

# 12th Annual Bass FORMS Conference March 1 - 3, 2018

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## Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference

**Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference** is a marketing conference that intends to foster high quality research in quantitative approaches to marketing and provide a forum for a stimulating exchange of ideas.

**The conference selection committee** this year consists of Catherine Tucker (MIT), Anthony Dukes (USC), Pedro Gardete (Stanford), Kinshuk Jerath (Columbia), and Andrew Ching (Toronto).

[Conference Schedule](#)

[Special Session Schedule](#)

## Keynote Speaker

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### **Find Dr. V. Kumar's CV and information about his research**

The keynote speaker for the conference is Dr. V. Kumar, Editor-in-Chief, Journal of Marketing, Regents Professor, Richard and Susan Lenny Distinguished Chair & Professor in Marketing, Executive Director, Center for Excellence in Brand & Customer Management, and Director of the Ph.D. Program in Marketing at Georgia State University, Chang Jiang Scholar, Huazhong University of Science and Technology in China, Fellow, Hagler Institute for Advanced Study, TAMU, College Station, TX, ISB Senior Fellow, Indian School of Business, Hyderabad, India.

Sponsored by [The Morris Hite Center](#) at The Jindal School of Management

## Special Session

Unlike previous years, a special session is added to honor Dr. Brian Ratchford's retirement plan. It will take place on Saturday March 3rd afternoon with paper presentations followed by a banquet dinner.

## Conference Registration

Early registration applies until February 7, 2018. After that date, the fee will increase by \$50. The registration fees include the conference presentations, all lunches, breaks and Thursday night dinner.

### Conference Pricing

Conference Pricing for	Early (by Feb 7, 2018)	Late (After Feb 7, 2018)
Faculty – Conference	\$375	\$425
Faculty – Special Session	\$75	\$125
Faculty – Conference & Special Session	\$450	\$500
PhD Student – Conference	\$50	\$100
PhD Student – Special Session	\$25	\$75
PhD Student – Conference & Special Session	\$75	\$125

[Faculty Register Here](#)

[PhD Students Register Here](#)

## Cancellation Policy

Cancellation by Feb 14, 2018: Refund less a \$100 processing fee.

Cancellation on or after Feb 15, 2018: No refund available.

## Conference Hotel

A block of rooms has been reserved on a first come first serve basis until February 7, 2018 at the Hyatt Regency North Dallas, 701 East Campbell Road, Richardson, TX 75081. The hotel reservation number is 888-591-1234. Be sure to mention group name UTD BASS FORMS Conference. The discounted rate will be \$104.00 per night which includes breakfast for 1 person per room, complimentary parking, complimentary internet access and complimentary shuttle service to and from the UTD campus.

[Hyatt Regency North Dallas Hotel Reservation](#)

[More nearby hotels](#)

## Location

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All sessions will be held at the Jindal School of Management at [The University of Texas at Dallas](#). The Jindal School is denoted as JSOM on the [campus map](#).

## Parking

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If you are flying in and staying at the Hyatt Regency Hotel, shuttles will be provided to and from the conference. If you will be driving a vehicle to the campus and need a parking permit, please indicate at the registration website. A parking permit will be sent to you the week of the conference.