

2005 **informs** SOCIETY ON MARKETING SCIENCE **Doctoral Consortium**

**4th Annual
June 15-16, 2005**

GOIZUETA
BUSINESS SCHOOL
EMORY

Schedule

Welcome - Wednesday, June 15

6.00-9.00pm	<i>Reception</i>	Miller-Ward Alumni House
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Consortium - Thursday, June 16

7.30-8.30am	<i>Continental Breakfast</i>	Jenkins Commons, 1 st floor
8.30-10.00am	<i>Session I – Plenary</i> <i>Welcome (Allenby)</i> <i>State of the marketing science community (Raju)</i> <i>State of the journal (Shugan)</i> <i>Overview of theoretical developments in marketing (Chintagunta)</i> <i>Overview of empirical developments in marketing (Bradlow)</i> <i>Overview of new research in marketing channels (Narasimhan)</i>	Auditorium (Room 130)
10.00-10.30am	<i>Break</i>	Jenkins Courtyard
10.30-Noon	<i>Session II – Breakouts</i> <i>From Problem to Paper: 50 Ways to Write a Paper</i> (Moorthy, Villas Boas*, Zhang) <i>Data-Driven Theoretical Modeling</i> (Allenby*, Bradlow, Neslin) <i>Linking BtoB Business Issues and Academic Research</i> (Bowman, Dhar, Lilien*)	Room 334 Room 331 Room 301
Noon-1.30pm	<i>Lunch</i>	W525 New Building
1.30-3.00pm	<i>Session III – Breakouts</i> <i>Theory-Driven Empirical Modeling</i> (Chintagunta, Erdem*, Srinivasan) <i>Consumer Behavior and Strategic Marketing</i> (Hess, Huber*, Narasimhan) <i>Topics in Marketing and Technology</i> (Raju*, Rangaswamy, Rust)	Room 334 Room 331 Room 301

* - Session chair / Team captain

3.30pm	<i>Session TD of the 2005 INFORMS Marketing Science Conference</i>	Classrooms
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