

2010 UT Dallas Frontiers of Research in Marketing

UT Dallas–FORMS Conference Sponsored by:
Informs Society for Marketing Science (ISMS) and Morris Hite Center at the Naveen Jindal School of
Management
February 11–13, 2010

The University of Texas at Dallas
800 West Campbell Road
Richardson, TX 75080–3021

[Register Online](#)

The Marketing Group at The University of Texas at Dallas is organizing a marketing conference that intends to foster high quality research in quantitative approaches to marketing. This is a fourth such conference following three successful conferences in 2007, 2008 and 2009.

The conference will be held in the Jindal of Management at The University of Texas at Dallas, Richardson, TX. The conference goal is to provide a forum for a stimulating exchange of ideas but and foster the development of PhD students who will be allowed to participate in the conference free of charge.

Location

All sessions will be held at the Jindal School at UT Dallas in rooms SOM 1.118 and JSOM 1.502. Upon arrival, please check in at the auditorium. If you are driving to the conference, please print out this [parking permit](#) and put it on the dashboard of your car so that it is visible to the parking attendants. [Driving directions to UT Dallas.](#) [Directions to the Jindal School of Management \(JSOM on the map\).](#) If you are flying in and staying at the Radisson, shuttles will be provided for you at TBA times.

Hotel Information

A block of rooms has been reserved at the DoubleTree Hotel for a special conference rate of \$79 per night. These rooms will go fast, so please book early. You may call the hotel or book online using this [special link](#)

[DoubleTree Hotel – Richardson](#)

1981 N. Central Expressway
Richardson, TX 75080
(972) 644–4000
1(800) 222–TREE

[Hotel Map](#)

Schedule of Events

<i>Thursday, February 11, 2010</i>			
<i>Time</i>	<i>Presenter</i>	<i>Paper</i>	<i>Discussant</i>
12:00 p.m.		Registration and Lunch in the Naveen Jindal School of Management Atrium All papers will be presented in JSOM 1.118, the Davidson Auditorium	
1:15 p.m.	Hema Yoganarasimhan UC Davis	<i>Impact of Social Network Structure on Content Propagation: A Study Using YouTube Data</i> by Hema Yoganarasimhan	Romana Khan
2:15 p.m.	Kinshuk Jerath, CMU	<i>Customer-Base Analysis Using Repeated Cross-Sectional Summary (RCSS) Data</i> by Kinshuk Jerath, Peter S. Fader & Bruce G.S. Hardie	P. B. Seetharaman
3:15 p.m.		Break in Jindal School of Management Atrium	
3:45 p.m.	Ahmed Khwaja, Duke	<i>Dynamic Entry with Cross Product Spillovers: An Application to the Generic Drug Industry</i> by A. Ronald Gallant, Han Hong & Ahmed Khwaja	Tat Chan
4:45 p.m.	Olivier Rubel, USC	<i>Optimal Pricing in Dynamic Markets Under Structural Uncertainties</i> by Olivier Rubel	Brian Ratchford
5:45 p.m.		Hotel Shuttles back to the Double Tree	
6:30 p.m.		Cocktail Reception in the Azalea Room of the Double Tree	
7:00 p.m.		Dinner at the Azalea Room of the Double Tree	

Friday, February 12, 2010

<i>Time</i>	<i>Presenter</i>	<i>Paper</i>	<i>Discussant</i>
Time	Presenter	Paper	Discussant
7:15 a.m.		<i>Breakfast in the Naveen Jindal School of Management Atrium</i>	
8:00 a.m.	Raphael Thomadsen, UCLA	<i>Seeking an Aggressive Competitor: How product Line Expansion Can Increase All Firms' Profits</i> by Raphael Thomadsen	Ram C. Rao
9:00 a.m.	Tae-Kyun Kim, USC	<i>Manufacturer Competition in the Presence of Exclusive Dealers: The Case of the U.S. Automobile Industry</i> by Tae-Kyun Kim, S. Siddarth, Anthony Dukes, Jorge Silva-Risso	Ernan Haruvy
10:00 a.m.		<i>Break in Jindal School of Management Atrium</i>	
10:30 a.m.	Sudipt Roy, ISB	<i>Modeling Consumer Attention to In-store Prices</i> by Sudipt Roy, Tat Chan & Amar Cheema	Yuanping Ying
11:30 a.m.	Sergio Meza, Toronto	<i>Modeling Demand during Sales Promotions: Application to Structural Models of Retail Pricing</i> by Sergio Meza	Gonca Soysal
12:30 p.m.		<i>Lunch in Jindal School of Management Atrium</i>	
1:30 p.m.	Steven Shugan, Florida	<i>Why Wrong Demand Functions Predict Better and the Implications for Marketing</i> by Steven Shugan	Xueming Luo
2:30 p.m.	Ohjin Kwon, USC	<i>The Informational Role of Product Trade-Ins for Retailer Pricing</i> by Ohjin Kwon, Anthony Dukes, S. Siddarth, Jorge Silva-Risso	Jason Duan
3:30 p.m.		<i>Break in the Jindal School of Management Atrium</i>	
4:00 p.m.	Mark Parry, Missouri	<i>Resale Price Maintenance without Free-Riding: The Effects of Retail Heterogeneity</i> by Mark E. Parry, Charles A. Ingene, Zibin Xu	Ashutosh Prasad
5:00 p.m.	Linli Xu, USC	<i>Manufacturer Advertising and Dealer Advertising: Oil and Water, or Oil and Vinegar?</i> By Linli Xu, Kenneth C. Wilbur, S. Siddarth, Jorge Silva-Risso	Richard Briesch
6:00 p.m.		Bus to Hyatt Regency	
6:30 p.m.		<i>Cocktail Reception</i>	
7:00 p.m.		<i>Dinner</i>	

Saturday, February 13, 2010

<i>Time</i>	<i>Presenter</i>	<i>Paper</i>	<i>Discussant</i>
Time	Presenter	Paper	Discussant
7:30 a.m.		<i>Breakfast in the Jindal School of Management Atrium</i>	
8:30 a.m.	Joffre Swait, Alberta	<i>Approximate Choice Set Formation Modeling with Many Alternatives: An Application to Scanner Panel Data</i> by Joffre Swait and Luming Wang	S. Siddarth
9:30 a.m.	Masakazu Ishihara, Toronto	<i>A Practitioner's Guide to Bayesian Estimation of Discrete Choice Dynamic Programming Models</i> by Andrew Ching, Susumu Imai, Masakazu Ishihara, Neelam Jain	Andrei Strijnev
10:30 a.m.		<i>Break, Jindal School of Management Second Floor Lobby above the Atrium</i>	
10:45 a.m.	Tony Cui, Minnesota	<i>Competitive and Welfare Implications of Gift Cards</i> by Tony Cui	Yu Wang
11:45 a.m.	Juanjuan Zhang	<i>A Model of Demarketing</i> by Jeanine Mikl'os-Thal, Juanjuan Zhang	Nanda Kumar
12:45 p.m.		<i>Lunch, Second Floor Lobby above the Jindal School of Management Atrium</i>	

<i>Organizing Committee</i>	<i>Selection Committee</i>
<ul style="list-style-type: none"> ■ B.P.S. Murthi ■ Ram Rao ■ Brian Ratchford 	<ul style="list-style-type: none"> ■ P.B. Seetharaman ■ Tat Chan ■ Peter Popkowski



Details about the [2009 UT Dallas-FORMS Conference](#)