

**Northwestern Marketing Research Camp  
September 17 and 18, 2009**

**Thursday, September 17**

Noon – 1:00	<b>Lunch at the Allen Center</b> ( <i>Johnson Wax Dining Room</i> )
1:00 – 2:00	Yi Qian, Northwestern University <i>“On the Economics of Fakes: Understanding impacts of entry by counterfeiters.”</i>
2:00 – 2:15	Break
2:15 – 3:15	Jinhong Xie, University of Florida <i>“Probabilistic Goods and Probabilistic Selling.”</i>
3:15 – 3:30	Break
3:30 – 4:30	Leif Nelson, UC Berkeley <i>“Wise Markets and Ignorant Crowds.”</i>
4:30 – 6:00	<b>Research and Career Discussion with Doctoral Students</b> Behavioral Focus in room 221 Quantitative Focus in room 223

**Friday, September 18**

7:30 – 8:30	<b>Breakfast at the Allen Center</b> ( <i>Johnson Wax Dining Room</i> )
9:00 – 10:00	Leigh McAlister, UT, Austin <i>“The Relationship Between Online Communications and Firm Value.”</i>
10:00 – 10:15	Break
10:15 - 11:15	Michael Norton, Harvard University <i>“The Benefits of Prosocial Spending, for Individuals and Groups.”</i>
11:15 – 11:30	Break
11:30 – 12:30	Eric Arnould, University of Wyoming <i>“Market Evasion and Participation: Implications for More Sustainable Energy Consumption.”</i> co-authored with Professor Melea Press
12:30 – 2:00	<b>Lunch at the Allen Center</b> ( <i>Park Dining Room</i> )
2:00 – 3:00	Duncan Simester, MIT <i>“What Affects Price and Price Cue Elasticities? Evidence from a Field Experiment.”</i>
3:00 – 3:30	Break
3:30 – 4:30	Angela Y. Lee, Northwestern University <i>“Bilateral Affective Priming Effects on Fluency and Judgment.”</i>
4:30 – 5:30	<b>Cocktail reception at the Allen Center</b> ( <i>SBA - Oscar Mayer Lounge</i> )

\* **Talks will be held in room 221 at the Allen Center unless otherwise noted**

\*\* Breaks: Beverages (coffee, etc.) will be served in the *SBA - Oscar Mayer Lounge*