

2012 INFORMS Marketing Science Conference

Thursday, June 7th, 2012

8.30-10.00 (TA)

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

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

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

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

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

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

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TC17 – Essex North East Agent-Based Modeling Chair: Curt Stenger Simulating a Movie's Box Office Using an Agent-based Modeling Approach <i>Youngjin Park, Seo Il Cha</i> Cross-Selling Behavior of the Sales Force: The Effect of Salesperson-Owned Loyalty <i>Yashar Atefi, Michael Ahearne, Niladri Syam</i> Investigating the Profitability of Multilevel Marketing <i>Prithwiraj Mukherjee, Arnaud De Bruyn</i> Merging Vector-Autoregression & Agent-Based Models for Consumer Market Simulation of Sales <i>Curt Stenger, Rosanna Garcia, Koen Pauwels</i>			
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3.30-5.00 (TD)

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

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3.30-5.00 (TD)

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

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3.30-5.00 (TD)

TD17 – Essex North East Consumer Promotion Response Chair: Nathan Fong The Deal is on: Understanding and Managing Deal-of-the-day Promotions <i>Maik Eisenbeiss, Markus Cornelissen, Bernd Skiera, Robert Wilken</i> State Dependence in Frequency Reward Programs: A Dynamic Structural Examination <i>Huseyin Karaca, Yuxin Chen, Lakshman Krishnamurthi</i> Loyalty Effects of Multi-Item Promotions: What Happens to Brand Choice After the Promotion? <i>Carmen Horn, Bram Foubert, Karen Gedenk, Michael Knaf, Sonja Spürkmann</i> Targeted Marketing and Customer Search <i>Nathan Fong</i>			
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2012 INFORMS Marketing Science Conference

Friday, June 8th, 2012

8.30-10.00 (FA)

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

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8.30-10.00 (FA)

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

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10.30-12.00 (FB)

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

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

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Friday, June 08th, 2012

1.30-3.00 (FC)

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

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1.30-3.00 (FC)

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

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3.30-5.00 (FD)

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

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3.30-5.00 (FD)

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

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

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

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

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

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

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1.30-3.00 (SC)

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

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1.30-3.00 (SC)

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