

2017 ISMS Doctoral Consortium

June 7, 2017

Hosted by: University of Southern California, Los Angeles, USA

Breakfast & Registration 07.00 – 08.00 am	Location: <i>Suryan Plaza</i>
Plenary Session (08.00 – 9.00 am) 08.00 – 08.10 am 08.10 – 8.45 am 8.45 – 9.00 am	Location: JFF LL 105 1. Welcome to the Marketing Science Doctoral Consortium: Gerard J Tellis (USC), conference chair; Olivier Toubia (Columbia University), VP Education ISMS 2. The Science & Art of Publishing: A Panel Discussion with Editors Marketing Science: K.Sudhir (Yale University); Management Science: Karsten Hansen (UC San Diego); Journal of Marketing Research: Rajdeep Grewal (University of North Carolina); Quantitative Marketing and Economics: Pradeep Chintagunta (University of Chicago); Journal of Marketing: V. Kumar (Georgia State University); International Journal of Research in Marketing: Russ Winer / Tulin Erdem (NYU). Moderated by Olivier Toubia (Columbia University) 3. The Reviewee and Reviewer Roles Jagmohan Raju (University of Pennsylvania)
Coffee break (9.00 – 9.30)	Location: <i>Suryan Plaza</i>
Break-out Session 1 9.30 – 10.30	1A. Social Interactions JFF LL 125 (Chair: Max Wei) Dave Godes (U of Maryland); Puneet Manchanda (Michigan); Gerard J. Tellis (USC) 1B. Behavioral Economics JFF 233 (Chair: Dina Mayzlin) Liang Guo (Chinese University of Hong Kong); Ganesh Iyer (UC Berkeley); Vishal Singh (NYU) 1C. Identifying Research Topics JFF 236 (Chair: Siddarth) Dominique Hanssens (UCLA); K. Sudhir (Yale)
Coffee break (10.30-11.00)	Location: <i>Suryan Plaza</i>
Breakout Session 2 11.00-12.00	2A. Strategic Marketing Models JFF LL 125 (Chair: V. Kumar) Rajdeep Grewal (UNC); John Hauser (MIT); V. Kumar (Georgia State) 2B. Omnichannel Marketing JFF 233 (Chair: Shantanu Dutta) Jeanine Miklos-Thal (Rochester); Scott Neslin (Dartmouth); Harald van Heerde (Massey University) 2C. Research Paradigms in Marketings JFF 236 (Chair: Sha Yang) Pradeep Chintagunta (Chicago); Gunter Hitsch (Chicago); Peter Rossi (UCLA)
Lunch (12.00 – 1.00 pm)	Location: <i>Town & Gown</i> Remarks by MSI Executive Director Carl Mela & Awards Announcement by ISMS President Dominique Hanssens (UCLA) and Vithala Rao (Cornell)
Break-out Session 3 1.00 – 2.00	3A. Structural Modeling JFF LL 125 (Chair: Botao Yang) Tat Chan (Washington University); Andrew Ching (University of Toronto); Ahmed Khwaja (Yale) 3B. Analytical Modeling JFF 233 (Chair: Anthony Dukes) Anthony Dukes (USC); Sridhar Moorthy (University of Toronto); Debu Purohit (Duke)
Coffee break (2.00 – 2.30)	Location: <i>Suryan Plaza</i>
Break-out Session 4 2.30– 3.30	4A. Big Data and Machine Learning JFF LL 125 (Chair: Dinesh Puranam) Karsten Hansen (UC San Diego); John Hauser (MIT); Oded Netzer (Columbia University) 4B. Consumer Search JFF 233 (Chair: Yanhao Wei) Dmitri Kuksov (UT Dallas); Olivier Toubia (Columbia); Miguel Villas-Boas (Berkeley) 4C. Experimental Perspective in Marketing JFF 236 (Chair: Davide Proserpio) JP Dubé (University of Chicago); Noah Lim (University of Wisconsin-Madison); Sridhar Narayanan (Stanford)
Coffee break (3.30-4.00)	Location: <i>Suryan Plaza</i>
Break-out Session 5 4.00– 5.00	5A. Advertising JFF LL 125 (Chair: Gil Appel) Carl Mela (Duke); Harikesh Nair (Stanford); Catherine Tucker (MIT) 5B. Choice Dynamics JFF 233 (Chair: Lan Luo) Tulin Erdem (NYU); Przemyslaw Jeziorski (UC Berkeley); Vithala Rao (Cornell) 5C. Analytical Modeling for the New Marketing Landscape JFF 236 (Chair: Dinesh Puranam) Preyas Desai (Duke); Jagmohan Raju (Wharton); Raphael Thomadsen (Washington University)
Reception 5 to 7 PM	USC Penthouse, Buses leaves from Pardee Way