

## QMSE Workshop Schedule

### Day 1: Monday, August 10, 2015

8:00am-9:00am	Breakfast & Registration
9:00am-9:10am	Opening Remarks (Brett Gordon and Raphael Thomadsen)
9:10am-10:40am	Perspectives on Structural and Descriptive Analysis (Brett Gordon, Raphael Thomadsen, Florian Zettelmeyer)
10:40am-11:00am	Break
11:00am-12:30pm	Causal Effects, Experiments, and Identification (Catherine Tucker)
12:30pm-1:45pm	Lunch
1:45pm-3:15pm	Aggregate Demand Models I (K. Sudhir)
3:15pm-3:45pm	Break
3:45pm-5:15pm	Aggregate Demand Models II (K. Sudhir)
5:15pm-5:45pm	Free Time
5:45pm-7:00pm	Reception & Cocktails
7:00pm	Dinner

### Day 2: Tuesday, August 11, 2015

8:00am-9:00am	Breakfast
9:00am-10:30am	Single-Agent Dynamics I (Günter Hitsch)
10:30am-11:00am	Break
11:00am-12:30pm	Single-Agent Dynamics II (Günter Hitsch)
12:30pm-1:45pm	Lunch
1:45pm-3:15pm	Single-Agent Dynamics III (Günter Hitsch)
3:15pm-3:45pm	Break
3:45pm-5:15pm	Finding Exogenous Variation in Observational Data (Peter Rossi)
5:15pm-6:30pm	Free Time
6:30pm	Dinner

### Day 3: Wednesday, August 12, 2015

8:00am-9:00am	Breakfast
9:00am-10:30am	Games (Sanjog Misra)
10:30am-11:00am	Break
11:00am-12:30pm	Machine Learning Methods in Marketing (Sanjog Misra)
12:30pm-1:30pm	Lunch
1:30pm-2:30pm	Data and Marketing (Carl Mela)
2:30pm-2:45pm	Break
2:45pm-4:15pm	Understanding the Data Generating Process (Eric Anderson, Fred Feinberg, Carl Mela)
4:15pm-4:30pm	Concluding Remarks (Brett Gordon and Raphael Thomadsen)