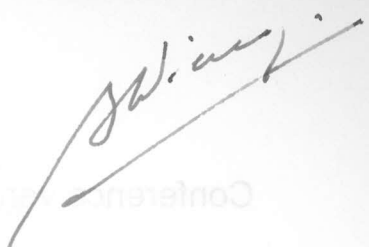


**M A R K E T I N G**  
JUNE 24-26, 2004  
**S C I E N C E**  
ERASMUS UNIVERSITY ROTTERDAM  
**C O N F E R E N C E**





Rotterdam, June 24 2004.

Dear Marketing Scientists,

In name of the organization committee and the marketing faculty at Erasmus University Rotterdam, I welcome you to the 26<sup>th</sup> Marketing Science conference in Rotterdam (June 24-26 2004). We hope you will enjoy a great conference, together with many colleagues from all over the world. With 12 tracks and many excellent speakers, it promises to give you lots of new inspiration to embark on innovative and impactful new research projects.

Rotterdam is an excellent location for the Marketing Science Conference. It is a modern city (as it was almost completely destroyed in WW II) with much modern architecture. It is also one of the largest ports in the world and a major gateway to Europe. Major European cities, such as Amsterdam, Brussels, Paris, and Berlin, are within four hours distance by train.

This conference would not have been possible without the financial support of our main sponsor Unilever, VNU (business sponsor), Erasmus Research Institute of Management and Vereniging Trustfonds EUR (both academic sponsors). We also thank special session sponsors, Erasmus Food Management Institute, Brand Science Institute and Teradata Center for Customer Relationship Management.

Thank you for attending this conference. Let's all make this conference an event to remember.

Sincerely,

Stefan Stremersch  
(Conference chair)

The Organization Committee:

Stefan Stremersch, Philip Hans Franses, Gerard Tellis, Berend Wierenga, Bas Donkers, Peter Verhoef, and Stefan Wuyts.

## Social events

### Thursday, June 24

Welcome reception at the Erasmus University Rotterdam.

You are all cordially invited to join us for a welcome reception at the conference center of Erasmus University Rotterdam (conference location) to kick off the Marketing Science 2004 Conference. Food and beverages will be served.

### Friday, June 25

Dinner at the St. John Church in Gouda

This formal event will be held in the St. John Church located in the center of Gouda. Gouda is a beautiful old city in the West of Holland, not far from Rotterdam. The city has beautiful old trader houses and canals. The famous Dutch Gouda cheese is named after this city. It is also known for its "candle" industry. This reformed St. John church is consecrated to John the Baptist and is famous for its 16<sup>th</sup> century stained glass windows. It is also the largest church of the Netherlands. There is "a connection" with the Erasmus University, as it is said that the great philosopher Desiderius Erasmus was born in this church.

The event consists of a reception in one of the galleries of the church and a formal dinner in another gallery. During this event the winners of the following awards will be announced:

- John D.C. Little Award
- Frank M. Bass Dissertation Paper Award
- Practice Prize

### Saturday, June 26

Dinner at the Cruise Terminal in Rotterdam

We end the conference with an informal event in the Cruise Terminal near the river the Maas that flows through Rotterdam. The Cruise Terminal has a close connection with the USA. From this building ships from the so-called "Holland-America Line" left to New York to transport Dutch immigrants to the USA. Nowadays the terminal is no longer used. It is, however, a fabulous location nearby the center of Rotterdam with a great view of the city and the river Maas.

## Information for speakers, session chairs, and participants

### Guidelines for speakers

The room and location of your session are listed in these proceedings. Please be in time (15 minutes prior to begin) for your session. In particular, when you use a computer presentation, this presentation should be installed on the laptop in the room before the session starts. In case you show up just before the session starts, the time to install the presentation on the laptop is deducted from your presentation time.

The laptops are equipped with a floppy drive, a CD ROM, and a USB port. Note that connecting the projection equipment to your own laptop is time-consuming and sensitive to all kinds of problems. It will therefore not be possible to use your own laptop. Overhead projectors are also available in each room.

Most sessions include 4 papers. Sessions last one and a half hour. Thus, the total time for each presentation is approximately 22 minutes. Make sure your presentation fits within this time span. This should also include time for questions from the audience.

### Guidelines for session chairs

The session chair is the last speaker of the session (unless otherwise indicated in the program). The chair is responsible for a smooth running of the session. It is important that the presentations are held at the designated times. When a speaker does not show up, the subsequent presentations should not be shifted forward.

The session chair introduces each speaker and informs the speaker when time is running short.

### Guidelines for participants

It is possible that you find presentations of your interest in different sessions that run at the same time. You might therefore want to switch sessions. When you do so, we would want to request that you leave sessions only at the beginning or ending of a talk (and not during) and leave and enter rooms quietly.



## Places to eat

An interesting area to go out for diner is the "Westelijk Handelsterrein". This is an area with a number of small restaurants and pubs that are of good quality. This area can be reached by public transportation, Tram line 5 in direction Willemsplein, (stop Vasteland). It is also about 20 minutes walking from the central train station; just follow the road that starts opposite the central train station.

### French Cuisine

- Eten  
Nieuwe Binnenweg 153  
Tel. 010-436 44 74
- Zink  
Calandstraat 12a  
Tel. 010-436 65 79
- Nul 10  
Westerstraat 39a  
Tel. 010-213 44 45
- Zeezout  
Westerkade 11b  
Tel. 010-436 50 49

Due to the Dutch colonial history there are a number of good Indonesian restaurants in Rotterdam:

- Kantjil & de Tijger  
Haringvliet 76  
Tel. 010-213 17 60
- Dewi Sri  
Westerkade 20  
Tel. 010-436 02 63

### For those interested in upper class locations:

- Parkheuvel, 3 Michelin stars  
Heuvellaan 21  
Tel. 010-436 07 66
- La vilette, 1 Michelin star  
Westblaak 160,  
Tel. 010-414 86 92
- De Engel  
Eendrachtsweg 19  
Tel. 010-413 82 56
- De Harmonie  
Westersingel 95  
Tel. 010-436 36 10

### Other places of interest are:

- La Stanza (Italian)  
Van Vollenhovenstraat 19  
Tel. 010-277 14 14
- O'Pazzo (Italian)  
Mariniersweg 90  
Tel. 010-282 71 07
- De Chinese Muur (Chinese)  
West-Kruiskade 1a  
Tel. 010-412 56 22
- Fuji (Japanese)  
Kruiskade 26/28  
Tel. 010-414 33 38

Keynote address by

**Anthony Simon**

President of Marketing for Unilever Bestfoods.

Following Unilever's acquisition of Bestfoods and the creation of Unilever Bestfoods in October 2000, Anthony Simon was appointed president of marketing for Unilever Bestfoods in January 2001 and member of the Unilever Bestfoods Board. Prior to this appointment, he had been Corporate Vice President of world-wide Strategy and Core Businesses for Bestfoods and a member of the corporation's Corporate Strategy Council or Executive Committee.

Anthony Simon joined Bestfoods in 1968 at its European headquarters in Brussels. He held various marketing positions in Scandinavia before returning to headquarters in 1972 as new business development coordinator. In 1973, he was appointed assistant to the divisional president. In 1980, Anthony Simon was appointed deputy consumer operations manager for Bestfoods in Switzerland and two years later, became general manager of Bestfoods Ireland. In 1985, he became executive assistant to the divisional president and the following year, a divisional vice president and member of the European Executive Committee and the Bestfoods Europe Board. Anthony Simon was named vice president, Northern European Region in 1987 and became senior vice president - business development, planning and operations for Bestfoods Europe in 1991. He was elected a Corporate Vice President of Bestfoods in March 1997 and is a board member of the Huhtamaki, a leading global packaging company.

An academic's perspective on the keynote address by

**John D. C. Little**

Institute Professor at MIT

Professor Little is best known in OR/MS for his proof of the queuing formula,  $L = W$ , commonly called Little's Law. He is also considered a founder of marketing science. He graduated from MIT in 1948 with an S.B. in physics. After working two years at GE, he returned for graduate work but gradually switched to operations research, studying with OR pioneer, Philip Morse, and graduating in 1955 as the first Ph.D. in OR. From 1957-62 he taught at Case Western Reserve. Professor Little early recognized the power of combining optimization and computation. His research in marketing encompasses a broad set of modeling and decision support issues that have led naturally to his current interest in e-commerce and marketing automation. Professor Little has long been active in professional societies, having been president of both ORSA and TIMS, and chairing the committee that merged these two organizations, after which he became the first president of INFORMS. He also co-founded a marketing models firm, Management Decision Systems, which was later acquired by Information Resources, and, more recently, an internet company that is now part of Kana Software

**Thursday, June 24 2004, Session C: 14:00 pm - 15:30 pm**

| Special Session: Customer Retention                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Diffusion 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Marketing Research 01: Bayesian Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p align="center"><b>TC01- FORUM</b></p> <p><b>Optimizing Customer Retention and Acquisition over Time</b><br/><u>Barak Libai</u>, Eitan Muller</p> <p><b>Profit Maximizing Customer Retention Management</b><br/><u>Manfred Krafft</u>, Marco Hüppelshäuser</p> <p><b>Throw a Sprat to Catch a Mackerel! The Influence of Loyalty Rewards on Customer Purchasing</b><br/><u>Jorna Leenheer</u>, Tammo Bijmolt</p> <p><b>Modeling the Customer Upgrade Decision: When Satisfaction is not Enough</b><br/><u>Katherine Lemon</u>, Ruth Bolton, Peter Verhoef</p> <p>Chair: Katherine Lemon</p> <p><i>Sponsored by Teradata Center for Customer Relationship Management</i></p> | <p align="center"><b>TC02- TOKYO</b></p> <p><b>The Embedded Model of the Norton-Bass Successive Technology Generations Model</b><br/><u>Portia Isaacson Bass</u>, Frank Bass</p> <p><b>The Relationship Between Advertising and Sales: Evidence from a Stock Market Simulation</b><br/><u>Anita Elberse</u>, Bharat Anand</p> <p><b>The Role of Market Information in the Diffusion of Competing Technology Standards</b><br/><u>Demetrios Vakatsas</u>, Vasilis Theoharakis, Veronica Wong</p> <p><b>Forecasting Adoption Growth for a New Durable Good From Purchase Intent Measures: Model, Estimation and Validation</b><br/><u>Albert Bemmaor</u></p> <p>Chair: Albert Bemmaor</p> | <p align="center"><b>TC03- ATHENE</b></p> <p><b>A Dynamic Spatial Model for Target Search: Covert Task Switching Over Time and Space</b><br/><u>Ralf van der Lans</u>, Rik Pieters, Michel Wedel</p> <p><b>Bayesian Analysis of a Multiple Change-Point Regression Model</b><br/><u>Duncan K. H. Fong</u>, Wayne DeSarbo</p> <p><b>Comparison of Extended and Bayesian-based Market-Share Models</b><br/><u>Akihiro Inoue</u></p> <p><b>Direct Versus Framing Effects: A Structural Model of the Dual Roles of Advertising</b><br/><u>Om Narasimhan</u>, Xinlei Chen, Nitin Mehta</p> <p>Chair: Om Narasimhan</p> |
| Pricing 01: Auctions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Channels 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Special Session: The Practice of Marketing Mix Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p align="center"><b>TC04- ROCHESTER</b></p> <p><b>Outcome Contingent Regret in Ascending and Descending Auctions</b><br/><u>Amar Cheema</u>, Dipankar Chakravarti, Atanu Sinha</p> <p><b>Is Information Transparency Good?: The Impact of Information on Past Internet Auctions on Sellers</b><br/><u>Eric Greenleaf</u>, Teck Ho, Vishal Narayan</p> <p><b>Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model</b><br/><u>Eric Bradlow</u>, Young-Hoon Park</p> <p><b>Bid Analyzer: A Method for Price Discovery in Online Reverse Auctions</b><br/><u>Sandy Jap</u>, Prasad Naik</p> <p>Chair: Sandy Jap</p>               | <p align="center"><b>TC05- SANTANDER</b></p> <p><b>Infomediaries and Channel Strategies</b><br/><u>Abel Jeuland</u>, Nanda Kumar</p> <p><b>Determinants of Breadth and Depth in Distribution Channel Usage</b><br/><u>Rupinder Jindal</u>, Wayne Hoyer, Manfred Krafft, Werner Reinartz</p> <p><b>Choosing Pricing Decision Variables in Models of Distribution Channels</b><br/><u>Rajeev Tyagi</u></p> <p><b>How to Seize a Window of Opportunity: The Entry Strategy of Retail Firms into Transition Economies</b><br/><u>Katrijn Gielens</u>, Marnik Dekimpe</p> <p>Chair: Katrijn Gielens</p>                                                                                      | <p align="center"><b>TC06- SHANGHAI</b></p> <p><b>The Practice of Marketing Mix Analysis</b><br/><u>Craig Stacey</u></p> <p><b>Getting Control: Improving the Productivity of the Marketing Mix</b><br/><u>Richard Cook</u>, Mike Ljubicic, John Porter</p> <p><b>Category Dynamics</b><br/><u>Gordon Wyner</u>, Alain Pioche</p> <p><b>Improving Total Portfolio ROI</b><br/><u>Debbie Samuels</u></p> <p>Chair: Craig Stacey</p>                                                                                                                                                                                |



| Promotion 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Consumer Behavior 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Choice 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <p>TC07- HULL</p> <p><b>What the EITF Consensus Standards Reveal About Manufacturers' Use of Promotions</b><br/> <u>Mary Sullivan</u>, Bill Baber, Kumar Visvanathan</p> <p><b>Determinants of Household Sales Promotion Responsiveness</b><br/> <u>Linda Teunter</u>, Teun Kloek, Berend Wierenga</p> <p><b>Depth and Allocation of Trade Promotions: Evidence from the US Supermarket Industry</b><br/> <u>Miguel Gomez</u>, Edward W. McLaughlin, Vithala</p> <p><b>Consumer Preference for Rewards in Loyalty Programs</b><br/> <u>Guangping Wang</u></p> <p>Chair: Guangping Wang</p>   | <p>TC08- BALTIMORE</p> <p><b>The Effect of Order and Self-Relevance of Mixed Emotions on Processing of Neutral Ad Information</b><br/> <u>Suresh Ramanathan</u>, Aparna Labroo</p> <p><b>Casual Discounting: The Impact of Mental Effort and Attention to the Future on Far and Near</b><br/> <u>Jane Ebert</u>, Drazen Prelec</p> <p><b>Measuring the Dark Side of Consumer Behavior: Non-Compliance, Cheating, and Rational Choice</b><br/> <u>Ulf Bockenholt</u></p> <p><b>When Two Rights Make A Wrong: Searching Too Much in Ordered Environments</b><br/> <u>Kristin Diehl</u></p> <p>Chair: Kristin Diehl</p>                | <p>TC09- LEUVEN</p> <p><b>Support Vector Machines and Their Potential Role in Marketing</b><br/> <u>Georgi Nalbantov</u>, Rob Bauer, Cor Bioch, Patrick Groenen, Ida Sprinkhuizen-Kuyper</p> <p><b>Estimating Heterogeneous Price Thresholds</b><br/> <u>Nobuhiko Terui</u>, Wirawan Dony Dahana</p> <p><b>A Mixed Logit Approach to a Nested Tourist Choice Process</b><br/> <u>Juan L. Nicolau</u>, Francisco Jose Mas-Ruiz</p> <p><b>A Study on Marketing Performance of FMC Services in Korea Telecommunications Market</b><br/> <u>Eok-Soo Han</u></p> <p>Chair: Eok-Soo Han</p> |
| CRM 01: Satisfaction/Customer Value                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Special Session: Exploratory Visualization Models in Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Service Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p>TC10- BERGEN</p> <p><b>Satisfaction of Customer Co-Designers: Process vs. Product Satisfaction</b><br/> <u>Melanie Müller</u>, Frank Piller</p> <p><b>Combining Transactional and Relational Marketing Efforts in Relational Exchanges</b><br/> <u>Simon Pierre Sigué</u>, Simon Pierre Sigué</p> <p><b>Managing Customer Relationships Through Price and Service Quality</b><br/> <u>Paulo Rocha e Oliveira</u>, Gabriel Bitran, Ariel Schilkrut</p> <p><b>Effects of Personal Values on Customer Satisfaction</b><br/> <u>David Dekker</u>, Jose Bloemer</p> <p>Chair: David Dekker</p> | <p>TC11- HEIDELBERG</p> <p><b>Visualizing Interactions by the Interaction-Decomposition Model</b><br/> <u>Patrick Groenen</u>, Alex Koning</p> <p><b>Beyond Degeneracies in Nonmetric Unfolding: Visualizing Consumers' Preference for Products</b><br/> <u>Frank Busing</u>, Alain De Beuckelaer, Patrick Groenen</p> <p><b>Using Correspondence Analysis to Determine the Set of Relevant Attributes in a Brand Image Study</b><br/> <u>Michel van de Velden</u>, Anna Torres</p> <p><b>Visualizing Response Styles in Cross-Cultural Research</b><br/> <u>Hester Van Herk</u>, Patrick Groenen</p> <p>Chair: Patrick Groenen</p> | <p>TC12- LUND</p> <p><b>The Service Concept Evolution: the Influence of Relationship Marketing and ICTs</b><br/> <u>Raffaele Donvito</u>, Gaetano Aiello</p> <p><b>Modeling the Relationship between Quality, Satisfaction, and Value: A Relative Attitudinal Approach</b><br/> <u>Anand Kumar Jaiswal</u>, Svein Ottar Olsen, Pingali Venugopal</p> <p><b>Performance Analysis of Frontline Service Employees: Case of a Banking Call Center</b><br/> <u>Neeru Malhotra</u>, Avinandan Mukherjee</p> <p>Chair: Neeru Malhotra</p>                                                    |



**Thursday, June 24 2004, Session D: 16:00 pm – 17:30pm**

| Special Session:<br>Customer Lifetime Value                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Diffusion 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Marketing Research 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <p align="center">TD01- FORUM</p> <p><b>Managing Customer Relationships: Should Managers Really Focus on the Long Term?</b><br/><u>Julian Villanueva</u>, Sridhar Balabsuramanian, Pradeep Bhardwaj, Yuxin Chen</p> <p><b>Incorporating Consumer Behavior into Customer Valuation</b><br/><u>Mike Lewis</u></p> <p><b>A Bayesian Approach to Customer Lifetime Value Models</b><br/><u>Peter Bouman</u>, Karsten Hansen</p> <p><b>How Far Into the Future Can "Lifetime" Value Be Estimated?</b><br/><u>Edward Malthouse</u></p> <p>Chair: Edward Malthouse</p> <p><i>Sponsored by Teradata Center for Customer Relationship Management</i></p>   | <p align="center">TD02- TOKYO</p> <p><b>Should the Firm Focus on its Stronger Markets?</b><br/><u>Renana Peres</u>, Barak Libai, Eitan Muller</p> <p><b>Marketing Sequels Of Creative Goods: The Case of Video Games</b><br/><u>Marco Bertini</u>, Anita Elberse</p> <p><b>An Application of the Bass Model with Demand Curve Estimation</b><br/><u>Malcolm Wright</u>, Susan Cuthbert</p> <p><b>Forecasting the Diffusion of an Innovation Prior to Launch</b><br/><u>Sönke Albers</u></p> <p>Chair: Sönke Albers</p>               | <p align="center">TD03- ATHENE</p> <p><b>Global Consumer Innovativeness: The Role of Culture and Personal Demographics and Economics</b><br/><u>Gerard J. Tellis</u>, Simon Bell, Eden Yin</p> <p><b>On the Spatial Structure of Consumer Needs: Cross-national evidence from the European Union</b><br/><u>Frenkel Ter Hofstede</u>, Kyungdo Park</p> <p><b>An Empirical Model of State Dependence Among Physicians: Implications for Marketing Communication</b><br/><u>Shantanu Dutta</u>, Ramkumar Janakiraman, Catraina Sismeiro, Phil Stern</p> <p><b>The Effects of Pharmaceutical Marketing on Sales of Prescription Drugs</b><br/><u>Jaap Wieringa</u>, Peter Leeftang, Dick Wittink</p> <p>Chair: Jaap Wieringa</p>                                                                                              |
| Pricing 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Channels 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Special Session: Online Pricing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p align="center">SA04- ROCHESTER</p> <p><b>Dimension Reduction in VAR-models: Capturing Factor Structure in Dynamic Retail Pricing Across SKUs</b><br/><u>Koen Pauwels</u>, Marnik Dekimpe, Carl Mela, Prasad Naik, Jan-Benedict Steenkamp</p> <p><b>easyJet® Airlines: Small, Lean, and with Prices that Increase over Time</b><br/><u>Oded Konigsberg</u>, Naufel J. Vilcassim, Eitan Muller</p> <p><b>Understanding the Determinants of Optimal Price under Logit Demand</b><br/><u>Tridib Mazumdar</u>, Amiya Basu, S.P. Raj</p> <p><b>Optimal Pricing Strategies in the DVD Market</b><br/><u>Pilsik Choi</u></p> <p>Chair: Pilsik Choi</p> | <p align="center">SA05- SANTANDER</p> <p><b>How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels</b><br/><u>Alberto Sa Vinhas</u>, Erin Anderson</p> <p><b>Channel Coordination for Durable Goods with an Imperfect Secondary Market</b><br/><u>Jeffrey Shulman</u></p> <p><b>Fair Channel</b><br/><u>Z. John Zhang</u>, Tony Cui, Jagmohan Raju</p> <p><b>Are Solutions to Double-Marginalization Problem Equivalent?</b><br/><u>Juanjuan Zhang</u>, Teck Ho</p> <p>Chair: Juanjuan Zhang</p> | <p align="center">SA06- SHANGHAI</p> <p><b>The Role of Seller Rating in Online Auctions</b><br/><u>Ernan Haruvy</u>, Norris Bruce, Ram Rao</p> <p><b>Price Dispersion on the Internet: A Review and Directions for Future Research</b><br/><u>Venkatesh Shankar</u>, Xing Pan, Brian Ratchford</p> <p><b>E-Tail and Retail Reference Price Effectson Expected E-tail Prices, Price Fairness, and Satisfaction Perceptions</b><br/><u>David Hardesty</u>, Tracy Suter</p> <p><b>Price Partitioning on the Internet</b><br/><u>Kent B. Monroe</u>, Lan Xia</p> <p><b>The Effects of Buyer Identification and Purchase Timing on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions</b><br/><u>Dhruv Grewal</u>, David Hardesty, Gopalkrishnan R Iyer</p> <p>Co-Chairs: Sandy Jap and Prasad Naik</p> |

| Promotion 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Consumer Behavior 02:<br>Reference Points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Choice 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p>TD07- HULL<br/><b>Who is Stockpiling, and Who is Consuming More? —A Study on Decomposition of Price Promotion Effects</b><br/><u>Qin Zhang</u>, Tat Chan,<br/>Chakravarthi Narasimhan</p> <p><b>The Effects of Free Sample Promotions on Incremental Brand Sales</b><br/><u>Kapil Bawa</u>, Robert Shoemaker</p> <p><b>How Do Promotion Programs Affect Consumers' Purchase Decisions: A Behavioral Perspective</b><br/><u>Yuhuang Zheng</u>, Ran Kivetz</p> <p><b>To Whom, When, and How Much to Discount? A constrained optimization of customized temporal discounts</b><br/><u>Joseph Johnson</u>, Eddie Ip, Gerard J. Tellis</p> <p>Chair: Joseph Johnson</p> | <p>TD08- BALTIMORE<br/><b>Understanding Reference Point Strength and its Impact on Consumer Responses</b><br/><u>H. Onur Bodur</u>, Neeraj Arora,<br/>Noreen M. Klein</p> <p><b>Investigating the Effects of Consumer Characteristics on Loss Aversion using a Bayesian Approach</b><br/><u>Daniel Klapper</u>, Christine Ebling,<br/>Jarg Temme</p> <p><b>Anchoring and Adjustment in Non-linear Pricing</b><br/><u>Stephen J. Hoch</u>, Joseph redden</p> <p><b>Reference Points and the Importance of Attributes in Consumer Judgment and Choice</b><br/><u>Koert Van Ittersum</u>, Joost M.E. Pennings, Hans C.M. Van Trijp,<br/>Brian Wansink</p> <p>Chair: Koert Van Ittersum</p> | <p>TD09- LEUVEN<br/><b>Consumer Dynamic Intertemporal Choice with Reference Point</b><br/><u>Qiang Lu</u></p> <p><b>Analyzing the Effect of Past Prices on Reference Price Formation</b><br/><u>Richard Paap</u>, Rutger van Oest</p> <p><b>Consumer Choices in One-Stage vs. Two-Stage Markets</b><br/><u>Vardit Landsman</u></p> <p><b>Modeling Online Brand Choice Behavior: Exploring the Effects of Some Internet-Specific Attributes</b><br/><u>Yanan Wang</u></p> <p>Chair: Yanan Wang</p>                                                                                                                                                                                                                  |
| CRM 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Competition & Game Theory 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Internet 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>TD10- BERGEN<br/><b>Enhancing the Effectiveness of the Customer Relationship Management Effort Through Marketing Network</b><br/><u>Fabrizio Zerbin</u></p> <p><b>Moderators of the Relationship Between Third-Party Complaints and Spanish Banking Performance</b><br/><u>Ana Belen Casado-Diaz</u>,<br/>Francisco Jose Mas-Ruiz, Ricardo Sellers-Rubio</p> <p><b>Linking Team Efficacy and Group Potency to Customer Perceptions and Financial Performance</b><br/><u>Ad de Jong</u>, Ko de Ruyter, Martin Wetzels</p> <p><b>Financial Incentives in Promoting Referrals</b><br/><u>Thorsten Posselt</u>, Dubravko Radic</p> <p>Chair: Thorsten Posselt</p>      | <p>TD11- HEIDELBERG<br/><b>A Model of Bargaining in a Vertical Marketing Channel and Positioning of Store Brands</b><br/><u>Tirtha Dhar</u>, Philippe Bontems,<br/>JeanPaul Chavas</p> <p><b>Sequential R&amp;D and Quality of New Products: The Case of Specialized Equipment Suppliers</b><br/><u>Sumitro Banerjee</u>, David Soberman</p> <p><b>Ingredient Branding in Vertically Related Markets</b><br/><u>Liyuan Wei</u></p> <p><b>Incentives for Retailer Promotion in a Marketing Channel</b><br/><u>Sihem Taboubi</u>, Steffen Jorgensen, Georges Zaccour</p> <p>Chair: Sihem Taboubi</p>                                                                                      | <p>TD12- LUND<br/><b>Gauging Consumer Evaluations of Online Knowledge: Ordinary Least Square Versus Ordered Logit Models</b><br/><u>Ming-Hui Huang</u>, Shihti Yu</p> <p><b>Customer Co-Production in an E-Service Support Setting: Antecedents and Performance Consequences</b><br/><u>Vera Blazevic</u>, Annouk Lievens, Steve Muylle</p> <p><b>Marketing-oriented Information Exchanges through the Internet. The Role of the Environmental Context</b><br/><u>Despina Karayanni</u></p> <p><b>The Role of Perceived Usability, Satisfaction and Consumer's Trust on the Loyalty to a Website</b><br/><u>Raquel Gurrea Sarasa</u>, Carlos Flavián-Blanco, Miguel Guinalú</p> <p>Chair: Raquel Gurrea Sarasa</p> |

**Friday, June 25 2004, Session A: 8:30 am – 10:00 am**

| Special Session: Strategic Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Diffusion 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Marketing Research 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <p align="center"><b>FA01- FORUM</b></p> <p><b>How Legacy Firms Can Introduce Radical and Disruptive Innovations: Theoretical and Empirical Analyses</b><br/> <u>Praveen Kopalle</u>, Rajesh Chandy</p> <p><b>Identifying and Using Emergent Customers in Developing Radical Innovations</b><br/> <u>Praveen Kopalle</u>, Donna Hofmann, Thomas Novak, David Porter</p> <p><b>The Dynamics of Radical Innovation</b><br/> <u>Jaideep Prabhu</u>, Rajesh Chandy</p> <p><b>Understanding the Seeds of Growth: Technological Evolution and Product Innovation</b><br/> <u>Ashish Sood</u>, Gerard J. Tellis</p> <p>Co-chairs: Rajesh Chandy and Praveen Kopalle</p> | <p align="center"><b>FA02 - TOKYO</b></p> <p><b>The Generalized Bass Model: An Empirical Application to Take-Off of Durable Goods in Italy</b><br/> <u>Boris Durisin</u>, Domenico Materia</p> <p><b>Analyzing Dynamic Relationship of Diffusion of Products</b><br/> <u>Kaz Takada</u>, Kaichi Saito, Takaho Ueda</p> <p><b>Word-of-Mouth for Movies: Its Determinants, Consequences, and Implications for Advertising Strategy</b><br/> <u>Yong Liu</u>, Dae-Yong Ahn</p> <p><b>Explaining Lead-/Lag-Effects and Spatial Autocorrelation in Models of International Diffusion</b><br/> <u>Kay Peters</u>, Sönke Albers</p> <p>Chair: Kay Peters</p> | <p align="center"><b>FA03- ATHENE</b></p> <p><b>Between-Method Convergent Validity of Four Data Collection Methods in Quantitative Means-End Chain Research</b><br/> <u>Alain De Beuckelaer</u>, Ivo Langbroek</p> <p><b>Solving and Testing for Endogeneity without having Instrumental Variables at Hand</b><br/> <u>Peter Ebbes</u>, Ulf Bockenholt, Michel Wedel</p> <p><b>On the Predictive Content of Production Surveys: A Pan-European Study</b><br/> <u>Aurélie Lemmens</u>, Christophe Croux, Marnik Dekimpe</p> <p><b>Latent Class Analysis of Customer-Mix Distributions</b><br/> <u>Andrea Godfrey</u>, Leigh McAlister, Maytal Saar-Tsechansky,</p> <p>Chair: Andrea Godfrey</p>                                                                                                   |
| Practice Prize 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Retailing 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Special Session: Product Portfolios                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p align="center"><b>FA04- ROCHESTER</b></p> <p><b>Attribute Drivers:- A Dynamic Factor Analytic SKU Choice Model</b><br/> <u>Ashish Sinha</u>, J. Jeffrey Inman, Yantao Wang</p> <p><b>CHAN4CAST: A Multi-Channel Multi-Region Forecasting Model and Decision Support System for Consumer Package Goods</b><br/> <u>Brian Ratchford</u>, Suresh Divakar, Venky Shankar</p> <p>Chair: Gary Lilien</p>                                                                                                                                                                                                                                                            | <p align="center"><b>FA05- SANTANDER</b></p> <p><b>The Choice and Consequences of Using a Category Captain</b><br/> <u>Yusong Wang</u>, Sanjay Dhar, Jagmohan Raju,</p> <p><b>Are Slotting Allowances due to Manufacturer or Retailer Competition?</b><br/> <u>Dmitri Kuksov</u>, Amit Pazgal</p> <p><b>An Experimental Analysis on Nonlinear Distribution Contracts</b><br/> <u>Noah Lim</u>, Teck Ho</p> <p><b>Slotting Allowances: An Empirical Investigation</b><br/> <u>K. Sudhir</u>, Vithala Rao</p> <p>Chair: K. Sudhir</p>                                                                                                                   | <p align="center"><b>FA06- SHANGHAI</b></p> <p><b>Extending Dynamic Segmentation with Lead Generation: A Latent Class Markov Analysis of Financial Products</b><br/> <u>Leo Paas</u>, Tammo Bijmolt, Jeroen Vermunt</p> <p><b>Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services</b><br/> <u>Ron Wilcox</u></p> <p><b>A Hidden Markov Model of Family Lifecycle</b><br/> <u>Wagner Kamakura</u>, Rex Du</p> <p><b>Introduction to the Special Session: Investigating Dynamics of Consumer Product-Portfolios in the Financial Services Market</b><br/> <u>Tammo Bijmolt</u>, Leo Paas</p> <p><b>Database Marketing Research into Consumer Product Portfolios at Postbank</b><br/> <u>Maarten Terpstra</u></p> <p>Co-Chairs: Tammo Bijmolt and Leo Paas</p> |



**Friday, June 25 2004, Session A: 8:30 am – 10:00 am**

| 03                                                                                                                                                                                                  | Promotion 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Consumer Behavior 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Choice 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| ent<br>ction<br>eans-<br>ngbroek<br><br>g<br>land<br>, Michel<br><br>of<br>n-<br><br>ne Croux,<br><br>ns<br>lister,                                                                                 | <p align="center"><b>FA07- HULL</b></p> <p><b>Statistical Inference of Stochastic Switching Model with Time-Varying Price Effects using MCMKF</b><br/><u>Tadahiko Sato</u>, Tomoyuki Higuchi</p> <p><b>Semiparametric Support Vector Machines to analyze temporary price deals</b><br/><u>José-Luis Rojo-Álvarez</u>, Miguel Ángel Gómez-Borja, Maria Pilar Martínez-Ruiz, Alejandro Mollá-Descals</p> <p><b>Modeling Purchases as Repeated Events</b><br/><u>Govert Bijwaard</u>, Philip Hans Franses, Richard Paap</p> <p><b>Discrimination of Unobserved Display Promotion from POS Data using RBF Network</b><br/><u>Yoshinori Kawasaki</u>, Tomohiro Ando, Tadahiko Sato</p> <p>Chair: Yoshinori Kawasaki</p> | <p align="center"><b>FA08- BALTIMORE</b></p> <p><b>On- and Off-line Cultural Contents Consumers Segmentation in Korea: Pop, Cartoon, Animation, and Game</b><br/><u>Soyoung Kim</u>, Tag-Jung Kim, Yoonsik Kwak, Youngsik Kwak, Joungwon Shin</p> <p><b>Dynamic Magazine Cover &amp; Package Design &amp; Optimization in the Internet Era</b><br/><u>Alex Gofman</u>, Howard Moskowitz</p> <p><b>Family Influences in the Young Adult Consumer Behaviour: An Integrative Perspective</b><br/><u>Rafael Bravo</u>, Elena Fraj, Eva Martínez</p> <p><b>Measuring Decision Strategies</b><br/><u>Björn Vroomen</u>, Bas Donkers</p> <p>Chair: Björn Vroomen</p> | <p align="center"><b>FA09- LEUVEN</b></p> <p><b>Product Design and Suitability to Intended Usages of the Product: Influences on Buyer Behaviour</b><br/><u>Jaime Romero de la Fuente</u>, María Jesús Yagüe</p> <p><b>On the Relationship Between First-order Cross Effects and Two-way Interactions</b><br/><u>James B. Wiley</u>, Damaraju Raghavarao</p> <p><b>Modeling Consumption Patterns in the Attribute Space: Theory and Evidence of Hybrid Behavior</b><br/><u>Antonio Ladron de Guevara</u>, Sergi Jimenez</p> <p><b>Interpersonal Influences on Purchase Incidence</b><br/><u>Piyush Kumar</u></p> <p>Chair: Piyush Kumar</p>                                            |
| product                                                                                                                                                                                             | <b>CRM 03: Datamining</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Competition &amp; Game Theory 02</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Internet 02</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| entation<br>Latent<br>f<br><br>Jeroen<br><br>ly<br>pplication<br>ervices<br><br>of Family<br><br>u<br><br>ial<br>ynamics<br>ortfolios in<br>arket<br><br>search into<br>folios at<br><br>lt and Leo | <p align="center"><b>FA10- BERGEN</b></p> <p><b>Implementation of "Instant CRM": Building One-to-One Relationship with Loyal Customers</b><br/><u>Hiroko Sukeda</u>, Youichi Horry, Chiaki Matsumoto, Kazuhiro Oozeki</p> <p><b>CRM and Database Marketing: An Integrated Approach</b><br/><u>Demetris Papaïacovou</u></p> <p><b>Cost-Benefit Analysis of Several Hard-Segmentation Methods for Identifying Target Customers</b><br/><u>Makoto Mizuno</u>, Akira Saji, Ushio Sumita, Hideo Suzuki</p> <p><b>Direct Data Applied: A Behavioural Segmentation for Marketing Purposes</b><br/><u>Philipp E. Otto</u>, Nick Chater, Greg B. Davies, Henry Stott</p> <p>Chair: Philipp Otto</p>                         | <p align="center"><b>FA11- HEIDELBERG</b></p> <p><b>Impact of Intra-format Competition on Retail Formats</b><br/><u>Trichy V. Krishnan</u>, Kitty Koelemeijer</p> <p><b>Market Structure Analysis and Cross Category Choice - A Network Analysis</b><br/><u>Alberto Marcati</u>, Raffaele Corrado, vincenza odorici,</p> <p><b>When Does Product Information Reduce Market Competition?</b><br/><u>Bin Gu</u></p> <p><b>Computing the Levels of the Impulse Response Functions of a Log-Transformed VAR System</b><br/><u>Csilla Horvath</u>, Jaap Wieringa</p> <p>Chair: Csilla Horvath</p>                                                                  | <p align="center"><b>FA12- LUND</b></p> <p><b>Suboptimal Utilization of the Internet's Distributive Power: A Case of Optimizing P-P Networks</b><br/><u>Ramana Madupalli</u>, Amit Poddar</p> <p><b>A Dynamic Model to Assess E-mailing Impacts on Web Visit and Purchase by Using Petri Nets</b><br/><u>Christine Balagué</u>, Janghyuk Lee</p> <p><b>Internet Usage and Online Shopping Experience as Predictors of Consumers' Preferences to Shop Online</b><br/><u>Didier Soopramanien</u>, Robertson Alastair, Robert Fildes</p> <p><b>E-Tail Brand Equity: The Role of Brand Name on Consumer Choice</b><br/><u>Arthur Klebanov</u>, Xing Pan</p> <p>Chair: Arthur Klebanov</p> |



| Special Session: Social Networks and Social Contagion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Innovation 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Marketing Research 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                 |
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| <p>FB01- FORUM<br/><b>Exploring Connectivity among Marketing Researchers: The 'Kevin Bacon' of Marketing</b><br/><u>Eitan Muller</u>, Jacob Goldenberg, Barak Libai</p> <p><b>Firm Created Word of Mouth Communication: A Natural Experiment</b><br/><u>David Godes</u>, Dina Mayzlin</p> <p><b>Discriminating Between the Word-of-Mouth Hypothesis Versus the Consumer Heterogeneity-in-Propensity-to-Adopt Hypothesis as Drivers of Diffusion in a New Product Growth Model for Consumer Durables</b><br/><u>Albert Bemmaor</u></p> <p><b>Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-Analytic Test</b><br/><u>Christophe Van den Bulte</u>, Stefan Stremersch</p> <p>Chair: Christophe Van den Bulte</p> | <p>FB02- TOKYO<br/><b>Strategy of Introducing Next Generation New Product</b><br/><u>Ben Shaw-Ching Liu</u>, Brian Ratchford, D. Sudharshan,</p> <p><b>Agent-based Approach to Target Marketing</b><br/><u>Geonha Kim</u>, Daisuke Takashima, Shingo Takahashi, Takahiro Ohno</p> <p><b>Inference on Information</b><br/><u>Joseph Retzer</u>, Ehsan Soofi</p> <p><b>An Exploration of the NPDP Process in a Transition Country</b><br/><u>Sonja Radas</u></p> <p>Chair: Sonja Radas</p>                                                              | <p>FB03- ATHENE<br/><b>Multiple Store Patterns in Grocery Shopping: Antecedents and Consequences</b><br/><u>Els Gijbrecchts</u>, Katia Campo, Patricia Nisol</p> <p><b>What Can Store Loyalty Cards Data Tell Us About What the Consumers Buy From the Competition?</b><br/><u>Marc Vanhuele</u>, Xavier Dreze</p> <p><b>Designing Sales Promotion Campaigns with Case-Based Reasoning: Do Case-Base Size and Content Matter?</b><br/><u>Niek Althuizen</u>, Berend Wierenga</p> <p><b>Weathering Tight Economic Times: The Sales Evolution of Consumer Durables Over the Business Cycle</b><br/><u>Barbara Deleersnyder</u>, Marnik Dekimpe, Phil Parker, Miklos Sarvary</p> <p>Chair: Barbara Deleersnyder</p> | <p>Fair T<br/>Tony<br/>Zhang</p> <p>Why I<br/>Subs<br/>Discr<br/>Leasi<br/>Sraba</p> <p>Deter<br/>Long-<br/>Denni<br/>Csilla</p> <p>Asym<br/>Promo<br/>Segm<br/>Jonath</p> <p>Chair:</p>                                                        |
| Practice Prize 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Branding 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | CRM 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                 |
| <p>FB04- ROCHESTER<br/><b>Modeling the Effects of Direct Television Advertising</b><br/><u>Rajesh Chandy</u>, Deborah MacInnis, Gerard J. Tellis, Pattana Thaivanich</p> <p><b>Sales Territory Design: 30 Years of Modeling and Implementation</b><br/><u>Andris Zoltners</u></p> <p>Chair: Gary Lilien</p>                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>FB05- SANTANDER<br/><b>Positioning Store Brands against National Brands: Get Close or Keep a Distance?</b><br/><u>Raj Sethuraman</u></p> <p><b>Analysis of Price Competition Using Measures of Brand Similarity</b><br/><u>Gary Russell</u>, Suresh Divakar, Ann Petersen</p> <p><b>The Dynamics of Brand Growth at Customer Level</b><br/><u>Cullen Habel</u>, Cam Rungie</p> <p><b>The Compensatory and Non-Compensatory Effects of Corporate Brand Associations</b><br/><u>Guido Berens</u>, Cees B. M. van Riel</p> <p>Chair: Guido Berens</p> | <p>FB06- SHANGHAI<br/><b>Optimal Prices and Rewards when Customers Generate Autonomous Referrals and When Free Riding Occurs</b><br/><u>Helge Löbler</u>, Martin Welk</p> <p><b>Managing Flexibility in Buyer-Seller Relationships by Real Options</b><br/><u>Ellen Roemer</u></p> <p><b>RFM Analysis Based on a Consumer Behavior Model: A Hierarchical Bayes Approach</b><br/><u>Makoto Abe</u></p> <p><b>Customer Asset Segmentation</b><br/><u>Florian Wangenheim</u></p> <p>Chair: Florian Wangenheim</p>                                                                                                                                                                                                   | <p>Outso<br/>Growt<br/>Compa<br/>U. N. U<br/>Salima</p> <p>A Stud<br/>Count<br/>Chines<br/>Sehwa</p> <p>Vertica<br/>Innova<br/>Empiri<br/>Jan Wi</p> <p>State S<br/>for Dec<br/>of a Re<br/>Factors<br/>Rui Yar<br/>Eiko Ts</p> <p>Chair: F</p> |

| 04                                                                                                                                       | Pricing 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Consumer Behavior 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Choice 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p>Grocery<br/>and<br/>o,<br/>ards<br/>he<br/>ze<br/>on<br/>sed<br/>e Size<br/>renga<br/>mic<br/>on of<br/>the<br/>nik<br/>os<br/>er</p> | <p>FB07- HULL<br/><b>Fair Target</b><br/><u>Tony Cui</u>, Jagmohan Raju, Z. John Zhang</p> <p><b>Why Do Manufacturers Subsidize Leases?: A Price Discrimination Model of Firm Leasing Behavior</b><br/><u>Srabana Dasgupta</u>, S Siddarth</p> <p><b>Determinants of Short-run and Long-run Promotion Elasticities</b><br/><u>Dennis Fok</u>, Philip Hans Franses, Csilla Horvath, Richard Paap</p> <p><b>Asymmetric Retailers and Price Promotion Strategies under Segmented Switchers</b><br/><u>Jonathan Bohlmann</u>, Cenk Kocas</p> <p>Chair: Jonathan Bohlmann</p>                                                                | <p>FB08- BALTIMORE<br/><b>How Customer Attributions Influence the Effectiveness of Compensation as a Service Recovery Strategy</b><br/><u>Anne Roggeveen</u>, Dhruv Grewal, Michael Tsiros</p> <p><b>Impact of Peripheral Information on Beliefs</b><br/><u>K. N. Rajendran</u></p> <p><b>Psychological Factors Underlying the Gambler's Ruin</b><br/><u>Rajagopal Raghunathan</u>, Frenkel Ter Hofstede</p> <p><b>The Influence of Product Scarcity on Choice: Snobs and Bandwagons</b><br/><u>Erica van Herpen</u>, Rik Pieters, Marcel Zeelenberg</p> <p>Chair: Erica Van Herpen</p> | <p>FB09- LEUVEN<br/><b>Two-Stage Choice Process of Foreign Market Entry</b><br/><u>Felipe Ruiz</u>, Francisco Jose Mas-Ruiz, Juan L. Nicolau</p> <p><b>Segmentation and Targeting for New Product Development in China: Mixture Regression Model</b><br/><u>Jaesoon Byun</u>, Yongjun Kim, Youngsik Kwak, Yongsik Nam, Sookyung Paik</p> <p><b>The Effect of Brand Similarity and Typicality on Preference</b><br/><u>Kwanho Suk</u>, Thomas Otter</p> <p><b>The Positivity Effect in Agent Evaluation: Role of Attribute-Level Variance</b><br/><u>Ashesh Mukherjee</u>, Andrew Gershoff, Anirban Mukhopadhyay</p> <p>Chair: Ashesh Mukherjee</p>                                                                 |
|                                                                                                                                          | Marketing Strategy 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Competition & Game Theory 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Retailing 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>ards<br/>te<br/>nd When<br/>uyer-<br/>teal<br/>a<br/>el: A<br/>bach<br/>itation<br/>n</p>                                             | <p>FB10- BERGEN<br/><b>Outsourcing as a Model of Fast-Growth Entrepreneurial Companies</b><br/><u>U. N. Umesh</u>, John Cullen, Manjula Salimath</p> <p><b>A Study on the Region of - and Country of Origin Effect Among Chinese Consumers</b><br/><u>Sehwan Park</u>, Yong June Kim</p> <p><b>Vertical Transmission of Innovative Brands - An Empirical Multilevel Analysis</b><br/><u>Jan Wieseke</u>, Michael Lingenfelder</p> <p><b>State Space Modeling Approach for Decomposition of Daily Sales of a Restaurant into Multi Factors</b><br/><u>Rui Yamaguchi</u>, Tomoyuki Higuchi, Eiko Tsuchiya</p> <p>Chair: Rui Yamaguchi</p> | <p>FB11- HEIDELBERG<br/><b>Dynamics of an Auction Marketplace with Forward-Looking Bidders</b><br/><u>Robert Zeithammer</u></p> <p><b>Double Uncertainty and Signaling in Internet Auctions</b><br/><u>Hao Zhao</u>, Sharan Jagpal, Shibo Li</p> <p><b>Pricing of Information: The Interaction of Competitive Externality and Information Quality</b><br/><u>Yi Xiang</u>, Miklos Sarvary</p> <p><b>Timeshare Exchange Mechanisms</b><br/><u>Yu Wang</u>, Aradhna Krishna</p> <p>Chair: Yu Wang</p>                                                                                     | <p>FB12- LUND<br/><b>Retail Category Management and Store Brand Pricing</b><br/><u>Murali Mantrala</u>, Suman Basuroy, Sri Beldona, Shailendra Gajanan, Rockney Walters</p> <p><b>Excess Shelf Space in Retail Stores: An Analytical Model and Empirical Assessment</b><br/><u>Rob Broekmeulen</u>, Jan Fransoo, Karel van Donselaar, Tom van Woensel</p> <p><b>Clean Up the Barn: The Impact of Assortment Reductions on Category Sales</b><br/><u>Laurens M. Sloot</u>, Dennis Fok, Peter Verhoef</p> <p><b>How Assortment Variety Affects its Attractiveness: The Role of Time Pressure and Product Complexity</b><br/><u>Eline van Ketel</u>, Gerrit van Bruggen, Ale Smidts</p> <p>Chair: Eline Van Ketel</p> |

**Friday, June 25 2004, Session C: 13:30 pm – 15:00 pm**

| Special Session:<br>Virtual Customer Initiative                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Innovation 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Internet 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p align="center"><b>FC01- FORUM</b></p> <p><b>Improving Choice-Based Polyhedral Methods by Taking Response Error into Account</b><br/><u>Olivier Toubia</u>, John Hauser</p> <p><b>The Dream Versus Reality of CRM</b><br/><u>Glen L. Urban</u>, Eric Bradlow, John Hauser, Mahesh Kumar</p> <p><b>Information Scoring of Opinions, with Application to Purchase Intent</b><br/><u>Ray Weaver</u>, Drazen Prelec</p> <p><b>Non-compensatory Consideration-then-Choice Adaptive Conjoint Analysis</b><br/><u>Michael Yee</u>, John Hauser, James Orlin</p> <p>Chair: John Hauser</p>                                    | <p align="center"><b>FC02- TOKYO</b></p> <p><b>Innovation Effects on Firm Value</b><br/><u>Dominique Hanssens</u>, Koen Pauwels, Jorge Silva-Risso, Shuba Srinivasan</p> <p><b>Organizational Capabilities and Firm Survival Strategy in New Product Alliance</b><br/><u>Fang Wu</u>, Roger Calantone</p> <p><b>Pricing Mechanisms for Personal Digital Networks</b><br/><u>Ward Hanson</u></p> <p><b>The Relationship of Innovativeness of R&amp;D Efforts and Subsequent Marketing Spending The Relationship of Innovativeness of R&amp;D Efforts and Subsequent Marketing Spending</b><br/><u>Lutz Hildebrandt</u>, Paul Farris</p> <p>Chair: Lutz Hildebrandt</p> | <p align="center"><b>FC03- ATHENE</b></p> <p><b>The Impact of Online Opinion Forums on Competition and Marketing Strategies</b><br/><u>Chrysanthos Dellarocas</u></p> <p><b>Shopping Cart Abandonment at Retail Websites –A Multi-Stage Model of Online Shopping Behavior</b><br/><u>Patrali Chatterjee</u>, Shibo Li</p> <p><b>Who Benefits From Reverse Auctions?</b><br/><u>Ram Rao</u>, Ernan Haruvy</p> <p><b>An Investigation of Bid-Timing Decisions in Online Auctions: Single-Item vs. Multiple-Item Formats</b><br/><u>Kanghyun Yoon</u>, Purushottam Papatla</p> <p>Chair: Kanghyun Yoon</p>                                        |
| Choice 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Advertising 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | CRM 05: Satisfaction and Loyalty                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p align="center"><b>FC04- ROCHESTER</b></p> <p><b>Estimating Disaggregate Model using Aggregate Data: A Bayesian Data Augmentation Approach</b><br/><u>Yuxin Chen</u>, Sha Yang</p> <p><b>Repeated Binary Logit (RBL): A Practical Approach to Modelling Loyalty</b><br/><u>Gilles Laurent</u>, Cam Rungie</p> <p><b>Who buys Private Labels? A Cross-Category "Willingness-to-Pay" Analysis</b><br/><u>Andrew Ainslie</u>, Garrett Sonnier</p> <p><b>Accounting for Individual Level Demand Shocks in a Structural Analysis of Firm's Pricing Behavior</b><br/><u>Sha Yang</u>, Yuxin Chen</p> <p>Chair: Sha Yang</p> | <p align="center"><b>FC05- SANTANDER</b></p> <p><b>The Consequences of Attention to Branding in TV Commercials</b><br/><u>Michel Wedel</u>, Rik Pieters, Josephine Woltman Elpers</p> <p><b>Effects of Pre-Launch Advertising: Why advertise when you have no product to sell?</b><br/><u>Jason Ho</u>, Tirtha Dhar, Charles Weinberg</p> <p><b>Are Late Entrants in Television Advertising Markets Breaking News?</b><br/><u>Marcel Kornelis</u>, Marnik Dekimpe, Peter Leeflang</p> <p><b>Are Firms Still Over-Advertising?</b><br/><u>Subrata K. Sen</u>, Arbind Prasad</p> <p>Chair: Subrata Sen</p>                                                              | <p align="center"><b>FC06- SHANGHAI</b></p> <p><b>The Dynamics of Relationship Satisfaction – A Panel Study Applying a GMM-Estimator</b><br/><u>Jenny van Doorn</u>, Klaus Backhaus</p> <p><b>The Satisfaction-Loyalty Link: How Robust are the Findings</b><br/><u>Sri Devi Deepak</u>, Thomas Gruca, Lopo Rego</p> <p><b>JUMPing Through Uncertainty in Consumer Trust Judgments</b><br/><u>Detelina Marinova</u>, Jagdip Singh, Deepak Sirdeshmukh</p> <p><b>The Impact of Satisfaction Strength on the Satisfaction-Loyalty Link</b><br/><u>Murali Chandrashekar</u>, Rajdeep Grewal, Kristin Rotte</p> <p>Chair: Murali Chandrashekar</p> |



**Friday, June 25 2004, Session C: 13:30 pm – 15:00 pm**

| Pricing 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Marketing Research 05:<br>Survey Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Branding 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <p align="center"><b>FC07- HULL</b></p> <p><b>Market-Structure Effects in Dynamic Markets: Initial/Repeat Choice and Asymmetric Price Competition</b><br/><u>Timothy Heath</u>, Subimal Chatterjee, Xin He</p> <p><b>Using a Menu of Geographic Pricing Plans</b><br/><u>Amiya Basu</u>, Charles Ingene, Tridib Mazumdar</p> <p><b>Buy Now or Bid: Why do Sellers and Bidders use Fixed Price Options in Auctions?</b><br/><u>Chun Qiu</u>, Yongfu He, Peter Popkowski Leszczyc</p> <p><b>Searching Hard or Hardly Searching: Insights into Consumers' Patterns of and Returns to Price Search</b><br/><u>Dinesh K. Gauri</u>, K. Sudhir, Debabrata Talukdar</p> <p>Chair: Dinesh Gauri</p> | <p align="center"><b>FC08- BALTIMORE</b></p> <p><b>A Multilevel Assessment of Response Variation and Stability in Survey Research</b><br/><u>Kersi Antia</u>, William Browne, John Hulland, Elliot Maltz</p> <p><b>The Optimal Design of Split Questionnaires</b><br/><u>Feray Adiguzel</u>, Michel Wedel</p> <p><b>Response Bias due to Mode of Data Collection: Validation and Application of a SEM model</b><br/><u>Bert Weijters</u>, Maggie Geuens, Niels Schillewaert</p> <p><b>An Assessment of Measurement Invariance between Online and Mail Surveys</b><br/><u>Elisabeth Deutskens</u>, Ko de Ruyter, Martin Wetzels</p> <p>Chair: Elisabeth Deutskens</p> | <p align="center"><b>FC09- LEUVEN</b></p> <p><b>A Psycho-Linguistic Approach to Explain Consumer's Inference of Associations From Brand Elements</b><br/><u>Tobias Langner</u>, Franz-Rudolf Esch, John Rossiter</p> <p><b>A Brand Value Metric for Balance Sheets</b><br/><u>Marc Fischer</u></p> <p><b>Which Brands Gain Share From Which Brands? Inference From Store-Level Scanner Data</b><br/><u>Rutger van Oest</u>, Philip Hans Franses</p> <p><b>Product Placements in Movies: More than Advertising</b><br/><u>Daniele Dalli</u></p> <p>Chair: Daniele Dalli</p> |
| Marketing Strategy 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Competition & Game Theory 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Retailing 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p align="center"><b>FC10- BERGEN</b></p> <p><b>Understanding the Market Orientation – Customer Satisfaction – Business Performance Chain</b><br/><u>Siva Balasubramanian</u>, Anand Kumar</p> <p><b>Market Orientation and Business Performance: A Meta Analysis</b><br/><u>Zhongqi Jin</u>, Zhu Yi</p> <p><b>Business Strategy and Market Orientation Relationship: An Analysis of its Performance Implications</b><br/><u>Ana Fuster-Mur</u>, Carlos Flavián-Blanco, Yolanda Polo-Redondo</p> <p><b>The Influence of Success and Market Related Beliefs on Radical Product Innovation by Small-Firms</b><br/><u>Frans Verhees</u></p> <p>Chair: Frans Verhees</p>                        | <p align="center"><b>FC11- HEIDELBERG</b></p> <p><b>The Linkage Between Downstream Demand and Competitive Structure in an Upstream Market</b><br/><u>Abhik Roy</u>, Jagmohan Raju</p> <p><b>The Impact of Demand-Related Information on Marketing Decisions and Competitive Interaction</b><br/><u>Vera Magin</u>, Oliver Heil, Reinhard Selten</p> <p><b>The Interaction between Consumers, Retailers and Manufacturers: a Multi-Agent Simulation</b><br/><u>David Midgley</u>, Robert Marks</p> <p><b>Duopoly Pricing under Risk Aversion and Parameter Uncertainty</b><br/><u>S. Chan Choi</u>, Sharan Jagpal</p> <p>Chair: Chan Choi</p>                         | <p align="center"><b>FC12- LUND</b></p> <p><b>A Model of Multichannel Retailing</b><br/><u>Xubing Zhang</u></p> <p><b>Contending With Demand Fluctuation and Missed Appointments: A Source of EOS in Service Industries</b><br/><u>Scott Fay</u>, Deb Mitra</p> <p><b>Something About Franchises Nobody Noticed</b><br/><u>Roger Betancourt</u></p> <p><b>Geodemographic Market Analysis Methods for Niche Marketing Strategies</b><br/><u>Dan Putler</u>, Kirthi Kalyanam</p> <p>Chair: Dan Putler</p>                                                                    |

**Friday, June 25 2004, Session D: 15:30 pm – 17:00 pm**

| Special Session: The Immediate and Longer Term Impact of Different Promotion Tools                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Innovation 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Internet 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                          |
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| <p align="center"><b>FD01- FORUM</b></p> <p><b>How Promotion Profitability Varies: Role of Promotion, Brand, Category, and Market Characteristics</b><br/> <u>Kusum Ailawadi</u>, Bari Harlam</p> <p><b>Are Consumer Spoiled by Promotions? An Assessment of Time-Varying Promotion Sensitivities</b><br/> <u>Baohong Sun</u>, Woosong Kang, Bill Putsis</p> <p><b>Price Cut Proxy or Consideration Set Screening: How Promotions Affect Consumers' Brand Choice</b><br/> <u>Jie Zhang</u></p> <p><b>The Effect of Multi-Item Promotions on Brand Choice and Purchase Quantity</b><br/> <u>Karen Gedenk</u>, Uta Mahler</p> <p>Co-chairs: Kusum Ailawadi and Karen Gedenk</p> <p><i>Sponsored by Erasmus Food Management Institute</i></p> | <p align="center"><b>FD02- TOKYO</b></p> <p><b>The Economics of Self Destruction: Radical Bets and Strategic Hedging in Network Industries</b><br/> <u>Chander Velu</u>, Rajesh Chandy, Jaideep Prabhu</p> <p><b>Product Newness Characteristics and their Effects on Market Success over Time</b><br/> <u>Anne Michaut</u>, Hans C.M. Van Trijp</p> <p><b>Disentangling the Dimensions of Radical Innovation</b><br/> <u>Stefan Wuyts</u>, Shantanu Dutta</p> <p><b>A Model of the Emergence and Evolution of Dominant Designs in Networked Markets</b><br/> <u>Arvind Rangaswamy</u>, Gary Lilien, Raji Srinivasan</p> <p>Chair: Arvind Rangaswamy</p> | <p align="center"><b>FD03- ATHENE</b></p> <p><b>Automatic Construction of Personalized Customer Interfaces</b><br/> <u>Bob Price</u>, Russell Greiner, Gerald Häubl</p> <p><b>Market Experimentation and Adaptive Design of Sites</b><br/> <u>Mahesh Kumar</u>, Iakov Bart, Fareena Sultan, Glen L. Urban</p> <p><b>Newspaper Readership in a Multichannel Environment: Reader's Motivations, Behavior and Channel Choices</b><br/> <u>Raquel Gurreea Sarasa</u>, Carlos Flavián-Blanco</p> <p><b>Customizing the Marketing Mix in a Digital Environment</b><br/> <u>Romana Khan</u>, Mike Lewis, Vishal Singh</p> <p>Chair: Romana Khan</p> | <p><b>Separati Allocativ</b><br/> Franziska<br/> Henrik S.</p> <p><b>A Cross of Price</b><br/> Dispersi<br/> Clicks, F<br/> Multicha<br/> Fabio An<br/> venkates</p> <p><b>The Diffe Elasticity</b><br/> using Tw<br/> Ho Jang,<br/> Han, Jea<br/> Lee</p> <p><b>Pricing a Consum</b><br/> Tarun De</p> <p>Chair: Ta</p> |
| Choice 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Advertising 02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | CRM 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Mar                                                                                                                                                                                                                                                                                                                      |
| <p align="center"><b>FD04- ROCHESTER</b></p> <p><b>Linking Marketing and Engineering Product Design Decisions via Analytical Target Cascading</b><br/> <u>Fred Feinberg</u>, Jeremy Michalek, Panos Papalambros</p> <p><b>How to do Better than Recommending the k-Highest Expected Utility Items</b><br/> <u>Paul Messinger</u>, Bob Price</p> <p><b>Decomposing Brand Equity into its Breadth and Depth Dimensions</b><br/> <u>John Roberts</u>, Murali Chandrashekar, Alistair Gordon, Pamela Morrison</p> <p><b>Analyzing Consumers' Perceptions Of Genetically Modified v. Non-Genetically Modified Foods</b><br/> <u>William Putsis</u>, Siva Balasubramanian, Wanki Moon</p> <p>Chair: William Putsis</p>                           | <p align="center"><b>FD05- SANTANDER</b></p> <p><b>Informative Advertising in U.S. Pharmaceuticals</b><br/> <u>Paris Cleanthous</u></p> <p><b>The Role of Sales Effort in Physician Learning and Drug Prescription Behavior</b><br/> <u>Deanna Wang</u>, Tolga Akcura, Manohar Kalwani</p> <p><b>Estimating the Effects of Direct-to-Consumer Advertising for Prescription Drugs: A Natural Experiment</b><br/> <u>Prokriti Mukherji</u>, Shantanu Dutta, Surendra Rajiv</p> <p><b>Multi-Category Prescription Behavior: A Brand-level Analysis</b><br/> <u>Puneet Manchanda</u>, Pradeep Chintagunta, Xiaojing Dong</p> <p>Chair: Puneet Manchanda</p>  | <p align="center"><b>FD06- SHANGHAI</b></p> <p><b>A Multi-Level Model of the ROI of Relationship Marketing Investments</b><br/> <u>Robert Palmatier</u>, Srinath Gopalakrishna</p> <p><b>Evaluating the Impact of Sales Channels on Customer Profitability</b><br/> <u>Sonja Gensler</u>, Martin Böhm, Bernd Skiera</p> <p><b>Investments in Customer Relationships and Product Competition</b><br/> <u>Nanda Kumar</u>, Niladri Syam</p> <p><b>Service Escape: Profit from Customer Cancellations</b><br/> <u>Eitan Gerstner</u>, Jinhong Xie</p> <p>Chair: Eitan Gerstner</p>                                                              | <p><b>Integrati Positioni</b><br/> Applicab<br/> Udo Wag</p> <p><b>Competit and Prici</b><br/> in-Crisis'<br/> Dierk Lue<br/> Oliver Hei</p> <p><b>Externali</b><br/> Luc Wathi</p> <p><b>Incomple Systems</b><br/> Test<br/> Sourav Ra<br/> George Jo</p> <p>Chair: Sou</p>                                             |

| Pricing 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Marketing Research 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Branding 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <p>FD07- HULL<br/> <b>Separating Informational and Allocative Effects of Price</b><br/> <u>Franziska Voelckner</u>, Felix Eggers, Henrik Sattler,</p> <p><b>A Cross European Comparison of Price Levels and Price Dispersion Among Bricks-and-Clicks, Pure Play and Multichannel Retailers</b><br/> <u>Fabio Ancarani</u>, Frederic Jallat, venkatesh shankar</p> <p><b>The Differences in Price Elasticity among Segments using Two-Part Tariff</b><br/> <u>Ho Jang</u>, Wan-woo Cho, Chi-woo Han, JeaWeon Hong, Yun Kyung Lee</p> <p><b>Pricing a Bundled Menu: Is More Consumer Choice Profitable ?</b><br/> <u>Tarun Dewan</u></p> <p>Chair: Tarun Dewan</p> | <p>FD08- BALTIMORE<br/> <b>Who is Afraid of Changes? - Risk Attitude, International Market Orientation &amp; Export Performance -</b><br/> <u>Liane Voerman</u></p> <p><b>Learning from Self and Learning from Others: A Case of Inter- and Intra-firm Diffusion</b><br/> <u>Sanjib Mohanty</u></p> <p><b>Formative Measurement Models under Multicollinearity Conditions - The Case of Service Quality</b><br/> <u>Jörg Henseler</u>, Kai Adolphs</p> <p>Chair: Jörg Henseler</p>                                                                            | <p>FD09- LEUVEN<br/> <b>Brand Architecture – A View of Practitioners</b><br/> <u>Marina Dabic</u>, Guenter Schweiger, Andreas Strebinger</p> <p><b>A Measure of Asymmetries in Brand Dominance: Correspondence Analysis of Matched Matrices.</b><br/> <u>Anna Torres</u></p> <p><b>Dynamic Brand-Image-Based Production Location Decisions</b><br/> <u>Gila Fruchter</u>, Eugene D. Jaffe, Israel D. Nebenzahl</p> <p><b>Consumer's Evaluation of Brand Extensions May Not be Extensive After All: An Empirical Test Among Consumers in India</b><br/> <u>Lawrence L. Garber, Jr</u>, Bibek Banerjee, Shobha Ganapathy</p> <p>Chair: Lawrence L. Garber</p> |
| Marketing Strategy 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Competition & Game Theory 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Retailing 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>FD10- BERGEN<br/> <b>Integrating Segmentation, Positioning and Managerial Applicability</b><br/> <u>Udo Wagner</u>, Martin Natter</p> <p><b>Competitive Crisis Management and Pricing Leading to "Crisis-in-Crisis" Constellations</b><br/> <u>Dierk Luetje</u>, Ronny A. Fuerst, Oliver Heil</p> <p><b>Externalities of Targeting</b><br/> <u>Luc Wathieu</u></p> <p><b>Incomplete Mix and Match in Systems Markets: Theory and Test</b><br/> <u>Sourav Ray</u>, Mark E. Bergen, George John</p> <p>Chair: Sourav Ray</p>                                                                                                                                    | <p>FD11- HEIDELBERG<br/> <b>Passthrough Timing</b><br/> <u>Sergio Meza</u>, K. Sudhir</p> <p><b>Do Store-brands Create Store-Loyalty? An Empirical Investigation</b><br/> <u>Karsten Hansen</u>, Vishal Singh</p> <p><b>The Effect of Product Line Renewal and Proliferation on Competitors</b><br/> <u>Marion Debruyne</u>, David Reibstein, Karl Ulrich</p> <p><b>Entry Order, Marketing Capabilities and Performance: Evidence from Broadband Internet service market</b><br/> <u>Sungsoo Han</u>, Sungho Choi, Chuhwan Park</p> <p>Chair: Sungsoo Han</p> | <p>FD12- LUND<br/> <b>Stores as Learning Places: An Experiment of Category Management</b><br/> <u>Chiara Mauri</u></p> <p><b>Let's Make it Virtual: Developing Modular Prototypes for Store Environments' Experimental Research.</b><br/> <u>Francesco Massara</u>, Giovanni Pelloso</p> <p><b>A Model for Brand Assessment in a Category</b><br/> <u>Takuya Satomura</u></p> <p><b>Understanding Family Members' Influence in Grocery Shopping Decisions: The Case of Chilean Consumers</b><br/> <u>Sindy Chapa</u></p> <p>Chair: Sindy Chapa</p>                                                                                                          |



**Saturday, June 26 2004, Session A: 08:30 am - 10:00 am**

| Special Session: The Post-Purchase Effects of Promotion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Innovation 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Internet 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Pricing                                                                                                                                                                                                                                                                                                                                                            |
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| <p align="center">SA01- FORUM</p> <p><b>An Integrated Household-Level Model for the Decomposition of Sales Promotion Effects</b><br/> <u>Harald van Heerde</u>, Sachin Gupta</p> <p><b>Market-Source Decompositions of Demand</b><br/> <u>Thomas Steenburgh</u>, Dick Wittink</p> <p><b>The Impact of Promotion Induced Stockpiling</b><br/> <u>Christian Lutzky</u>, Kusum Ailawadi, Karen Gedenk, Scott Neslin</p> <p><b>Dynamic Price Competition Between Firms in the Presence of Consumer Switching and Inventory Costs</b><br/> <u>Seethu Seetharaman</u>, Tat Chan, Gautam Gowrisankaran</p> <p>Co-Chairs: Kusum Ailawadi and Scott Neslin</p> <p><i>Sponsored by Erasmus Food Management Institute</i></p> | <p align="center">SA02- TOKYO</p> <p><b>Optimal Timing of Introduction of New Car Models: A Dynamic Model of Temporal Cannibalization</b><br/> <u>Tulikaa Khunnah</u>, Lakshman Krishnamurthi</p> <p><b>The Feedback Effects of Innovation: What can lead to 'Innovation Momentum'?</b><br/> <u>Amit Joshi</u>, Dominique Hanssens</p> <p><b>A Predictive Model of Movie Sequels</b><br/> <u>Vanitha Swaminathan</u>, Carol Motley, Srinivas Reddy</p> <p><b>New Products, Product Reviews and Marketing Strategy: An Analysis for Movies and Automobiles</b><br/> <u>Steven Shugan</u>, Larry Winner</p> <p>Chair: Steven Shugan</p> | <p align="center">SA03- ATHENE</p> <p><b>Factors Affecting Website Visit Duration</b><br/> <u>Peter Danaher</u>, Skander Essegaiar</p> <p><b>An Etic Measure of Website Interactivity</b><br/> <u>Dana-Nicoleta Lascu</u></p> <p><b>The Digitization of Firm Capabilities</b><br/> <u>Sundar Bharadwaj</u>, Devon Johnson</p> <p><b>Consumer Attitudes and Behavior When the Alternative is Free: Insights from the Music Industry</b><br/> <u>Arvind Rangaswamy</u>, Michel Clement, Srikanth Vadali</p> <p>Chair: Arvind Rangaswamy</p>                          | <p><b>Consumption Preference Behavior</b><br/> <u>Oded Lo</u></p> <p><b>Integrating Valence</b><br/> <u>Rongrong Dilip Som</u></p> <p><b>The Impact on Consumer</b><br/> <u>Luc Wath</u></p> <p><b>Penny W</b><br/> <u>The Left</u><br/> <u>Cognition</u><br/> <u>Vicki Morv</u></p> <p>Chair: Vicki Morv</p>                                                      |
| Choice 07                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Technology Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CRM 07: Datamining                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Marketing                                                                                                                                                                                                                                                                                                                                                          |
| <p align="center">SA04- ROCHESTER</p> <p><b>Optimization Conjoint Models for Consumer Heterogeneity</b><br/> <u>Theodoros Evgeniou</u></p> <p><b>Learning from Self and Others: An Empirical Study on Cell Phone Service Usage</b><br/> <u>Ying Zhao</u>, Tulin Erdem, Sha Yang, Yue Zhao</p> <p><b>Analysis of WOM Effects on the Consumer Product Choice Using Hierarchical Bayesian Probit Model</b><br/> <u>Youngchan Kim</u>, Jaihak Chung</p> <p><b>Descriptive Models of Buyer Behaviour: Evidence from Chinese Panel Data</b><br/> <u>Mark Uncles</u>, Simon Kwok</p> <p>Chair: Mark Uncles</p>                                                                                                            | <p align="center">SA05- SANTANDER</p> <p><b>Moore's Law and the Experience Curve: The Economics of Bits and Chips</b><br/> <u>Frank Bass</u>, Portia Bass</p> <p><b>Differentiation via Technology: Strategic Positioning of Services Following an Influx of Technological Innovation</b><br/> <u>Dan Padgett</u>, Michael S. Mulvey</p> <p><b>Modeling the Marketing and Sales Process of High-tech Start-ups</b><br/> <u>Dragana R. Popovic</u>, Fritz Fahrni</p> <p><b>Marketing of Digital Products: Product Form Bundling</b><br/> <u>Nevena Koukova</u>, PK Kannan, Brian Ratchford</p> <p>Chair: Nevena Koukova</p>            | <p align="center">SA06- SHANGHAI</p> <p><b>Value-based Customer Relationship Management using Decision Trees</b><br/> <u>Giuliano Tirenni</u>, Andreas Herrmann</p> <p><b>Evaluating CHAID</b><br/> <u>Merel van Diepen</u>, Philip Hans Franses</p> <p><b>Automobile Customer Profiling: An Application of GIS and Data-Mining Techniques</b><br/> <u>Lihua Zhao</u>, Gary Gregory, Alan Mann, Mark Uncles</p> <p><b>Data Mining and Marketing Strategy: What's the Connection?</b><br/> <u>Edward Malthouse</u>, Bobby Calder</p> <p>Chair: Edward Malthouse</p> | <p><b>How Inter Perceived Degree of and Service</b><br/> <u>Frederic B</u><br/> <u>Christophe</u></p> <p><b>Organisat Difference Industry F explorator</b><br/> <u>Carolyn Ple</u></p> <p><b>Responsibil Should Be Cola and F</b><br/> <u>Makarand</u></p> <p><b>New Produ Decisions Review of Empirical</b><br/> <u>Boris Duris</u></p> <p>Chair: Boris Duris</p> |

**Saturday, June 26 2004, Session A: 08:30 am - 10:00 am**

|  | Pricing 06: Consumer Behavior                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Marketing Research 07                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Branding 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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|  | <p align="center">SA07- HULL</p> <p><b>Consumers' Relative Price Preference Effect on Choice Behavior</b><br/><u>Oded Lowengart</u></p> <p><b>Integrating Gains and Losses: Valence vs. Value Accounting</b><br/><u>Rongrong Zhou</u>, Weiyin Hong, Dilip Soman</p> <p><b>The Impact of Price Differentials on Consumer Aspirations</b><br/><u>Luc Wathieu</u>, Marco Bertini</p> <p><b>Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition</b><br/><u>Vicki Morwitz</u>, Manoj Thomas</p> <p>Chair: Vicki Morwitz</p>                                                                                                                                            | <p align="center">SA08- BALTIMORE</p> <p><b>Development of Network Effects: Measurement of Consumer Utility</b><br/><u>Marcus Liehr</u>, Markus Voeth</p> <p><b>Perceived Convenience of Meal Situations: A Conjoint Study with Military Rations</b><br/><u>Sara R Jaeger</u>, Armand V Cardello</p> <p><b>On the Latent Class Model for Metric Conjoint Analysis.</b><br/><u>Cor Bioch</u></p> <p><b>A Market Dynamics Model for Third Generation Mobile Multimedia Services</b><br/><u>Margherita Pagani</u></p> <p>Chair: Margherita Pagani</p>                                                                                                                                     | <p align="center">SA09- LEUVEN</p> <p><b>The Importance of Brand Personality: An Empirical Investigation</b><br/><u>Harmen Oppewal</u>, Yuksel Ekinici, Tae-Hwan Yoon</p> <p><b>Measuring Brand Equity Using the New Empirical Industrial Organization</b><br/><u>Avi Goldfarb</u>, Qiang Lu, Sridhar Moorthy</p> <p><b>Measurement Factors Influencing the Stability of Brand-attribute Associations</b><br/><u>Sara Dolnicar</u>, John R. Rossiter</p> <p><b>Brand Relevance for Business-to-Business-Markets – A Cross-Market Study</b><br/><u>Tatjana Sabel</u>, Klaus Backhaus</p> <p>Chair: Tatjana Sabel</p> |
|  | Marketing Strategy 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Advertising 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Channels 03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|  | <p align="center">SA10- BERGEN</p> <p><b>How Intangibility Affects Perceived Risk Regarding the Degree of Service Knowledge and Service Use?</b><br/><u>Frederic Bielen</u>, Sempels Christophe</p> <p><b>Organisational Culture Difference and University-Industry Relationships: An exploratory study</b><br/><u>Carolyn Plewa</u>, Pascale Quester</p> <p><b>Responsible Marketing: Why It Should Be Difficult For Coca Cola and Pepsi In India?</b><br/><u>Makarand Gulawani</u></p> <p><b>New Product Development Decisions: A Systematic Review of the Literature Empirically-based Literature</b><br/><u>Boris Durisin</u>, Giulia Calabretta</p> <p>Chair: Boris Durisin</p> | <p align="center">SA11- HEIDELBERG</p> <p><b>Ad Appeals in Print Advertising: Case of Poland</b><br/><u>Elzbieta Lepkowska-White</u></p> <p><b>Profits Sensitivity to Competitive, Dynamic Advertising: The Flat Maximum Principle Revisited</b><br/><u>Dung Nguyen</u>, Lei Shi</p> <p><b>Regularities in Consumers' Scanning of Marketing Communication Material and Language Experience</b><br/><u>Shun Yin Lam</u>, Albert Wai-Lap Chau, John Tsun-Hin Wong</p> <p><b>The Control of Commercials Targeting Children: An Experimental Approach to Investigate Context Effectiveness</b><br/><u>Ingrid Poncin</u>, Christian Derbaix, Claude Pecheux</p> <p>Chair: Ingrid Poncin</p> | <p align="center">SA12- LUND</p> <p><b>Examining the Role of Informational Advantages and Opportunism on Transaction Costs in Plural Forms</b><br/><u>Humaira Mahi</u>, Carol Finnegan</p> <p><b>Asymmetric Information and Manufacturer-Optimal Wholesale Pricing</b><br/><u>Charles Ingene</u>, Mark Parry</p> <p><b>Antecedents and Consequences of Retailer-Supplier Market Information Sharing</b><br/><u>Willem Smit</u>, Gerrit van Bruggen, Berend Wierenga</p> <p><b>Bargaining and Information Integration in Distribution Channel</b><br/><u>Jane Z. Gu</u>, Yuxin Chen</p> <p>Chair: Jane Z. Gu</p>     |

| Special Session: Models of Service and Satisfaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Innovation 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Internet 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <p align="center">SB01- FORUM</p> <p><b>The Impact of Capacity Constraints on Customer Service</b><br/><u>Steven Shugan</u>, Sonja Radas</p> <p><b>Customer Satisfaction and Consumer Spending</b><br/><u>Roland Rust</u>, Claes Fornell</p> <p><b>Modeling Brand and Dealer Loyalty in the Market for New Cars</b><br/><u>Peter Verhoef</u>, Fred Langerak</p> <p><b>Dynamic Targeted Promotions</b><br/><u>John Zhang</u>, Gila Fruchter</p> <p>Chair: Roland Rust</p>                                                                                                               | <p align="center">SB02- TOKYO</p> <p><b>Mere Newness and The Consumption of New Products</b><br/><u>Jennifer Chang</u>, Robert Krider</p> <p><b>How to Save More: Tools for Self-Control</b><br/><u>Greg B. Davies</u>, Nick Chater, Philipp E. Otto, Henry Stott</p> <p><b>Successful Brand Implementation in Service Settings - The Influence of Customers' and Employees' Perceptions of Price-Performance-Relation and Quality on Brand Attitude and Behavioural Intention</b><br/><u>Sebastian Pattberg</u>, Michael Lingenfelder, Jan Wieseke</p> <p><b>Determinants of Consumer Innovation Adoption: A Meta-Analysis of Three Decades of Research in Market</b><br/><u>Joep Arts</u>, Tammo Bijmolt, Ruud Frambach</p> <p>Chair: Joep Arts</p> | <p align="center">SB03- ATHENE</p> <p><b>Shopbot Market Representativeness and Internet Price Dispersion</b><br/><u>Jianan Wu</u>, Xia Chen</p> <p><b>A Proposed Framework for Consumers' Experience in Online Shopping Environment</b><br/><u>Jun Chen</u>, Sally Dibb</p> <p><b>Developing a Comprehensive Model of Online-Offline Shopping Preferences</b><br/><u>Irwin Levin</u>, Marco Lauriola, Aron Levin, Joshua A. Weller</p> <p><b>Customer Fit and Customer Retention at an Internet Recommendation Site</b><br/><u>Zainab Jamal</u>, Randy Bucklin, Michael Trusov</p> <p>Chair: Zainab Jamal</p> |
| Choice 08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Competition & Game Theory 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CRM 08: Customer Churn                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p align="center">SB04- ROCHESTER</p> <p><b>A Discrete/Continuous Model for Multi-Category Purchase Behavior of Households</b><br/><u>Inseong Song</u>, Pradeep Chintagunta</p> <p><b>Semiparametric Bayesian Thurstonian Models for Choice</b><br/><u>Raghuram Iyengar</u>, Asim Ansari</p> <p><b>A Market Basket Analysis Based on the Multivariate MNL Model</b><br/><u>Yasemin Boztug</u>, Lutz Hildebrandt</p> <p><b>Using Store Loyalty Data for Target Marketing: Impact of Limited Purchase Information</b><br/><u>Rakesh Niraj</u>, S Siddarth</p> <p>Chair: Rakesh Niraj</p> | <p align="center">SB05- SANTANDER</p> <p><b>Timing of Competitive Actions</b><br/><u>Vincent Nijs</u>, Peter Bouman</p> <p><b>Strategic Integration in Product Systems Markets</b><br/><u>Wooseong Kang</u>, Sridhar Balasubramanian, Barry Bayus</p> <p><b>Demand, Cost and Firm Behavior with Competitive Product Line Influences</b><br/><u>Sanjog Misra</u>, Dan Horsky, Paul Nelson</p> <p><b>Did the Internet Kill the Business for Travel Agents?</b><br/><u>Rajiv Lal</u>, Ozge Turut</p> <p>Chair: Rajiv Lal</p>                                                                                                                                                                                                                             | <p align="center">SB06- SHANGHAI</p> <p><b>Modeling and Predicting IAP Customer Churn - An International Comparison</b><br/><u>Marco Hüppelshäuser</u>, Heiko Frenzen, Manfred Krafft, Kay Peters, Edith Rueger</p> <p><b>The Integrated CRM approach to Repurchase Prediction</b><br/><u>Jungwhan Choi</u>, Hyongjae Rhee</p> <p><b>Using the Mere-Measurement Effect to Reduce Customer Churn</b><br/><u>Dirk Van den Poel</u>, Jonathan Burez</p> <p><b>A Hidden Markov Model of Customer Relationship Dynamics</b><br/><u>Oded Netzer</u></p> <p>Chair: Oded Netzer</p>                                   |



**Saturday, June 26 2004, Session B: 10:30 am – 12:00 am**

|  | <b>Pricing 07: Bundling</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Marketing Research 08</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Networks</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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|  | <p align="center"><b>SB07- HULL</b></p> <p><b>When is it Profitable to Auction Multiple Items as a Bundle?</b><br/> <u>Michael Shen</u>, Gerald Häubl, Paul Messinger, Peter Popkowski Leszczyc</p> <p><b>The Impact of Promotional Bundles on Consumers' Incidence, Quantity and Choice Decisions</b><br/> <u>Bram Foubert</u>, Els Gijsbrechts</p> <p><b>Paying More for Less: Super-Subadditivity in Consumer Evaluation of Product Bundles</b><br/> <u>John Pracejus</u>, Peter Popkowski Leszczyc, Michael Shen</p> <p><b>An Empirical Analysis of the Effectiveness of Bundling Strategies in Auctions</b><br/> <u>Peter Popkowski Leszczyc</u>, Gerald Häubl, Michael Shen</p> <p>Chair: Peter Popkowski Leszczyc</p>       | <p align="center"><b>SB08- BALTIMORE</b></p> <p><b>Consumer Reaction to Social Issues: A Six Country Study Using Archetype Analysis</b><br/> <u>Patrice Auger</u>, Timothy Devinney, Jordan Louviere</p> <p><b>Weak Sensitivity to Reputation-building in An Ultimatum Scenario</b><br/> <u>Rami Zwick</u>, Ching Chyi Lee, Eythan Weg</p> <p><b>The Influence of Opinion Leaders on the Success of Hedonic Goods</b><br/> <u>Michel Clement</u>, Dennis Proppe</p> <p><b>Effects of Product Quality Information on Consumer Choice for Perishables</b><br/> <u>Kitty Koelemeijer</u>, Harmen Oppewal</p> <p>Chair: Kitty Koelemeijer</p>                                                                       | <p align="center"><b>SB09- LEUVEN</b></p> <p><b>Positioning Via Affiliation: The Ability of Strategic Alliances to Enhance Image Perceptions</b><br/> <u>Michael Musante</u></p> <p><b>Modeling Experience Intentions in a Consumer Network: Access Structure and Word-of-Mouth Dynamics</b><br/> <u>Venkat Ramaswamy</u>, Kerimcan Ozcan</p> <p><b>Effects of Relational and Non-Relational Constructs on Alliance Partner Performance</b><br/> <u>Joel Van Durme</u>, Roderick Brodie</p> <p><b>Beyond the Transaction: A Supplier Choice Model Within Long-term Buyer-seller Relationships</b><br/> <u>Frédéric Dalsace</u></p> <p>Chair: Frédéric Dalsace</p>                                                       |
|  | <p align="center"><b>Marketing Strategy 05</b></p> <p align="center"><b>SB10- BERGEN</b></p> <p><b>Price-Elasticity Decomposition in the New Brazilian Retail Environment</b><br/> <u>Delane Botelho</u></p> <p><b>The Role of Perceived Value in the Satisfaction Framework: An Initial Assessment in the 'High Touch' Industry</b><br/> <u>Rosidah Musa</u>, John Pallister, Matthew Robson</p> <p><b>Explaining Temporal Differences in National Technology Launches</b><br/> <u>Tomi Haapaniemi</u>, Saku Mäkinen</p> <p><b>Compatibility of Determinants of Franchisor Choice by Franchisee and Franchisee Success Factors</b><br/> <u>Sharmila Chatterjee</u>, Paul Fouts, Dong Ho Lee</p> <p>Chair: Sharmila Chatterjee</p> | <p align="center"><b>Advertising 04</b></p> <p align="center"><b>SB11- HEIDELBERG</b></p> <p><b>Markov Perfect Equilibrium Advertising Strategies of Lanchester Duopoly Model</b><br/> <u>Ramla Jarrar</u>, Guiomar Martin-Herran, Georges Zaccour</p> <p><b>An Empirical Analysis of Strategic Pricing and Advertising for Differentiated Products</b><br/> <u>Shinn-Shyr Wang</u>, Tirtha Dhar, Kyle Stiegert</p> <p><b>The Effect of Competitive Advertising Interference on Sales for Packaged Goods</b><br/> <u>Andre Bonfrer</u>, Peter Danaher, Sanjay Dhar,</p> <p><b>On the Econometrics of the Koyck Model</b><br/> <u>Philip Hans Franses</u>, Rutger van Oest</p> <p>Chair: Philip Hans Franses</p> | <p align="center"><b>Channels 04</b></p> <p align="center"><b>SB12-LUND</b></p> <p><b>A Member &amp; Market-Oriented Structure of Marketing Co-operatives: An Experimental Study</b><br/> <u>Nikos Kalogeras</u>, Joost M.E. Pennings, Ivo van der Lans, Gert van Dijk</p> <p><b>Governance Forms, Relational Exchanges and E-Procurement Models: Implications &amp; Performance measures</b><br/> <u>Ramana Madupalli</u></p> <p><b>Lead-Time, Uncertainty, and Channel Decision Making</b><br/> <u>Eyal Biyalogorsky</u>, Oded Konigsberg</p> <p><b>Transformations and Risk Shifting in Food Marketing Channels</b><br/> <u>John K.M Kuwornu</u>, Erno Kuiper, Joost M.E Pennings</p> <p>Chair: John K.M Kuwornu</p> |

**Saturday, June 26 2004, Session C: 13:30 pm - 15:00 pm**

| Special Session: Drivers and Barriers to Marketing Models Use in Managerial Decision Making I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Innovation 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Internet 07                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                   |
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| <p align="center"><b>SC01- FORUM</b></p> <p><b>Building Models for Marketing Decisions: Present and Prospective</b><br/><u>Dick Wittink</u></p> <p><b>Use of Models for Marketing Resource Allocation Decisions: Perception Versus Reality</b><br/><u>Gary Lilien</u></p> <p><b>Challenges in Model Implementation from an Academic Perspective</b><br/><u>Manfred Krafft</u></p> <p><b>Benefits and Impediments to the Use of Marketing Science by Managers</b><br/><u>Delaine Hampton</u></p> <p>Chair: John Roberts</p>                                                                               | <p align="center"><b>SC02- TOKYO</b></p> <p><b>Joint Research and Development: The Lure of Dominance and the Need to Share Cost</b><br/><u>Markus Christen</u>, David Soberman</p> <p><b>Product Diversity versus Technology Diversity: Path Dependence and Cross-effects</b><br/><u>Shaoming Qu</u>, Shantanu Dutta, Om Narasimhan, Stefan Wuyts</p> <p><b>New Product Development under Channel Uncertainty</b><br/><u>Lan Luo</u>, PK Kannan, Brian Ratchford</p> <p><b>New Products Development Process: From Optimal Pipelines to Optimal Portfolios</b><br/><u>Min Ding</u>, Jehoshua Eliashberg</p> <p>Chair: Min Ding</p>                              | <p align="center"><b>SC03- ATHENE</b></p> <p><b>Antecedents and Consequences of Customer Satisfaction in Business-to-consumer E-Commerce</b><br/><u>Anand Kumar Jaiswal</u>, Prithwiraj Nath</p> <p><b>Upgrading or Downgrading? -- Framing Effects in Online Shopping Environments</b><br/><u>Nozomi Nakajima</u>, Jian Chen</p> <p><b>An Empirical Study on the Effect of E-Sales Promotions in the Internet Finance Market</b><br/><u>Sang Yong Kim</u></p> <p><b>Online Store Site Quality: Conceptualization and Measurement of eQUAL</b><br/><u>Boonghee Yoo</u>, Naveen Donthu</p> <p>Chair: Boonghee Yoo</p> | <p>Price<br/>"Hidd<br/>Prithw</p> <p>Is Cu<br/>Alway<br/>Empir<br/>Paul I<br/>Theo</p> <p>Consu<br/>Tariffs<br/>Cause<br/>Anja L</p> <p>Retail<br/>Consu<br/>Edward<br/>Simple</p> <p>Chair: I</p>                                                                                |
| Choice 09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Branding 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CRM 09: Customer Life Time Value                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                   |
| <p align="center"><b>SC04- ROCHESTER</b></p> <p><b>Measuring Context Effects in Choice Data After a New Product Entry</b><br/><u>Lea Michaelis</u>, Lutz Hildebrandt</p> <p><b>The Effect of Product Scarcity on Quality Image: Empirical Evidence from the US Car Market</b><br/><u>Axel Stock</u>, Subramanian Balachander</p> <p><b>Consumer Decision Making at the Video Store: Renting vs. Buying</b><br/><u>George Knox</u>, Jehoshua Eliashberg</p> <p><b>Getting the Picture on Digital Camera Attributes</b><br/><u>Priyoo Manakote</u>, Siva Balasubramanian</p> <p>Chair: Priyoo Manakote</p> | <p align="center"><b>SC05- SANTANDER</b></p> <p><b>Brands as Signals: A Cross-Country Study</b><br/><u>Tulin Erdem</u>, Joffre Swait, Ana Valenzuela</p> <p><b>Brand Resilience: An Analysis of the Fragility of Brand Equity</b><br/><u>Deb Mitra</u></p> <p><b>Modeling Sustained Superior Brand Performance: A Longitudinal Analysis</b><br/><u>Douglas Bowman</u>, Sundar Bharadwaj, C.B. Bhattacharya</p> <p><b>What Does "Branding" Involve? A Model for Effective and Efficient Branding in Marketing Communications</b><br/><u>John R. Rossiter</u>, Tobias Langner</p> <p>Chair: John Rossiter</p> <p><i>Sponsored by Brand Science Institute</i></p> | <p align="center"><b>SC06- SHANGHAI</b></p> <p><b>New Model for Enterprise Valuation by Using Customer Values</b><br/><u>Thorsten Wiesel</u>, Bernd Skiera</p> <p><b>How Much is Your Customer Database Worth? A Stochastic, Finite Mixture Model of Lifetime Value</b><br/><u>Arnaud De Bruyn</u></p> <p><b>Lifetime Duration and Value of Grocery Retailer Customers</b><br/><u>Emine Batislam</u>, Meltem Denizel, Alpay Filiztekin</p> <p><b>"Counting Your Customers" the Easy Way: An Alternative to the Pareto/NBD Model</b><br/><u>Bruce Hardie</u>, Peter Fader, Ka Lok Lee</p> <p>Chair: Bruce Hardie</p>  | <p>Marketi<br/>Resear<br/>Psycho<br/>Marketi<br/>Adam F</p> <p>Myopic<br/>Need fo<br/>Case of<br/>Offering<br/>Natalie</p> <p>Corpora<br/>Coherer<br/>Persiste<br/>Firm Per<br/>Ujwal Ka<br/>Peter W.</p> <p>New Mar<br/>Implicati<br/>Marketin<br/>Ralph Ka</p> <p>Chair: Ra</p> |

|                  | <b>Pricing 08</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Special Session:<br/>Multichannel Marketing</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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|                  | <p align="center"><b>SC07- HULL</b></p> <p><b>Price and Relationships: The "Hidden Agenda"</b><br/><u>Prithwiraj Nath</u>, Shawn Daly</p> <p><b>Is Customer Value Pricing Always Best Practice? An Empirical Validation</b><br/><u>Paul Ingenbleek</u>, Ruud Frambach, Theo M.M. Verhallen</p> <p><b>Consumer Choice of Optional Tariffs: Consequences and Causes of Tariff Choice Biases</b><br/><u>Anja Lambrecht</u>, Bernd Skiera</p> <p><b>Retail Category Pricing with Consumer Patronage Effects</b><br/><u>Edward Fox</u>, Steve Postrel, John Semple</p> <p>Chair: Edward Fox</p>                                                                                                                   | <p align="center"><b>SC08- BALTIMORE</b></p> <p><b>Multichannel Shopping Behavior: Drivers and Behavioral Characteristics</b><br/><u>V. Kumar</u>, Rajkumar Venkatesan</p> <p><b>Multichannel Retailing: A Case Study of Early Experiences</b><br/><u>Ruby Roy Dholakia</u>, Nikhilesh Dholakia, Miao Zhao</p> <p><b>On the Effect of Acquisition Channels on Customer Retention and Cross-buying: An Exploratory Study</b><br/><u>Bas Donkers</u>, Peter Verhoef</p> <p><b>Free-Riding across Retailers' Channels</b><br/><u>Sebastian van Baal</u>, Christian Dach</p> <p>Co-Chairs: Arvind Rangaswamy and Gerrit Van Bruggen</p>                              | <p align="center"><b>SC09- LEUVEN</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Life Time</b> | <b>Marketing Strategy 06</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Advertising 05</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Channels 05</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|                  | <p align="center"><b>SC10- BERGEN</b></p> <p><b>Marketing Theory and Metrics: Research Purpose and the Psychometric Assessment of Marketing Scales</b><br/><u>Adam Finn</u>, Ujwal Kayande</p> <p><b>Myopic Management and the Need for Marketing Metrics: The Case of the Seasoned Equity Offerings</b><br/><u>Natalie Mizik</u>, Robert Jacobson</p> <p><b>Corporate Reputation and its Coherence: Effects on Persistence and Reliability of Firm Performance</b><br/><u>Ujwal Kayande</u>, Rajdeep Grewal, Peter W. Roberts</p> <p><b>New Management Paradigms: Implications for the Future of Marketing and Marketing Science</b><br/><u>Ralph Kauffman</u>, Markus Mau</p> <p>Chair: Ralph Kauffman</p> | <p align="center"><b>SC11- HEIDELBERG</b></p> <p><b>The Demand Chain – Supply Chain Debate. Are the Supply Chain Devotees Beginning to Lose Ground? A Review of the Evidence</b><br/><u>David Walters</u></p> <p><b>The Risk Reduction Role of Advertising</b><br/><u>Ron Shachar</u>, Dmitri Byzalov</p> <p><b>Vividness Effect: Implications for Judgment and Choice</b><br/><u>Marcello Tedeschi</u>, Enrico Rubaltelli, Rino Rumati, Lucia Savadori</p> <p><b>Ad Agencies' Creative Processes: Can Discipline and Motivation Make Up for a Lack of Creative Skill?</b><br/><u>Scott Koslow</u>, Edward Riordan, Sheila Sasser</p> <p>Chair: Scott Koslow</p> | <p align="center"><b>SC12- LUND</b></p> <p><b>Social Capital and Supply Chain Management</b><br/><u>Karen Koza</u>, Ming Ling Chuang, Rajiv Dant</p> <p><b>Investigating Retail Channel Power</b><br/><u>Jarg Temme</u>, Daniel Klapper</p> <p><b>Investigating Customer Channel Choice</b><br/><u>Harmen Oppewal</u>, Panos Louvieris</p> <p><b>A Hybrid Approach to Measuring Service Differentiation in the British Auto Dealership Market</b><br/><u>Avinandan Mukherjee</u></p> <p>Chair: Avinandan Mukherjee</p> |



**Saturday, June 26 2004, Session D: 15:30 pm - 17:00 pm**

| Special Session: Drivers and Barriers to Marketing Models Use in Managerial Decision Making II                                                                                                                                                                                                                                                                                                                                                                  | Innovation 07                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Conjoint                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <p align="center"><b>SD01- FORUM</b></p> <p><b>Using Marketing Models for Brand and Marketing Management</b><br/><u>Stuart Agres</u></p> <p><b>Radio Frequency Identification: Modeling Beyond the Bar Code</b><br/><u>Ted Fichuk</u></p> <p><b>Marketing Science Models in Industry: The Bottom Line</b><br/><u>Glen Urban</u></p> <p><b>Making Marketing Models Really Work: Questions and Answers</b><br/><u>John Roberts</u></p> <p>Chair: John Roberts</p> | <p align="center"><b>SD02- TOKYO</b></p> <p><b>Assessing Firms' Receptivity to External Innovation</b><br/><u>Scott Dacko</u>, <u>Cagla Titiz</u></p> <p><b>An Approach to Managing Customer Experience Based on HCI Techniques</b><br/><u>Velimir Stavljanin</u>, <u>Dusan Starcevic</u></p> <p><b>Identification of Lead Users via Virtual Stock Markets</b><br/><u>Martin Spann</u>, <u>Holger Ernst</u>, <u>Bernd Skiera</u>, <u>Jan Henrik Soll</u></p> <p><b>Attribute Improvement Under Market Uncertainty</b><br/><u>Elie Ofek</u>, <u>Dominique Lauga</u></p> <p>Chair: Elie Ofek</p> | <p align="center"><b>SD03- ATHENE</b></p> <p><b>Comparing Algorithms and Criteria for Designing Efficient Conjoint Choice Experiments</b><br/><u>Roselinde Kessels</u>, <u>Peter Goos</u>, <u>Martina Vandebroek</u></p> <p><b>Adaptive Self-Explicated Approach for Preference Structure Measurement</b><br/><u>V. Srinivasan</u>, <u>Oded Netzer</u></p> <p><b>Hierarchical Bayesian Estimation for Polyhedral Conjoint Analysis</b><br/><u>Srikant Vadali</u>, <u>John Liechty</u>, <u>Arvind Rangaswamy</u></p> <p><b>Optimal Fixed Designs for Choice-Based Conjoint Experiments: A Bayesian Decision-Theoretic Approach</b><br/><u>Jin Gyo Kim</u></p> <p>Chair: Jin Gyo Kim</p>    |
| <p align="center"><b>SD04- ROCHESTER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                    | <p align="center"><b>SD05- SANTANDER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p align="center"><b>CRM 10: CRM Instruments</b></p> <p align="center"><b>SD06- SHANGHAI</b></p> <p><b>Designing Affinity Programs: Best Prices Reward Levels</b><br/><u>R Venkatesh</u>, <u>Wagner Kamakura</u>, <u>Vanitha Swaminathan</u></p> <p><b>A Three-stage Response Model of Interactive Marketing Communications With Dynamic Effects</b><br/><u>Srinath Gopalakrishna</u>, <u>Rabikar Chatterjee</u>, <u>Timothy M. Smith</u></p> <p><b>Customer Retention Programs - Do They Pay Off?</b><br/><u>Stefan Piel</u>, <u>Manfred Krafft</u></p> <p><b>Buyer Switching in Frequency Programs</b><br/><u>Serdar Sayman</u>, <u>Stephen J. Hoch</u></p> <p>Chair: Serdar Sayman</p> |

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|                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Thursday</b>     |  |
|                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |  |
|                                                                                                                                                                       | <b>SD07- HULL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>SD08- BALTIMORE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SD09- LEUVEN</b> |  |
| <p>and<br/>efficient<br/>ments<br/>Goos,</p> <p>d<br/>e</p> <p>er</p> <p>estimation<br/>Analysis<br/>hty, Arvind</p> <p>for</p> <p>an<br/>proach</p>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |  |
|                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |  |
| <b>Documents</b>                                                                                                                                                      | <b>Advertising 06</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Channels 06</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |  |
| <b>SD10- BERGEN</b>                                                                                                                                                   | <b>SD11- HEIDELBERG</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>SD12- LUND</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                     |  |
| <p>HA I</p> <p>grams: Best</p> <p>amakura,</p> <p>se Model of</p> <p>Dynamic</p> <p>Rabikar<br/>Smith</p> <p>ograms -</p> <p>afft</p> <p>equency</p> <p>n J. Hoch</p> | <p><b>Long-Term Profit Impact of Integrated Marketing Communications Program</b><br/><u>Kalyan Raman</u>, Prasad Naik</p> <p><b>Selling Bitter Fruit - Choosing a Communication Strategy for a Debatable Product</b><br/><u>Ariaen Zimmerman</u>, Paul Breman</p> <p><b>An Application Study of the Situation Marketing on Station Billboard Advertisements</b><br/><u>Hiroshi Onishi</u></p> <p><b>Image and Information Effects on Consumers' Evaluations of Symbol-Intensive Products</b><br/><u>Boris Durisin</u>, Giulia Calabretta, Domenico Materia, Mario Venturi</p> <p>Chair: Boris Durisin</p> | <p><b>Channel Bargaining with Retailer Asymmetry</b><br/><u>Anthony Dukes</u>, Esther Gal-Or, Kannan Srinivasan</p> <p><b>The Determinants of Entry Patterns and Number of Outlets in the Retail Discount Industry</b><br/><u>Vishal Singh</u>, Mark Manuszak, Ting Zhu</p> <p><b>Could Coop Advertising Programs Prevent Manufacturers from a Private Label's Threat?</b><br/><u>Salma Karray</u>, Georges Zaccour</p> <p><b>Assessing the Effects of a Channel Switch</b><br/><u>Xinlei Chen</u>, George John, Om Narasimhan</p> <p>Chair: Xinlei Chen</p> |                     |  |