

Wednesday, July 6

| Time | Event | Location |
|--------------------|---|---------------------------------------|
| 1.00 pm. - 5.00 pm | <ul style="list-style-type: none"> ❖ Registration | Nathan Hale Inn / Hilltop Suites |
| 6.00 pm - 9.00 pm | <ul style="list-style-type: none"> ❖ Welcome Reception ❖ University of Connecticut School of Business Welcome William C. (Curt) Hunter, Dean University of Connecticut School of Business ❖ AMA Welcome Kay Lemon, Boston College - AMA Academic Council Member Greg W. Marshall, Rollins College - AMA Academic Council Immediate Past - President ❖ AMA Foundation Welcome Ken Bernhardt, Georgia State ❖ Sheth Foundation Welcome Robert Peterson, Texas – President, Sheth Foundation Jagdish Sheth, Emory ❖ Dinner ❖ Objectives and Consortium Overview V. Kumar & Rajkumar Venkatesan University of Connecticut School of Business | Rome Commons 3 rd Floor |

Thursday, July 7

| Time | Event | Location |
|---------------------|--|---|
| 7.30 am - 8.00 am | ❖ Continental Breakfast | ITEB C80 |
| 8.00 am - 10.00 am | <p>❖ PLENARY SESSION</p> <p>"Looking into the past to gaze into the Future: Emerging Research Issues in the Marketing Discipline"</p> <p>Jagdish Sheth, Emory George Day, Wharton V. (Seenu) Srinivasan, Stanford Russ Winer, NYU</p> <p>Session Chair: V. Kumar, UCONN</p> | ITEB C80 |
| 10.00 am -10.30 am | ❖ Refreshment Break and move to School of Business | BUSN Café 1 st Floor |
| 10.30 am - 12.00 pm | <p>❖ CONCURRENT SESSIONS</p> <p><u>BUILDING AND MANAGING BRANDS: INSIGHTS AND PERSPECTIVES FROM BEHAVIORAL RESEARCH</u></p> <p>Baba Shiv, Stanford Kevin Keller, Dartmouth Amitava Chattopadhyay, INSEAD</p> <p>Session Chair: Shir Zhang, UCLA</p> <p><u>FIRM ORIENTATION AND MARKET INTERACTIONS</u></p> <p>Chris Moorman, Duke Jagdish Singh, Case Western Raj Srivastava, Emory</p> <p>Session Chair: Roger Kerin, SMU</p> <p><u>SATISFACTION AND CUSTOMER MANAGEMENT</u></p> <p>Scott Neslin, Dartmouth Jakki Thomas, Northwestern Claes Fornell, Michigan</p> <p>Session Chair: Robert Peterson, Texas</p> | <p>BUSN 106</p> <p>BUSN 127</p> <p>BUSN 211</p> |
| 12.00 pm -1.30 pm | ❖ Lunch | Rome Commons 3 rd Floor |

Thursday, July 7

| Time | Event | Location |
|-------------------|--|---|
| 1.30 pm - 3.00 pm | <p>❖ CONCURRENT SESSIONS</p> <p><u>METHODOLOGICAL ISSUES</u></p> <p>Dawn Iacobucci, Wharton Robin Coulter, UCONN Russ Belk, Utah</p> <p>Session Chair: Susan Spiggle, UCONN</p> <p><u>CULTURE AND ORGANIZATION STRATEGY</u></p> <p>Rohit Deshpande, Harvard Hubert Gatignon, INSEAD Shankar Ganesan, Arizona</p> <p>Session Chair: Gabe Biehal, Maryland</p> <p><u>NEW PRODUCT SALES FORECASTING</u></p> <p>John Hauser, MIT Barry Bayus, North Carolina Peter Fader, Wharton</p> <p>Session Chair: K.Sudhir, Yale</p> | <p>BUSN 127</p> <p>BUSN 211</p> <p>BUSN 106</p> |
| 3.00 pm - 3.30 pm | ❖ Refreshment Break | BUSN Café 1 st Floor |

Thursday, July 7th

| Time | Event | Location |
|---------------------------|---|--|
| 3.30 pm - 5.00 pm | <p>❖ CONCURRENT SESSIONS</p> <p><u>MEMORY AND INFORMATION RETRIEVAL</u></p> <p>Geeta Menon, NYU (Presented by: Durairaj Maheswaran) Dipankar Chakravarti, Colorado Ravi Dhar, Yale</p> <p>Session Chair: Ziv Carmon, INSEAD</p> | BUSN 106 |
| | <p><u>INNOVATION</u></p> <p>Venky Shankar, Texas A&M Praveen Kopalle, Dartmouth Peter Golder, NYU</p> <p>Session Chair: Rajesh Chandy, Minnesota</p> | BUSN 211 |
| | <p><u>PRICING AND PROMOTION</u></p> <p>Brian Ratchford, Maryland J. Miguel Villas-Boas, Berkeley P.B. (Seethu) Seetharaman, Rice</p> <p>Session Chair: Dhruv Grewal, Babson</p> | BUSN 127 |
| 5.00 pm - 6.00 pm | ❖ Break Time | |
| 6.30 pm – 8.30 pm | ❖ Gala Dinner – Featured Speaker: Dr. Anil Menon, IBM Corp. | Rome Commons 3rd Floor |
| 8.30 pm - 11.00 pm | ❖ Music, Karaoke and Dancing | Rome Commons 3rd Floor |

Friday, July 8

| Time | Event | Location |
|---------------------|---|---|
| 7.30 am - 8.00 am | <p>❖ Continental Breakfast</p> | ITEB C80 |
| 8.00 am - 10.00 am | <p>❖ PLENARY SESSION</p> <p>"Research, Reviewing and Publishing – Part I" (Part II on afternoon of July 9th)</p> <p>Roland Rust, Journal of Marketing Daniel Bello, Journal of International Marketing Steve Shugan, Marketing Science Venky Shankar, Journal of Interactive Marketing Mike Levy, Journal of Retailing John Deighton, Journal of Consumer Research Durairaj Maheswaran, Journal of Consumer Psychology George Zinkhan, Journal of the Academy of Marketing Science</p> <p>Session Chair: Rajan Varadarajan, Texas A&M</p> | ITEB C80 |
| 10.00 am - 10.30 am | <p>❖ Refreshment Break and move to School of Business</p> | BUSN Café 1 st Floor |
| 10.30 am - 12.00 pm | <p>❖ CONCURRENT SESSIONS</p> <p><u>ROLE OF CENTERS IN MARKETING KNOWLEDGE GENERATION</u></p> <p>Gary L. Lilien, ISBM Wagner Kamakura, Teradata Center Arvind Rangaswamy, EBRC</p> <p>Session Chair: Srinu Reddy, Georgia</p> <p><u>SURVEY RESEARCH IN MARKETING</u></p> <p>Ajay Kohli, Emory A. Parsu Parasuraman, Miami Edward A. Blair, Houston</p> <p>Session Chair: Greg Marshall, Rollins College</p> <p><u>ISSUES IN EMPIRICAL MODELS</u></p> <p>David Schmittlein, Wharton Vithala R. Rao, Cornell Dave Stewart, Southern California</p> <p>Session Chair: Mike Ahearne, Houston</p> | <p>BUSN 127</p> <p>BUSN 106</p> <p>BUSN 211</p> |

Saturday, July 9

| Time | Event | Location |
|---------------------|---|---------------------------------------|
| 7.30 am - 8.00 am | ❖ Continental Breakfast | ITEB C80 |
| 8.00 am - 10.00 am | ❖ PLENARY SESSION "Perspectives on Research in Marketing " Don Lehmann, Columbia Roland Rust, Maryland Bill Perreault, North Carolina Session Chair: Rajiv Grover, Georgia | ITEB C80 |
| 10.00 am -10.30 am | ❖ Refreshment Break | ITEB C80 |
| 10.30 am - 12.00 pm | ❖ PLENARY SESSION "Guideposts to Managing your Career" Leigh McAlister, Texas Ken Bernhardt, Georgia State Werner Reinartz, INSEAD Session Chair: V. Kumar, UCONN | ITEB C80 |
| 12.00 pm -1.30 pm | ❖ Lunch | Rome Commons 3 rd Floor |

Saturday, July 9th

| Time | Event | Location |
|----------------------------------|---|---|
| <p>4.15 pm - 5.45 pm</p> | <p>❖ Workshop on Research in Marketing</p> <p>We will ask for volunteers.</p> <p><u>CB PANEL</u></p> <p>Baba Shiv, Stanford Robin Coulter, UCONN</p> <p>Session Chair: Linda Price, Nebraska</p> <p><u>STRATEGY PANEL</u></p> <p>Steve Brown, Houston Doug Bowman, Emory</p> <p>Session Chair: Sundar Bharadwaj, Singapore Management University</p> <p><u>MODELS PANEL</u></p> <p>Ram C. Rao, UT Dallas Wagner Kamakura, Duke</p> <p>Session Chair: Jakki Thomas, Northwestern</p> <p><u>PUBLIC POLICY & MARKETING PANEL</u></p> <p>William Wilkie, Notre Dame</p> <p>Session Chair: Joel Cohen, Florida</p> | <p>BUSN 127</p> <p>BUSN 211</p> <p>BUSN 122</p> <p>BUSN 127</p> |
| <p>5.45 pm - 6.30 pm</p> | <p>❖ Break Time</p> | |
| <p>6.30 pm - 11.00 pm</p> | <p>❖ Dinner & Entertainment (MSI)</p> <p>Feature Presentation: MSI Executive Director Dominique Hanssens</p> | <p>Rome Commons 3rd Floor</p> |

Sunday, July 10

| Time | Event | Location |
|---------------------|---|----------|
| 7.30 am - 8.00 am | ❖ Continental Breakfast | ITEB C80 |
| 8.00 am - 10.00 am | ❖ REFLECTIONS BY 1980 (25 th Anniversary) CONSORTIUM FELLOWS Ruth Bolton, Arizona State Linda Price, Nebraska-Lincoln George Zinkhan, Georgia Denise Smart, Texas State Session Chair: Valarie Zeithaml, North Carolina | ITEB C80 |
| 10.00 am -10.30 am | ❖ Refreshment Break | ITEB C80 |
| 10.30 am - 12.00 pm | ❖ TEACHING AND ETHICS Eli Jones, Houston Peter Dacin, Queens University Neeli Bendapudi, Ohio State Session Chair: Eli Jones, Houston | ITEB C80 |