhard Wagner</i></p>	<p>FB04 – Courier</p> <p>Goals and Decision-Making</p> <p>Chair: Remi Trudel</p> <p>Information Search, Overconfidence and Investor Returns <i>Sheila Goins, Thomas Gruca</i></p> <p>Modeling Consumer Decision-Making under Multiple Goals <i>Lianhua Li, Jennifer Argo, Joffre Swait</i></p> <p>Can Small Victories Help Win the War? Evidence From Consumer Debt Management <i>Blakeley McShane, David Gal</i></p> <p>Helping Consumers Get Out of Debt Faster: How Debt Repayment Strategies Affect Motivation to Repay Debt <i>Remi Trudel, Gerald Häubl, Keri L. Kettle</i></p>
<p>FB05 – Essex Center</p> <p>2011-12 Gary L. Lilien ISMS-MSI Practice Prize Competition- Finalists' Presentations</p> <p>Chair: Russell Winer</p> <p>Creating a Measurable Social Media Marketing Strategy for Hokey Pokey: Increasing the Value and ROI of Intangibles and Tangibles <i>V. Kumar, Vikram Bhaskaran, Rohan Mirchandani, Milap Shah</i></p> <p>Category Optimizer™: A Dynamic Assortment, New Product Introduction, Price-Optimization and Demand-Planning System <i>Ashish Sinha, Sharat Mathur, Anna Sahgal</i></p> <p>PROSAD: A Bidding Decision Support System for Profitable Search Engine Marketing <i>Bernd Skiera, Nadia Abou Nabout, Steffen Vodel</i></p>	<p>FB06 – St. George B</p> <p>Pharmaceutical Marketing</p> <p>Chair: Japp Wieringa</p> <p>Co-Chair: Stefan Stremersch</p> <p>The Role of Free Samples in the Pharmaceutical Industry: An Empirical Analysis <i>Puneet Manchanda, Renna Jiang, Sridhar Narayanan</i></p> <p>On the Use of Practitioner Budgeting Rules <i>Marc Fischer, Nils Wagner</i></p> <p>International Growth of Generic Drugs <i>Vijay Ganesh Hariharan, Vardit Landsman, Stefan Stremersch, Isabel Verniers</i></p> <p>How, When and to Whom Should Pharmaceutical Innovations be Promoted? <i>Katrin C. Reber, Peter S. H. Leeflang, Philip Stern, Japp Wieringa</i></p>	<p>FB07 – St. George C</p> <p>Customer Relationship Management II</p> <p>Chair: J. Andrew Petersen</p> <p>Further Understanding Customer Loyalty: Explaining Variance in Drivers across Firms & Industries <i>Yi-Chun Ou, Peter C. Verhoef, Thorsten Wiesel</i></p> <p>The Impact of Return Policy on Transaction- and Relationship-level Behaviors: Theory and Empirics <i>Xiaoqing Jing</i></p> <p>Product Warranties as Reputation Mechanisms: An Investigation in Business-to-Business Markets <i>Lu Tai, Mrinal Ghosh, Tirthankar Roy</i></p> <p>The Effect of National Culture on Consumer Behavior and Response to Marketing Initiatives <i>J. Andrew Petersen, V. Kumar, Tarun Kushwaha</i></p>	<p>FB08 – Adams</p> <p>The Dynamic Effects of Strategic Responses to Market Incentives II</p> <p>Chair: Ahmed Khwaja</p> <p>Identification of Dynamic Models of Rewards Programs <i>Andrew Ching, Susumu Imai, Masakazu Ishihara, Neelam Jain</i></p> <p>Dynamic Pricing with Negative Buyer Herding <i>Guofang Huang, Hong Luo, Jing Xia</i></p> <p>An Empirical Model of Dynamic Merger Enforcement <i>Przemyslaw Jeziorski</i></p> <p>Dynamic Learning and Exit in a Competitive Industry <i>Hongju Liu, Qiaowei Shen</i></p>

2012 INFORMS Marketing Science Conference

Friday, June 08th, 2012

10.30-12.00 (FB)

<p>FB09 – Helicon</p> <p>Choice Models I</p> <p>Chair: <i>Bas Donkers</i></p> <p>Measuring Incrementality and Substitutability in Automotive Purchases <i>Jihoon Cho, Fred Feinberg, Richard Gonzalez, Mike Palazzolo</i></p> <p>The Value of Field Experiments <i>Jimmy Li, Paat Rusmevichientong, Duncan Simester, John Tsitsiklis, Spyros Zoumpoulis</i></p> <p>The Effect of Constructed Preferences on Consumer Search for Durable Goods <i>Daria Dzyabura</i></p> <p>Unity Makes Strength: Combining Binary Prediction Methods to Optimize Financial Performance <i>Bas Donkers, Aurelie Lemmens, Peter C. Verhoef</i></p>	<p>FB10 – St. George D</p> <p>Innovation I</p> <p>Chair: <i>Elina Petrova</i></p> <p>Predicting a Patent's Lifetime Value (PLV) using Patent Rank <i>Monte Shaffer, Avimanyu Datta, Len Jessup, U.N. Umesh</i></p> <p>Spatial Success Factors for Product and Process Innovation in the Renewable Energy Sector <i>Anke Kutschke, Daniel Baier, Alexandra Rese</i></p> <p>Optimal Licensing of an Agricultural Innovation: Fees versus Licenses <i>Di Fang, Timothy Richards, Bradley Rickard</i></p> <p>The Impact of Openness in Innovation on Firms' Performance <i>Elina Petrova, Jean Johnson, Sanjay Sisodiya</i></p>	<p>FB11 – Empire</p> <p>Supply Chain Issues at the Marketing-Operations Interface</p> <p>Chair: <i>Chakravarthi Narasimhan</i></p> <p>Multilateral Bargaining and Downstream Competition <i>Liang Guo, Itai Ashlagi, Ganesh Iyer</i></p> <p>Engine Mix Planning Optimization Across an Auto Fleet <i>Fred Feinberg, Mike Palazzolo, Jihoon Cho, Richard Gonzalez, Morris Cohen</i></p> <p>The Economics of Joint Production in Services: Complementarity, Returns to Scales and the Client-provider Boundary <i>Guillaume Roels</i></p>	<p>FB12 – Parliament</p> <p>Bayesian Methods II</p> <p>Chair: <i>Duncan Fong</i></p> <p>An Alternative Approach to Choice Based Conjoint Analysis <i>Sudhir Voleti, Pulak Ghosh, Seenu Srinivasan</i></p> <p>Design and Analysis for a Selective Choice Process <i>Qing Liu, Ty Henderson</i></p> <p>Generalized Direct Sampling for Hierarchical Bayesian Models <i>Michael Braun, Paul Damien</i></p> <p>A Heterogeneous Bayesian Regression Model for the Analysis of Cross-sectional Data <i>Duncan Fong, Wayne DeSarbo, Peter Ebbes</i></p>
<p>FB13 – North Star</p> <p>Entertainment Marketing I</p> <p>Chair: <i>Min Ding</i></p> <p>"I Got You Babe": Brand Alliances in Live Music <i>Anita Elberse, Vankat Kuppuswamy</i></p> <p>Understanding Consumer Preference of Films From Voice Responses <i>Min Ding, Hye-jin Kim</i></p> <p>An Investigation of the Relationship Between Minimum Guarantees and Movie Revenues <i>Mark A.A.M. Leenders, Gerda Gemser, Charles B. Weinberg</i></p> <p>What is Advertising Content Worth? Evidence From the Motion Pictures Industry <i>Vithala R. Rao, Suman Basuroy, S. Abraham Ravid</i></p> <p>The Impact of Social Networks on the Success of Innovation: A Study of the Hollywood Motion Picture Industry <i>Jurui Zhang, Yubo Chen, Yong Liu</i></p>	<p>FB14 – Defender</p> <p>Brand and Intellectual Property Management</p> <p>Chair: <i>Yi Qian</i></p> <p>Cosmetics in the Brand – Impacts of Counterfeit Cosmetics <i>Chayoun Kim, Yi Qian</i></p> <p>Selling Intellectual Property Through Auctions: Understanding the Effects of Information Presentation <i>Joseph Derby, Mayukh Dass, Yi Qian</i></p> <p>Innovation and the Market for Technology in the Biopharmaceutical Industry <i>Manuel Hermosilla, Eric Anderson, Yi Qian</i></p> <p>Dyadic Patent Citation and Firm Performance <i>Yantao Wang, Yi Qian, Sha Yang</i></p>	<p>FB15 – Great Republic</p> <p>Marketing Productivity and Customer Value II</p> <p>Chair: <i>Xueming Luo</i></p> <p>"Firing" Customers: Does It Pay Off, and When? —Exploring the Impact of Customer Divestment on Stock Returns <i>Hui Feng, Neil A. Morgan, Lopo L. Rego</i></p> <p>Stock Market Intelligence and Marketing Mix Upgrades <i>Simone Wies, Jaako Aspara, Arvid O. I. Hoffmann, Joost Pennings</i></p> <p>The Role of Online User Generated Content and the Interrelationship between Product Development and Product Adoption <i>Nga N. Ho-Dac, Stephen J. Carson, William L. Moore</i></p> <p>Discretionary Spending Intentions under Financial Constraints – The Role of Self-Concept Clarity and Perceived Stress <i>Gulen Sarial Abi, Zeynep Gurhan-Canli</i></p>	<p>FB16 – St. George A</p> <p>Sales Force: Game Theory</p> <p>Chair: <i>Xiaolin Li</i></p> <p>Sales Force Career Tournaments <i>Somnath Banerjee, Axel Stock</i></p> <p>Sales Force Allocation in Competitive Environments <i>Amit Pazgal, Noah Lim</i></p> <p>Bonuses Versus Commissions: A Field Study <i>Raghunath Rao, George John, Sunil Kishore, Om Narasimhan</i></p> <p>Interim Feedback and Reference Dependency in Multistage Tournaments <i>Xiaolin Li, Haitao Cui, Om Narasimhan</i></p>

2012 INFORMS Marketing Science Conference

Friday, June 08th, 2012

1.30-3.00 (FC)

<p>FC01 – Essex Ballroom South</p> <p>Social Media and Brands</p> <p>Chair: Glen Urban</p> <p>The Social Response: Predicting Word of Mouth after a Product Failure <i>Jameson Watts, Shankar Ganesan</i></p> <p>Microblogging and Cascading: What It Means for Brands <i>Tolga Akcura, Kemal Altinkemer, Chen Hailiang</i></p> <p>Do Customers Always Mean What They Say? An Empirical Analysis of Voicing Behavior on Twitter <i>Liye Ma, Sunder Kekre, Baohong Sun</i></p> <p>Social Media and Generating Consideration Through Customer Discovery of New Information <i>Glen Urban, Renee Gosline, Nell Putnam-Farr, Joyce Salisbury</i></p>	<p>FC02 – Essex North Center</p> <p>Customer Responses to Online Strategies – I</p> <p>Chair: Avi Goldfarb</p> <p>Shaping Imitation: A Test of Competing Theories in the Context of Retailers' Adoption of E-commerce <i>Ralitza Nikolaeva, Amit Bhatnagar, Sanjoy Ghose</i></p> <p>The Efficacy of Firm Responses to Online Consumer Protests <i>David Langley, Tijs van den Broek</i></p> <p>Telemedicine: Its Acceptance and Adoption by Medical Professionals <i>Huma Amir</i></p> <p>Technology, Age, and Shifting Privacy Concerns <i>Avi Goldfarb, Catherine Tucker</i></p>	<p>FC03 – Essex North West</p> <p>Social Media and WOM - II</p> <p>Chair: Tomoko Kawakami</p> <p>Social Learning and Trial on the Internet <i>Jae Young Lee, David Bell</i></p> <p>Too Much Face and Not Enough Books? The Effect of Social Media Usage on College Students <i>Jun Wu, Anshu Arora</i></p> <p>Social Effects on Consumers' Adoption vs. Defection Decisions <i>Irit Nitzan, Vardit Landsman, Aurelie Lemmens</i></p> <p>Word-of-Mouth Transmission Modes and New Product Adoption: An Empirical Evidence from Japan <i>Tomoko Kawakami, Mark E. Parry</i></p>	<p>FC04 – Courier</p> <p>Cross-Cultural Applications</p> <p>Chair: Hester van Herk</p> <p>In the Mood to Buy? Understanding the Interplay of Mood Regulation and Congruence <i>Robert Wilken, Erik Maier, Helmut Schneider</i></p> <p>Impact of Marketing Signals on Product Performance: A Cross-country Analysis <i>M. Billur Akdeniz, M. Berk Talay</i></p> <p>Toward the Identification of Goal Structures: A Consumer Typology for Leisure Motorized Products <i>Jean Boisvert</i></p> <p>Value-based Multi-level Latent Classes: New Insights into Cross-cultural Differences <i>Hester van Herk, Julie Anne Lee, Geoff Soutar</i></p>
<p>FC05 – Essex Center</p> <p>Panel Session: Funding and Support for Marketing Scientists: An Overview of Relevant Organizations and Centers</p> <p>Moderator: Ross Rizley</p> <p>Funding and Support for Marketing Scientists: An Overview of Relevant Organizations and Centers <i>Moderator: Ross Rizley, Panelists: John Deighton, Gary Lilien, Elea McDonnell Feit, Roland Rust, Jan-Benedict Steenkamp, Michael Wiles</i></p>	<p>FC06 – St. George B</p> <p>Pricing: Bundling</p> <p>Chair: R Venkatesh</p> <p>Dynamic Sequential Bundling Choices <i>Hwang Kim, Vithala R. Rao</i></p> <p>Bundling and Price Transparency <i>Khalil Rohani, Vinay Kanetkar</i></p> <p>Designing the Bundle: Choose your Weapon! <i>Rahul Sett</i></p> <p>Reserved Mixed Bundle Offerings with Forward Looking and Myopic Customers <i>R Venkatesh, Vijay Mahajan, Ashutosh Prasad</i></p>	<p>FC07 – St. George C</p> <p>Customer Relationship Management – Loyalty</p> <p>Chair: Xueni Li</p> <p>Impact of Loyalty Program Enrollment on Consumer Purchasing Behavior <i>Martin Boehm, Alberto Maydeu</i></p> <p>A Structural Analysis of Three-tier Customer Loyalty Reward Schemes <i>Amir Gandomi, Saeed Zolfaghari</i></p> <p>A Study of the Influence of Relationship Benefits on Repurchase Intention <i>Shihyu Chou, Chien-Ping Lin</i></p> <p>Incentive Strategies for User Community and Two-Sided Market Uncertainties in C2C e-platform <i>Xueni Li, Zhihao Chen, Nian Liu</i></p>	<p>FC08 – Adams</p> <p>Structural Models: General</p> <p>Chair: Brett Gordon</p> <p>Evaluating Brand Performance in Emerging Markets: How to Account for Product Availability? <i>Yi Zhao, Shah Denish, V. Kumar</i></p> <p>Push-Me Pull-You: Comparative Advertising in the OTC Analgesics Industry <i>Jura Liaukonyte, Simon P. Anderson, Federico Ciliberto, Regis Renault</i></p> <p>Linking Macro-economic Changes to Consumer Choice <i>Andre Bonfrer, Anirban Mukherjee</i></p> <p>Political Advertising and the Electoral College <i>Brett Gordon, Wesley Hartmann</i></p>

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1.30-3.00 (FC)

<p>FC09 – Helicon</p> <p>Models for Heterogeneity</p> <p>Chair: Hernan Bruno</p> <p>The Relationship Between Income, Preferences, and Consumer Motivation <i>Rafael Becerril Arreola</i></p> <p>Differential Impacts of Reference Prices on Purchase Behaviors Across Four Types of Consumer Groups <i>Jeonggyu Lee, Kanghyun Yoon</i></p> <p>Explaining Heterogeneity in Donation Timing and Amount Through Community Characteristics <i>Shameek Sinha, Vijay Mahajan, Frenkel ter Hofstede</i></p> <p>Investigating Within-Household Heterogeneity in Grocery Purchases <i>Hernan Bruno, Jose Javier Cebollada Calvo, Pradeep Chintagunta</i></p>	<p>FC10 – St. George D</p> <p>New Products Strategy</p> <p>Chair: Alexander Himme</p> <p>First Mover Advantage in Product Attribute Level Competition in High-Tech Market <i>Wonjoon Kim</i></p> <p>Market Entry Spillover Behavior: In Search for Peers Across International Borders <i>Bart Devoldere, Marion Debruyne, Ruud Frambach</i></p> <p>In Search of Critical Launching Factors Influencing New Product Success- A Case Study from the Reseller's Perspective <i>Wei Guanve, Tomas Nord, Jakob Rehme</i></p> <p>Being Second and Still Being First: A Multiple-market Approach to the Order of Entry-research <i>Alexander Himme, Christian Barrot</i></p>	<p>FC11 – Empire</p> <p>Panel: Research Opportunities at the Marketing/Operations Interface</p> <p>Moderators: Morris Cohen, Chakravarthi Narasimhan</p> <p>Research Opportunities at the Marketing/Operations Interface <i>Moderators: Morris Cohen, Chakravarthi Narasimhan</i> <i>Panelists: Gerard Cachon, John Hauser, Uday Karmarkar, Dave Montgomery</i></p>	<p>FC12 – Parliament</p> <p>Bayesian Methods III</p> <p>Chair: Ty Henderson</p> <p>Compromise or Polarize – When Do Groups Make Better Decisions? <i>Lin Boldt, Neeraj Arora</i></p> <p>When Harry Bet With Sally: An Empirical Analysis of Peer Effects in Casino Gambling Behavior <i>Hee Mok Park, Puneet Manchanda</i></p> <p>An Investigation of Consumer, Store, and Spatial Determinants of Consumer Ratings of Retail Outlets <i>Ruijiao Guo, Purushottam Papatta</i></p> <p>Format Changes and Radio Listening Behavior: A Natural Experiment <i>Ty Henderson</i></p>
<p>FC13 – North Star</p> <p>Entertainment Marketing: Movies I</p> <p>Chair: Jason Ho</p> <p>Who Sets Movie Trends: The Consumer or the Producer? <i>Thomas Schollmeyer, Michel Clement, Marc Fischer</i></p> <p>Green-lighting Movie Scripts: A Nearest Neighbor Regression Approach <i>Sam K. Hui, Jehoshua Eliashberg, Z. John Zhang</i></p> <p>Impact of Movie Preference and Internet Piracy on Movie Distribution Channels and Purchase Timing <i>Backhun Leeming, Minhi Hahn</i></p> <p>Uniform and Differential Pricing in the Movie Industry: An Empirical Analysis <i>Jason Ho, Charles B. Weinberg, Jing Yan</i></p>	<p>FC14 – Defender</p> <p>Marketing Strategy I</p> <p>Chair: Alexa B. Burmester</p> <p>Reconsidering the Structure of Profit Impacts on Market-Share <i>Akihiro Inoue, Akihiro Nishimoto</i></p> <p>Product Aesthetics as the Competitive Strategy: An Approach of Dynamic Conjoint Analysis <i>Jesheng Huang, Wei-Jhih Yang</i></p> <p>Advertising and Sales under Dynamics of the Student Work Control Problem and Regularity <i>Aharon Hibshoosh</i></p> <p>The Impact of Public Relations on Sales for Hedonic Goods <i>Alexa B. Burmester, Jan U. Becker, Michel Clement</i></p>	<p>FC15 – Great Republic</p> <p>Marketing Strategy: Firm Performance</p> <p>Chair: Sourindra Banerjee</p> <p>Outsourcing Value Creation to Customers: When Should Firms Stimulate Customer Engagement Behaviors? <i>Sander F.M. Beckers, Jenny van Doorn, Peter C. Verhoef</i></p> <p>How to Manage Through an Economic Crisis: Learning Orientation and International Dependence Effects <i>Peren Ozturan, Aysegul Ozsomer, Stefan Wuyts</i></p> <p>The International Growth of Emerging Market Firms: Theory and Evidence From a Natural Experiment <i>Sourindra Banerjee, Rajesh Chandy, Jaideep Prabhu</i></p>	<p>FC16 – St. George A</p> <p>Game Theory Strategy II</p> <p>Chair: David Soberman</p> <p>Is All State Dependence Equal? A Comparison of the Effects of Switching Costs and Inertia <i>Marielle Non</i></p> <p>Competing Through Cooperatives <i>Sudheer Gupta, Omkar Palsule-Desai</i></p> <p>Quality and Pricing Decisions in a Market with Consumer Information Sharing <i>Baojun Jiang, Bicheng Yang</i></p> <p>Profit-Increasing Consumer Exit <i>David Soberman, Amit Pazgal, Raphael Thomadsen</i></p>

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Friday, June 08th, 2012

3.30-5.00 (FD)

<p>FD01 – Essex Ballroom South</p> <p>Online Advertising & Promotion</p> <p>Chair: Nazrul I. Shaikh</p> <p>Why Consumers Pay Groupon Coupon Online but Get More Regret Offline? <i>Yiping Song</i></p> <p>Coupon Redemption Timing and Its Consequences in Mobile and Offline Markets <i>Joseph Pancras</i></p> <p>Preference Structure of Social Network Services: Moderating Role of Self Construal <i>Cecil Cho, Sangman Han</i></p> <p>Is Pre-roll Advertising the Next Big Thing <i>Nazrul I. Shaikh, Mahima Hada, Niva Shrestha</i></p>	<p>FD02 – Essex North Center</p> <p>Customer Responses to Online Strategies - II</p> <p>Chair: <i>Jian Ni</i></p> <p>A Value and Risk Model of Consumers' Mobile Marketing Acceptance <i>Tao (Tony) Gao, Andrew Rohm, Fareena Sultan, Jiao Wang</i></p> <p>The Impact of Mobile Device Usage on Search Costs: A Choice-Based Conjoint Analysis <i>Dominik Molitor, Stephan Daurer, Martin Spann</i></p> <p>Online Doctor Participation <i>Jian Ni, Baohong Sun</i></p>	<p>FD03 – Essex North West</p> <p>Social Media and Product Development</p> <p>Chair: Ya You</p> <p>The Impact of Social Media Campaigns on Consumer Behavior <i>Daniela Baum, Johann Füller, Martin Spann, Carina Thüridl</i></p> <p>Consumers' Social Embeddedness as Driver of New Products' Adoption Timing of Scarce Products <i>Christian Pescher, Oliver Hinz, Martin Spann</i></p> <p>Cocreating Value with Other Customers and Firm in Social Media: From a Social Network Perspective <i>Jianjun Zhu, Kimmy Wa Chan, Stella Yiyen Li</i></p> <p>Crowdsourcing New Product Ideas under Consumer Learning <i>Param Vir Singh, Yan Huang, Kannan Srinivasan</i></p> <p>The Impact of Social Media on New Product Sales, and Customer Acquisition and Retention <i>Ya You, Amit Joshi</i></p>	<p>FD04 – Courier</p> <p>Decision Making I</p> <p>Chair: Arnaud De Bruyn</p> <p>Individual Differences in Risk and Time Preferences <i>Alina Ferecatu, Ayse Onculer</i></p> <p>Should I Take this Call? Theory and Evidence on the Optimality of Cell-Phone Use by Consumers <i>Robert Meyer, Arun Gopalakrishnan, Raghuram Iyengar</i></p> <p>When Empathic Managers Misunderstand Their Customers: Evidence for a Self-Referential Bias <i>Johannes Hattula, Darren W. Dahl, Walter Herzog, Sven Reinecke</i></p> <p>Maximizing vs. Satisficing: Understanding Managers' Tradeoffs Between Exploration and Exploitation <i>Arnaud De Bruyn, Alina Ferecatu</i></p>
<p>FD05 – Essex Center</p> <p>ISMS Doctoral Dissertation</p> <p>Chair: Bart Bronnenberg</p> <p>Do Bonuses Enhance Sales Productivity? A Dynamic Structural Analysis of Bonus-Based Compensation Plans <i>Doug Chung, K. Sudhir</i></p> <p>Hyper Media Search and Consumption <i>Jason M. T. Roos, Carl F. Mela, Roni Shacher</i></p> <p>Effect of Temporal Spacing between Advertising Exposures: Evidence From an Online Field Experiment <i>Navdeep Sahni</i></p>	<p>FD06 – St. George B</p> <p>Pricing II</p> <p>Chair: Kissan Joseph</p> <p>Dynamic Pricing in Las Vegas: Uncertain Demand in a Mature Market <i>Yang Wang</i></p> <p>Contingent Preannounced Pricing Policies with Strategic Consumers <i>Ricardo Montoya, Jose Correa, Charles Thraves</i></p> <p>Effectiveness of Information Sharing in Price Negotiations: A Comparison of Chinese and Americans <i>Abhik Roy, Michael Menasco</i></p> <p>On the Design of Consumption Hassle <i>Kissan Joseph, Zelin Zhang</i></p>	<p>FD07 – St. George C</p> <p>Online Word-of-mouth Advertising and Market Outcomes</p> <p>Chair: Mitchell J. Lovett</p> <p>Talk Bubbles – Word of Mouth Spikes and Their Role in Forecasting Box Office Sales for Movies <i>Sarah Gelper, Jehoshua Eliashberg, Renana Peres</i></p> <p>Social Media and Political Campaigns <i>Paulo Albuquerque, Mitchell J. Lovett, Michael Peress</i></p> <p>A Business by Any Other Name: Firm Name Choice as a Signal of Firm Quality <i>Ryan McDevitt</i></p> <p>Social and Engagement Utility in Entertainment Brands <i>Mitchell J. Lovett, William Boulding, Richard Staelin</i></p>	<p>FD08 – Adams</p> <p>Empirical Projects From Young Marketing Researchers</p> <p>Chair: Pradeep Chintagunta</p> <p>Entry and Investment Decisions in the Pharmaceutical Industry <i>Anita Rao</i></p> <p>The Impact of Search Costs on Consumer Behavior: A Dynamic Approach <i>Stephan Seiler</i></p> <p>Managing Capacity Utilization Through Targeted Marketing of Peak-pricing Technologies <i>Bryan Bollinger</i></p> <p>Reputation and Learning in Two-sided Markets <i>Chris Nosko</i></p>

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Friday, June 08th, 2012

3.30-5.00 (FD)

<p>FD09 – Helicon</p> <p>Choice Models II</p> <p>Chair: Xiaoqian Yu</p> <p>A Cigarette, a Six Pack or Porn: Are Vices Substitutes or Compliments <i>Rachel Shacham, Tulin Erdem, Peter Golder</i></p> <p>Generalized Additivity and the Multinomial Logit Model <i>David Curry, A.A.J. Marley, Xin Wang</i></p> <p>Modeling Cross-Category Dependencies in Households' Purchase Incidence Outcomes <i>Alex Chaudhry, Seethu Seetharaman</i></p> <p>Emotion States and Multi-tasking: Horizontal and Temporal State Dependence on Consumer Media Choice <i>Xiaoqian Yu, Lihui Geng, Jamie Jia, Sha Yang</i></p>	<p>FD10 – St. George D</p> <p>Innovation II</p> <p>Chair: Eric Schmidbauer</p> <p>Core versus Peripheral Innovations: The Effect of Innovation Locus on Consumer Adoption Intentions <i>Tripat Gill, Ying Jiang, Zhenfeng Ma</i></p> <p>Social Capital and the Evolution of Successful Inter-organisational Networks <i>Regina McNally, Raffaele Filieri, Brian Healy, Michele O'Dwyer, Lisa O'Malley</i></p> <p>Better Patent Data, Better Innovation Research <i>U.N. Umesh, Monte Shaffer</i></p> <p>New and Improved? <i>Eric Schmidbauer</i></p>	<p>FD11 – Empire</p> <p>Competition</p> <p>Chair: Praveen Kopalle</p> <p>A Churn Theory for Predicting and Explaining Market Growth <i>Steven Shugan, Deb Mitra</i></p> <p>Bundling of Complementary Goods in Competition <i>Lei Wang</i></p> <p>The Strategic Significance of Negative Externalities <i>Matthew Nagler</i></p> <p>Strategic Quality and Quality Claims: The Impact of Competition and the Cost of Overstating Quality <i>Praveen Kopalle, Don Lehmann</i></p>	<p>FD12 – Parliament</p> <p>Bayesian Applications - CRM</p> <p>Chair: Thomas Otter</p> <p>Quantifying Satisfaction Spillovers Across Categories <i>Xiaoqing Dong, Pradeep Chintagunta</i></p> <p>Latent Redemption Thresholds in Linear Loyalty Programs <i>Valeria Montero, Eric Bradlow, Peter Fader</i></p> <p>The Myth of Increasing Loyalty <i>Joseph Davies-Gavin, Peter Fader, Bruce Hardie, Yuzhou Liu, Tom Steenburgh</i></p> <p>The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis <i>Thomas Otter, Greg Allenby, Joachim Büschken</i></p>
<p>FD13 – North Star</p> <p>Entertainment Marketing: Movies II</p> <p>Chair: Ashish Sinha</p> <p>Impact of Pre-release Information Disclosure on New Product Sales Dynamics: The Case of Motion Picture <i>Guiyang Xiong, Ernie Cadotte, Adina Robinson</i></p> <p>Network Power <i>Grant Packard, Anocha Aribarg, Jehoshua Eliashberg, Natasha Zhang Foutz</i></p> <p>Resource Base, Strategies and Performance in the Motion Picture Industry <i>Dmitri Markovitch, Dongling Huang, Andrei Strijnev</i></p> <p>Is Advertising a Reliable Signal of Quality? Evidence from the Motion Picture Industry <i>Reo Song, George Cai</i></p> <p>Stars as Signal: The Impact of Star Power Across International Markets in the Motion Picture Industry <i>Ashish Sinha, Aaron Gazley, Nico Neumann</i></p>	<p>FD14 – Defender</p> <p>Advertising Response</p> <p>Chair: Berk Ataman</p> <p>Effective Customer-Initiated versus Firm-Initiated Touchpoints <i>Evert de Haan, Koen Pauwels, Thorsten Wiesel</i></p> <p>Multimedia Advertising Effectiveness <i>Peter Danaher</i></p> <p>Going for Gold. Investigating the (Non)sense of Increased Advertising During Major Sports Events <i>Maarten Gijsenberg</i></p> <p>The Long-term Effect of Advertising on Price Elasticity <i>Berk Ataman, Koen Pauwels, Shuba Srinivasan, Marc Vanhuele</i></p>	<p>FD15 – Great Republic</p> <p>Marketing and Firm Performance II</p> <p>Chair: Gautham Vadakkepatt</p> <p>Marketing Alliances as a Channel to Access Customer Assets of Other Firms <i>Yoojin Oh, Jongkuk Lee</i></p> <p>Demystifying the Impact of CEO Tenure on Firm Value Creation: Mediating Roles of Relational Capital <i>Michelle Andrews, Vamsi Kanuri, Xueming Luo</i></p> <p>The Impact of Corporate Lobbying on Customer Satisfaction <i>Gautham Vadakkepatt</i></p>	<p>FD16 – St. George A</p> <p>Game Theory: Applications</p> <p>Chair: Rick Harbaugh</p> <p>The Value of Clickstream Tracking: Advance Demand Information, Product and Price Personalization <i>Tingliang Huang</i></p> <p>The Impact of Customer Boredom on the Efficacy of a Rewards Program <i>Mino Talebi Ashoori, Axel Stock</i></p> <p>Persuasive Puffery <i>Rick Harbaugh, Archishman Chakraborty</i></p>

2012 INFORMS Marketing Science Conference

Saturday, June 09th, 2012

8.30-10.00 (SA)

<p>SA01 – Essex Ballroom South</p> <p>Designing Interfaces for Dynamic Consumer Behavior</p> <p>Chair: Daniel Baier</p> <p>Analyzing Internet Search for Multi-featured Products: The Case of Automobiles <i>Sina Damangir, Rex Du, Ye Hu</i></p> <p>Seeing Your Ads through the Eyes of Consumers: Information Search on Search Engine Websites <i>Savannah Wei Shi, Michael Trusov</i></p> <p>Dynamic and Adaptive Customer Acquisition on the Web <i>Yiting Deng, Jaroslaw Jankowski, Wagner Kamakura</i></p> <p>Improving Online Shop Landing Pages Using Eye Tracking Experiments <i>Daniel Baier, Eva Stueber, Leon Zurawicki</i></p>	<p>SA02 – Essex North Center</p> <p>Effects of Online WOM</p> <p>Chair: Lisa Schöler</p> <p>When Could Viral Marketing Hurt You? Role of Consumer Product Expertise on Viral Marketing Effectiveness <i>Inyoung Chae, Yakov Bart, Andrew Stephen, Dai Yao</i></p> <p>Consumer Expressions of Opinions: Relationships Between Frequency, Valence, Product Attributes <i>Jie Feng, Purushottam Papatla</i></p> <p>Modeling Consumer Choice of Photography Device <i>Tony Bao, David Crandall</i></p> <p>Sharing Mechanisms in Consumer-to-Consumer Communication <i>Lisa Schöler, Christian Schulze, Bernd Skiera</i></p>	<p>SA03 – Essex North West</p> <p>Churn and Customer Management</p> <p>Chair: Kristof Coussement</p> <p>For New Customers Only: a Study on the Effect of Acquisition Campaigns on Existing Customers <i>Sietske Lhoest-Snoeck, Erjen van Nierop, Peter C. Verhoef</i></p> <p>The RFM of Redemption Behavior and Customer Value Analysis <i>Dae Yun Park, Shijin Yoo</i></p> <p>Developing a Customer Defection Model for Non-contractual Business <i>Dong-Yup Shin, Hyung-Su Kim</i></p> <p>Ensemble Selection for Churn Prediction in the Telecommunication Industry <i>Kristof Coussement, Koen W. De Bock, Stefan Lessmann</i></p>	<p>SA04 – Courier</p> <p>Emotions</p> <p>Chair: Moran Cerf</p> <p>Investigating the Role of Emotional and Cognitive Process on Post Product Recall Purchase <i>Kyung-Ah Byun, Mayukh Dass</i></p> <p>The Impact of Country-Related Emotions On Performance-Based Country-Of-Origin Effect <i>Cathy Yi Chen, Durairaj Maheswaran</i></p> <p>Single-neuron Correlates of Emotion Regulation in Humans <i>Moran Cerf, Eric Greenleaf, Vicki Morwitz, Tom Meyvis</i></p>
<p>SA05 – Essex Center</p> <p>Packaging Strategy</p> <p>Chair: Rita Vale</p> <p>Single Package as a Signal of Quality <i>Chun (Martin) Qiu, Sameer Mathur</i></p> <p>Price Up or Size Down: A Research on How Consumers Respond to Two Pricing Strategies <i>Xuan Zhang, Xin Cheng, Ji Liu</i></p> <p>Changing Prices and Package Sizes Due to Cost Shocks <i>Alexei Alexandrov</i></p> <p>Is it Worth Copying the Leader? Impact of Copycat Packaging Strategies on Private Label's adoption <i>Rita Vale, Pedro Matos</i></p>	<p>SA06 – St. George B</p> <p>Health Marketing</p> <p>Chair: Andrea Godfrey</p> <p>Medical Adherence and Healthful Self-management <i>Rahul Govind, Nitika Garg, Charles Ingene</i></p> <p>Regulatory Interventions and Heterogeneous Health Effects: An Empirical Analysis of Tobacco Industry <i>Yanwen Wang, Michael Lewis</i></p> <p>Leveraging Capabilities for New Product Development: How Emerging Firms Succeed in Biotech <i>Rakesh Niraj, Andrew Gallan, Monte Shaffer</i></p> <p>The Influence of Physician Interventions on Patient Compliance and Healthcare Service Utilization <i>Andrea Godfrey, Leonard Berry, Kelly Haws, Kathleen Seiders</i></p>	<p>SA07 – St. George C</p> <p>Customer Relationship Management - Satisfaction</p> <p>Chair: Nevena T. Koukova</p> <p>The Ugly Side of Customer Management – Consumer Reactions to Firm Induced Contract Terminations <i>Anke Lepthien, Michel Clement, Dominik Papies</i></p> <p>Modeling Determinants of the Satisfaction-loyalty Relationship <i>Younghan Bae, Lopo L. Rego, Gary J. Russell</i></p> <p>Does a Portfolio of Hierarchically Related Technology Products Improve Customer Outcomes? <i>Nevena T. Koukova, Shu Han, Jason Kuruzovich, T. Ravichandran</i></p>	<p>SA08 – Adams</p> <p>Dynamic Structural Models I</p> <p>Chair: Song Lin</p> <p>An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons <i>Xiao Liu, Timothy Dedenger, Baohong Sun</i></p> <p>The Timing of New Product Release and Preannouncement-enabled Learning <i>Liang Zhao, Yubo Chen, Yong Liu</i></p> <p>A Dynamic Equilibrium Model of Durable Goods Market: Intertemporal Pricing and Durability Extension <i>Joon Ro, Jason Duan</i></p> <p>Learning From Experience, Simply <i>Song Lin, John Hauser, Juanjuan Zhang</i></p>

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8.30-10.00 (SA)

<p>SA09 – Helicon</p> <p>Choice Models III</p> <p>Chair: Kanghyun Yoon</p> <p>Modeling Consumer Choice of Fuel Station: The Role of Spatio-temporal Constraints and Choice Set For <i>Ari Pramono, Harmen Oppewal</i></p> <p>The Effects of Decision-making Style on the Choice of Foreign Market Entry Modes: An Application of Conjoint Analysis <i>Wei-Jhih Yang, Lichung Jen</i></p> <p>The Perceived Visual Similarity of Realtors: An Exploratory Study <i>Larry Garber, Michael Dotson, Earl Honeycutt</i></p> <p>Interpreting the Effects of Interaction Terms in Various Types of Linear and Non-Linear Models <i>Kanghyun Yoon</i></p>	<p>SA10 – St. George D</p> <p>New Product Diffusion II</p> <p>Chair: Rosanna Garcia</p> <p>Demystifying the Bass Diffusion Model: The Hidden Role of Distribution Channel <i>Sungjoon Nam</i></p> <p>Supply Constrained Diffusion Models: An Investigation of Parameter Bias <i>P.V. (Sundar) Balakrishnan, Surya Pathak</i></p> <p>The International Takeoff of New Services <i>Margot Loewenberg, René Algesheimer, Markus Meierer</i></p> <p>The International Rate of Discontinuance <i>Rosanna Garcia, Antonio Ladron de Guevara, Javier Palacios Fenech</i></p>	<p>SA11 – Empire</p> <p>Channel Governance and Contracting II</p> <p>Chair: Shan Yu</p> <p>Toward Predicting the Influence on Dimensions of Contractual Completeness in International Context <i>Emmanuel Chao</i></p> <p>Ex-Ante Governance Mechanisms and Distribution Expansion: Empirical Analysis of Franchising <i>Nicole Hanson, Gary Frazier, Venkatesh Shankar</i></p> <p>Forward Integration Into Retailing: Motives, Determinants of Channel Structure, and Performance <i>Dominik Orbach, Mark Elsner, Werner Reinartz</i></p> <p>Restricted Rights & Payment Schemes in Technology Licensing: A Cross-National Empirical Investigation <i>Shan Yu, Mrinal Ghosh, George John, Chae-Un Lim</i></p>	<p>SA12 – Parliament</p> <p>Bayesian Econometrics: Applications</p> <p>Chair: Sunghoon Kim</p> <p>Modeling Information Content in Sales Spikes of Fast Decay Products <i>Yu Yu, Ashish Sood</i></p> <p>Utility and Attention - A Structural Model of Consideration <i>Keyvan Dehmamy, Thomas Otter</i></p> <p>Modeling Geo-dependent Attitudes with Spatial Factor Analysis: An Application to Financial Planning <i>Stanislav Stakhovych, Tammo H.A. Bijmolt, Michel Wedel</i></p> <p>Model Based Segmentation Featuring Simultaneous Segment Level Variable Selection <i>Sunghoon Kim, Wayne DeSarbo, Duncan Fong</i></p>
<p>SA13 – North Star</p> <p>Entertainment Marketing II</p> <p>Chair: Fang Wu</p> <p>Launching Products During High vs. Low Seasons: Implications for Small Firms <i>Judy Ma, Dongling Huang, Dmitri Markovitch</i></p> <p>Consumer Involvement with Experiential Products <i>Yulia Nevskaya, Paulo Albuquerque</i></p> <p>From Piracy to Business Intelligence: Using Pre-release Piracy Information to Predict Music Sales <i>JooHee Oh, Il-Horn Hann, Gareth James</i></p> <p>Pre-launch Analysis of Dynamic Market Structure <i>Fang Wu, Natasha Zhang Foutz</i></p>	<p>SA14 – Defender</p> <p>Marketing Strategy II</p> <p>Chair: Eelco Kappe</p> <p>Distribution of Changes in Buyer Purchasing Behavior <i>Giang Trinh, John Dawes, Carl Driesener, Cam Rungie, Malcolm Wright</i></p> <p>Brand Deployment Consistency and Market Share <i>Harry Antonio, Douglas Bowman</i></p> <p>Do Brands Really Work? Dynamics and Heterogeneity of Brand Performance <i>Sascha Raithe, Xueming Luo, Marko Sarstedt</i></p> <p>The Interplay between Sales, Marketing and Clinical Reviews in the Pharmaceutical Industry <i>Eelco Kappe, Ashish Sood, Stefan Stremersch</i></p>	<p>SA15 – Great Republic</p> <p>Innovations and Firm Performance</p> <p>Chair: Thomas Dotzel</p> <p>Innovation and Supply Chain Financing <i>Ashwin Malshe</i></p> <p>Epochal Innovation and Stock Market Bubbles <i>Alina Sorescu, Will Armstrong, Bart Devoldere, Sorin Sorescu</i></p> <p>New Services versus New Goods: Effects on Firm Value and Risk <i>Thomas Dotzel, Venkatesh Shankar</i></p>	<p>SA16 – St. George A</p> <p>Channels: Game Theory II</p> <p>Chair: J. Miguel Villas-Boas</p> <p>Trade Promotion Budget and Allocation Decisions under Demand Uncertainty <i>Miguel Gomez, Vithala R. Rao, Hong Yuan</i></p> <p>Pricing and Quality Provision in a Channel: A Model of Efficient Relational Contracts <i>Cristina Nistor</i></p> <p>The Optimal Individual Marketing Strategies in Imperfect Competition in the Presence of the Internet <i>I-Huei Wu, Chyi-Mei Chen, Shan-Yu Chou</i></p> <p>Too Much Information? Information Gathering and Search Costs <i>J. Miguel Villas-Boas, Fernando Branco, Monic Sun</i></p>

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Saturday, June 09th, 2012 10.30-12.00 (SB)

<p>SB01 – Essex Ballroom South</p> <p>Personalization and Customization</p> <p>Chair: Benedict Dellaert</p> <p>Right Ad, Wrong Time? A Field Experiment on the Effects of Retargeting on Online Shopping Behavior <i>Alex Bleier, Maik Eisenbeiss</i></p> <p>IPTV Customization <i>Gui Liberali, Bas Donkers, Stefan Stremersch</i></p> <p>When Does Personalization Pay Off? <i>Isabelle Kes, David M. Woisetschlager</i></p> <p>Default "After-Image": The Effect of Not Choosing a Default Option on Subsequent Option Choice <i>Benedict Dellaert, Bas Donkers, Andreas Herrmann, Jan Landwehr, Daniel Stadel</i></p>	<p>SB02 – Essex North Center</p> <p>Customer Reviews/User-Generated Content</p> <p>Chair: Hsin-Chen Lin</p> <p>Intrinsic and Monetary Incentives of Product Review Contribution in Online Social Shopping Platform <i>Yacheng Sun, Xiaojing Dong, Junlin Du</i></p> <p>Virtual Community vs. Virtual Society: A Sociological View of Online Consumer Reviews <i>Ravi Shanmugam, Shelby McIntyre, Edward McQuarrie</i></p> <p>An Investigation on the Effects of Helpfulness of Customer Reviews: A Case of the Movie Industry <i>Omer Topaloglu, Mayukh Dass, Ashish Sood</i></p> <p>Modeling Opinion Formation and Word-of-Mouth: A Case Study in Online Book Sales <i>Hsin-Chen Lin, Artur Jackson</i></p>	<p>SB03 – Essex North West</p> <p>The Impacts of New Media – I</p> <p>Chair: Yiyuan Liu</p> <p>Customer Tracking in Shopping-malls: An Exploratory Analysis <i>Dries Benoit, Nico Van de Weghe, Dirk Van den Poel</i></p> <p>In Which Direction Does Online Price Dispersion Go? A Meta-analytic Review <i>Yiyuan Liu, Sanjoy Ghose</i></p> <p>Cross-national Analysis of Customer Satisfaction/Loyalty on Mobile Information Services <i>Hisahi Ishida, Fumiyo Kondo</i></p>	<p>SB04 – Courier</p> <p>Aesthetics</p> <p>Chair: Hao Shen</p> <p>The Self and Product Curvature Preferences <i>Tanuka Ghoshal, Peter Boatwright, Dilip Soman</i></p> <p>Do Multicultural Aesthetic Profiles Really Exist in the Field of Arts and Design? <i>Joelle Lagier, Fatma Smaoui, Mourad Touzani</i></p> <p>If You Can't Grab it, it Won't Grab You: The Effect of Restricting the Dominant Hand on Target Evaluations <i>Hao Shen, Jaideep Sengupta</i></p>
<p>SB05 – Essex Center</p> <p>International Topics</p> <p>Chair: Mbaye Fall Diallo</p> <p>The Impact of Power Asymmetry on Strategies and Outcomes in Intercultural Business Negotiations <i>Tayfun Aykac, Frank Jacob, Nathalie Prime, Robert Wilken</i></p> <p>Factors Influencing Inter-firm Co-marketing Within Industrial Clusters <i>Kai Li, Qi Xiaoxun</i></p> <p>Empirical Test of Gender Stereotype in the Competitive Environment <i>Xiaohua Zeng, Xinlei Chen, Cheng Zhang</i></p> <p>Store Brand Purchase Behavior in an Emerging Market: Proposition and Test of an Integrative Mode <i>Mbaye Fall Diallo</i></p>	<p>SB06 – St. George B</p> <p>Pricing: B2B</p> <p>Chair: Sourav Ray</p> <p>Price Variation and Customer Service Cost in a B-to-B Market <i>Xing Zhang, Tat Chan, Ying Xie</i></p> <p>Commitment Effects of RPM in Durable Goods Markets <i>Oystein Daljord</i></p> <p>Rockets and Feathers: A Supply Side Explanation <i>Ayelet Israeli, Eric Anderson, Anne T. Coughlan</i></p> <p>Price Adjustment Costs and Price Rigidity: Implications for Strategic Pricing Capability in Distribution Channels <i>Sourav Ray, Mark Bergen</i></p>	<p>SB07 – St. George C</p> <p>Services Marketing</p> <p>Chair: Nita Umashankar</p> <p>The Relevance of Marketing Competencies in Financial and Non Financial Industries <i>Chiara Saibene, Fabio Ancarani, Maria Christina Cito, Paola Musile Tanzi</i></p> <p>Competition for Service Quality and Price: Study of the Airline Industry <i>Chen Zhou, Rajdeep Grewal</i></p> <p>Disentangling the Effects of Failure Recovery on Satisfaction and Behavior Intentions <i>Henning Kreis, Till Dannewald</i></p> <p>Modeling the Influence of Macro-Economic, Attitudinal and Behavioral Factors on CLV: The Case of the Airline Industry <i>Nita Umashankar, Yashoda Bhagwat, Kihyun Kim, V. Kumar</i></p>	<p>SB08 – Adams</p> <p>Dynamic Structural Models II</p> <p>Chair: Patrick Choi</p> <p>Evolution of Attribute-Specific Preference Through Consumer Learning <i>Jihong Min, Subramanian Balachander</i></p> <p>Identifying the Discount Factor of Forward Looking Consumers Based on Consumption From Inventory <i>Selin Akca, Daniel Klapper, Thomas Otter</i></p> <p>A Dynamic Structural Model of Sequential Store Choices and Category Purchases <i>Patrick Choi, J. Jeffrey Inman, Baohong Sun</i></p>

2012 INFORMS Marketing Science Conference

Saturday, June 09th, 2012 10.30-12.00 (SB)

<p>SB09 – Helicon</p> <p>Survey Research: Improving Methods</p> <p>Chair: Yansong Hu</p> <p>Statistical Software Providing Image Clustering Algorithms for Marketing Purposes <i>Robert Naundorf, Daniel Baier</i></p> <p>Key Drivers, Yes Please (... But Could the Focus be on a Top 2 Box Score?) <i>Jorge Alejandro</i></p> <p>Grouping of Customers using Uploaded Photos Versus Responses to Rating Scales: A Comparison <i>Ines Daniel, Daniel Baier</i></p> <p>Respondent Evaluation and Creation: A Crowdsourcing Experiment <i>Joseph White, Michael Kemery</i></p> <p>Early Use and Stoppage Behaviors of New Products <i>Yansong Hu, Qing Wang</i></p>	<p>SB10 – St. George D</p> <p>Innovation III</p> <p>Chair: Jonathan Bohlmann</p> <p>Rasch Modeling Innovative Behavior in Inter-organizational Radical Innovations <i>Alexandra Rese, Daniel Baier, Hans-Georg Gemünden</i></p> <p>Exploring Success with Open Innovation: An Investigation of New Product Development Performance <i>Sanjay Sisodiya, Yany Grégoire, Jean Johnson, Steve Shook</i></p> <p>Entrepreneurship and Innovation in Financial Institutions <i>Chandler Velu</i></p> <p>Innovation in Buyer-supplier Relationships: Strategies and Perceptions <i>Jonathan Bohlmann, Daniel Lynch</i></p>	<p>SB11 – Empire</p> <p>Privacy and Marketing</p> <p>Chair: Ivan Png</p> <p>Imperfect Targeted Advertising and Privacy Regulations <i>Stephen Bruestle</i></p> <p>Will Johnny Facebook Get a Job? An Experiment in Hiring Discrimination via Online Social Networks <i>Alessandro Acquisti, Christina Fong</i></p> <p>Is Patient Data Better Protected in Competitive Healthcare Markets? <i>Rahul Telang, Martin S. Gaynor, Muhammad Zia Hydari</i></p> <p>Privacy Externalities and "Opt Out": Theory and Evidence From Do Not Call <i>Ivan Png, Khim-Yong Goh, Kai-Lung Hui</i></p>	<p>SB12 – Parliament</p> <p>Bayesian Choice I</p> <p>Chair: Sri Devi Duvvuri</p> <p>Modeling Indivisible Demand <i>Sanghak Lee, Greg Allenby</i></p> <p>Out-of-Stock as a Promotional Tool: Consumer Learning and Retailer Profitability <i>Jason Duan, Frenkel ter Hofstede</i></p> <p>How Does Assortment Size Impact Consumer Choice? <i>Tae-kyun Kim, Sivaramakrishna Siddarth</i></p> <p>Measuring Consumer Category/Brand Values <i>Sri Devi Duvvuri</i></p>
<p>SB13 – North Star</p> <p>Social Influence II</p> <p>Chair: Alexander Krasnikov</p> <p>Groups and Variety-seeking: An Empirical Investigation in a Household Panel <i>Jose-Domingo Mora</i></p> <p>Group Buying: Boon, Bane or Both? A Normative Study of Alternative Contexts and Approaches <i>Feihong "Jerry" Xia, Rabikar Chatterjee, R. Venkatesh</i></p> <p>Desire for Uniqueness Versus Conformity in Conspicuous Demand: Modeling the Effect of Consumer Attitude Functions <i>Kyuhong Han, Jaehwan Kim</i></p> <p>Social Status and Excessive Consumption in Mortgage Market <i>Alexander Krasnikov, Christo Pirinsky</i></p>	<p>SB14 – Defender</p> <p>Advertising Strategy</p> <p>Chair: Meltem Kiygi Calli</p> <p>An Empirical Investigation of Price Content in Search Advertising <i>Yupin Yan, Guanting Tang</i></p> <p>Modeling the Dynamics of Multiple Media Consumption using a Markov Chain <i>Vijay Viswanathan, Kalyan Raman</i></p> <p>Uncovering Dynamics in Advertising Strategy Types: A Hidden Markov Model <i>Charles Kang, Frank Germann, Rajdeep Grewal, Srihari Sridhar</i></p> <p>Call Center Operation and Capacity Management <i>Meltem Kiygi Calli, Philip Hans Franses, Marcel Weverbergh</i></p>	<p>SB15 – Great Republic</p> <p>Marketing and Firm Performance III</p> <p>Chair: Vinay Kanetkar</p> <p>Retailer Performance and the Voluntary Disclosure of Monthly Same Store Sales <i>Chenxi, Zhou, Jennifer Tucker, Barton Weitz</i></p> <p>The Variance of Customer Satisfaction and Stock Return Risk <i>Eun Young Lee, Dong Wook Lee, Shijin Yoo</i></p> <p>The Impact of Price on Profitability: Study of Four Stock Markets <i>Vinay Kanetkar</i></p>	<p>SB16 – St. George A</p> <p>Game Theory In Marketing III</p> <p>Chair: Chuan He</p> <p>Strategic Incentives for Licensing <i>Hulya Karaman, Sherif Nasser</i></p> <p>On Bayesian Bidding Strategies of a Multi-period Participant in Sequential Online Auctions <i>Prabirendra Chatterjee</i></p> <p>The Kindle-Macmillan War... Which Business Model for the eBook Industry? <i>Sihem Taboubi, Peter Kort, Georges Zaccour</i></p> <p>Pricing Prototypical Products <i>Chuan He, Wilfred Amaldoss</i></p>

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1.30-3.00 (SC)

<p>SC01 – Essex Ballroom South</p> <p>Online Channel</p> <p>Chair: Ilaria Dalla Pozza</p> <p>Analyzing Preferences of Multichannel Shoppers Based on Cognitive Orientation <i>Oliver Emrich</i></p> <p>Introducing Online Mobile Channels in Multichannel Environment: An Analysis of Cross-Channel Effects <i>Umut Konus, Jing Li</i></p> <p>How Multichannel Advertiser Communication Affects Conversion Rates of Online Shops <i>Jan H Schumann, Sebastian Klapdor, Florian V. Wangenheim</i></p> <p>The Role of Facebook and Twitter in a Multichannel Strategy: the Example of a Telecom Provider <i>Ilaria Dalla Pozza, Erwan Le Quentrec</i></p>	<p>SC02 – Essex North Center</p> <p>Online Customer Behavior</p> <p>Chair: Meenakshi Handa</p> <p>The Impact of Smart Device Screen Size on Paid-Content Preference on Multi-Screen Environment <i>Kyeongseo Hwang, Ingoo Han, Sung-Hyuk Park</i></p> <p>Do (How) Digital Natives Adopt A New Technology Differently than Digital Immigrants? A Longitudinal Comparison of Four Competing Theoretical Models <i>Ankit Kesharwani, Daniel Sherrell</i></p> <p>A Study of the Relationship Between Shopping Orientation and Online Shopping Behaviour amongst Indian Youth <i>Meenakshi Handa, Nirupma Gupta</i></p>	<p>SC03 – Essex North West</p> <p>The Impacts of New Media – II</p> <p>Chair: Ashish Agarwal</p> <p>Crowdfunding: Discovering the Moment of Choice <i>Sunghan Ryu</i></p> <p>Affiliate Program as Consumer-Generated Advertising Media <i>Makoto Mizuno</i></p> <p>How Organic Results Impact Sponsored Search Advertising Performance <i>Ashish Agarwal, Kartik Hosanagar, Michael Smith</i></p>	<p>SC04 – Courier</p> <p>Decision Making II</p> <p>Chair: Dimitrios Tsekouras</p> <p>Tiers in Consumer Fractional Ownership Markets <i>Yu Wang, Eman Haruvy</i></p> <p>Managing Consumer Categorization under Category Uncertainty <i>Akihiro Nishimoto, Akihiro Inoue</i></p> <p>Bounded Rationality in Consumer Choice <i>Onesun Yoo, Rakesh Sarin</i></p> <p>Choice Set Complexity Effects on Consumer Product Knowledge <i>Dimitrios Tsekouras, Benedict Dellaert</i></p>
<p>SC05 – Essex Center</p> <p>Marketing in Indian Subcontinent</p> <p>Chair: Gurbux Kotwani</p> <p>Changing Preferences for Gold Jewelry: A Study on Jewelry Customers in an Indian City <i>Lalitha Rani Daggubati, Rama Devi Annapantula</i></p> <p>Values and Consumption Behavior: Exploring the Link in Indian Context <i>Rajat Sharma, Mithileshwar Jha</i></p> <p>The Impact of Materialism on the Consumption Behavior of the Pakistani Consumer <i>Farah Naz Baig</i></p> <p>Marketing Agricultural Produce in India by Empowering Farmer's Organization <i>Anup Raj</i></p> <p>Personality Traits and Value Expressive Influence: Implications for Marketing Communication in India <i>Gurbux Kotwani</i></p>	<p>SC06 – St. George B</p> <p>Pricing Structures</p> <p>Chair: Bo Zhou</p> <p>Service Refund as a Price Discrimination Mechanism <i>Zelin Zhang, Weishi Lim</i></p> <p>Lock-in vs. Repeat Purchase: Two-Stage Service Pricing for Pool Leak Detection and Repair Services <i>Bo Huang</i></p> <p>Product Improvement and Guaranteed Future Buybacks <i>Bo Zhou, Preyas Desai, Debu Purohit</i></p>	<p>SC07 – St. George C</p> <p>Topics in Services</p> <p>Chair: Dai Yao</p> <p>Consumer's Perceptions of Service Experience and Service Quality of an Alliance Network <i>Vikrant Janawade</i></p> <p>Information Asymmetry and Service Evaluation in Professional Services: An Empirical Study <i>Hidehiko Sakurai, Yukitoshi Hayase, Hajime Itoh, Carolus Praet</i></p> <p>To Arrive or Not to Arrive: An Empirical Investigation into Patient No-Shows <i>Genevieve O'Connor</i></p> <p>Do Female Marketing Personnel do Better in Service Industries? Insight the Female Characteristics <i>Qinlen Chen, Xiangmin Zheng</i></p> <p>Let III News Fly Apace: Firms' Response to Customer Complaints on Social Platforms <i>Dai Yao</i></p>	<p>SC08 – Adams</p> <p>Structural Economic Models</p> <p>Chair: Anirban Mukherjee</p> <p>Modeling the Effects of Advertising Executions on Advertising Allocations and Consumer Purchases <i>Michael Cohen, Henry Assael, Bryan Bollinger</i></p> <p>Estimating Dynamic Models of Price and Non-price Conducts in the Salty Snack Industry <i>Margil Funtanilla, Benaissa Chidmi</i></p> <p>Targeting Strategies in the US DVD Market: A Study of Dynamic Segment-Specific Competition <i>Anirban Mukherjee, Vrinda Kadiyali</i></p>

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<p>SC09 – Helicon</p> <p>Survey Research: Improving Measures</p> <p>Chair: Pilsik Choi</p> <p>Scale Orientation, Grids and Modality Effects in Mobile Web Surveys <i>Jeremy Loscheider, Keth Chrzan, Ted Saunders</i></p> <p>Quantifying Social Desirability Bias Through Item Randomized Response <i>Martijn de Jong, Jean-Paul Fox, Jan Benedict Steenkamp</i></p> <p>Attention and Answers: Using Eye Tracking to Explore the Interaction of Respondents with Surveys <i>Daniel Stengel, Joachim Bueschken</i></p> <p>Scale Response Biases Induced by Eye Dominance <i>Joseph Lajos</i></p> <p>Understanding DVD Purchase and Rental Decisions by College Students <i>Pilsik Choi</i></p>	<p>SC10 – St. George D</p> <p>Models for Enhancing Marketing Decisions</p> <p>Chair: Feray Adiguzel</p> <p>Active Learning for Top Expected Profits in Target Marketing <i>Danxia Kong</i></p> <p>Proactive Churn Management – Let Sleeping Dogs Lie <i>Dennis Fok</i></p> <p>Electric-Circuit Analysis for Marketing Science: An Application to Product Recommendation <i>Joonhyuk Yang, Wonjoon Kim, Hinwook Kim, Young Hwan Kim</i></p> <p>Identifying Lost Sales with Navigational Patterns <i>Feray Adiguzel</i></p>	<p>SC11 – Empire</p> <p>Marketing Strategy</p> <p>Chair: Marcel Goic</p> <p>Product Introduction, Cannibalization and Competition <i>Christian Essling, Christian Peukert</i></p> <p>Incorporating Competitive Promotional Information in Forecasting SKU Product Sales for Retailers <i>Tao Huang, Robert Fildes, Didier Soopramanien</i></p> <p>The Role of Complementary Multi-homing in Two- Sided Markets: Implications for B2B Electronic Market <i>Wenyan Zhou, Xiaoling Li, Xishu Zheng</i></p> <p>Dynamic Assortment Planning for Penny Auctions Websites <i>Marcel Goic, Rodrigo Garcia</i></p>	<p>SC12 – Parliament</p> <p>Bayesian Choice II</p> <p>Chair: Christine Eckert</p> <p>Consumer Brand Choice & Experiential Quality Learning: Semantic versus Episodic Retrieval <i>Zhiying Jiang, Surendra Rajiv, Suman Ann Thomas</i></p> <p>Market Basket Analysis Using Bayesian Networks <i>Sanal Mazvanchery, Xiaoqun Li, Srinivas Prasad, Pradeep Rau, Refik Soyer</i></p> <p>Copula-based Simultaneous Approach to Multivariate Alternative Choice and Quantity Choice <i>Chul Kim, Duk Bin Jun</i></p> <p>Incorporating Prior Information to Overcome Complete Separation Problems in Discrete Choice Models <i>Christine Eckert, Bart Frischknecht, John Geweke, Jordan J. Louviere</i></p>
<p>SC13 – North Star</p> <p>Entertainment Marketing III</p> <p>Chair: Rui Huang</p> <p>Should Movie Producers Care? The Impact of Product Placement on Movie Performance <i>Sumaiya Ahmed, Sam Riethmuller, Ashish Sinha</i></p> <p>Continuity, Change and New Product Performance <i>Enrico Forti, Maurizio Sobrero, Andrea Vezzulli</i></p> <p>Star Wars and Cereal Wars: Managerial and Policy Implications of Food Marketing with Movie Tie-ins <i>Rui Huang, Joshua Berning, Hongju Liu, Adam Rabinowitz</i></p>	<p>SC14 – Defender</p> <p>Brands – General</p> <p>Chair: Dinesh Gauri</p> <p>Consumer Risk Reduction Behavior of New Brand Purchase <i>Koichi Yonezawa, Timothy Richards</i></p> <p>A Latent Structure Model for Investigating the Disparity of PL Presence in the International Market <i>Mouna Sebri, Georges Zaccour</i></p> <p>Bases of Power of Brand and its Impact on Consumers' Attitude and Behaviour in a Brand Consumer Relationship <i>Roopika Raj, Abraham Koshy</i></p> <p>Composite Product Choice and its Effects on Partner Brands <i>Dinesh Gauri, Kalpesh Desai, Yu Ma</i></p>	<p>SC15 – Great Republic</p> <p>Dynamic Empirical Models</p> <p>Chair: Ashwin Aravindakshan</p> <p>New Product Introduction and Cannibalization for Multi-brand Companies <i>Xin-Yu Zou, René Algesheimer, Florian Stahl</i></p> <p>Can We Curb Retail Sales Volatility through Marketing Mix Actions? <i>Gokhan Yildirim, Mercedes Esteban-Bravo, Jose M. Vidal-Sanz</i></p> <p>Promotions and Popular Seasonal Events <i>Wiebke Schlabohm, Barbara Deleersnyder, Karen Gendek</i></p> <p>Impact of Consumer Memory in Advertising <i>Ashwin Aravindakshan, Prasad A. Naik</i></p>	<p>SC16 – St. George A</p> <p>Retailing: Game Theory</p> <p>Chair: Erik Bushey</p> <p>Competition in Shopping Experience <i>Dmitri Kuksov, Ganesh Iyer</i></p> <p>Commodities Fleeing: Pricing Strategies for Manufacturer in the Dual-channel Supply Chain <i>Hai Li, Jashen Chen, Nanfang Cui</i></p> <p>Signaling Value Through Assortment <i>Yuanfang Lin, Dmitri Kuksov</i></p> <p>A Game Theoretical Analysis of the Winners and Losers under a Category Captain Arrangement <i>Erik Bushey, Udatta Palekar</i></p>