

49TH AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM PROGRAM

ARRIVAL AND CONSORTIUM OPENING: THURSDAY, JUNE 26

2:00 to 8:30 p.m

REGISTRATION

Main Lobby, Allen Center

6:00 to 9:00 p.m.

WELCOME RECEPTION AND DINNER

Remarks by Kevin Lane Keller, Executive Director, MSI
Kotler Atrium, Allen Center

DAY 2: FRIDAY, JUNE 27

7:30 to 8:30 a.m.

BREAKFAST

Park/Johnson Wax Dining Room, Allen Center

8:30 to 8:45 a.m.

WELCOME

Anne Coughlan and Angela Lee, Co-chairs
Eric Anderson, Marketing Department Chair
Room 164, McCormick Auditorium, Allen Center

8:45 to 10:00 a.m.

INTRODUCTORY PLENARY

Moderated by Brian Sternthal, *Northwestern University*
Room 164, McCormick Auditorium, Allen Center

This plenary session sets the stage for the Consortium's theme of "The Past, Present and Future of Marketing" by inviting remarks by our speakers on the foundations of modern marketing, the paradigms that have informed its growth, and the sources of its research strength today.

James Bettman, Duke University
Philip Kotler, Northwestern University
Subrata Sen, Yale University
Jagdish Sheth, Emory University
Louis Stern, Northwestern University

10:00 to 10:30 a.m.

REFRESHMENT BREAK

First Floor - EMP24/25 Lounge, Allen Center

10:30 a.m. to noon

RESEARCH FRONTIERS I

Hosted by Derek Rucker and Blake McShane

These concurrent sessions are designed to provide high-level insights into different research domains. The objective of these sessions is to highlight substantive marketing phenomena in each domain as well as to foster a dialogue between researchers to further investigation through theoretical and/or applied lenses.

Session A

Making Marketing Meaningful to Managers

Room G36, Jacobs Center

Murali Mantrala, University of Missouri (Chair)
Michael Ahearne, University of Houston
George John, University of Minnesota

Session B

Consumer Culture Theory

Room G42, Jacobs Center

Ashlee Humphreys, Northwestern University (Chair)
Amber Epp, University of Wisconsin-Madison
Markus Giesler, York University
Linda Price, University of Arizona

Session C

Quantitative Modeling

Room G43, Jacobs Center

Fred Feinberg, University of Michigan (Chair)
Tulin Erdem, New York University
Karsten Hansen, University of California, San Diego
Ganesh Iyer, University of California, Berkeley

Session D

Consumer Behavior: Developing Good Theory

Room G44, Jacobs Center

Barbara Kahn, University of Pennsylvania (Chair)
June Cotte, University of Western Ontario
Joan Meyers-Levy, University of Minnesota
Carolyn Yoon, University of Michigan

Session E

Consumer Behavior: Designing Good Experiments

Room G45, Jacobs Center

Amna Kirmani, University of Maryland (Chair)
James Bettman, Duke University
Page Moreau, University of Colorado Boulder
Stijn van Osselaer, Cornell University

Noon to 1:30 p.m.

LUNCH

Park/Johnson Wax Dining Room, Allen Center

1:30 to 3:00 p.m.

EFFECTIVE TEACHING

Hosted by Kent Grayson, Northwestern University

An important facet of your academic career is learning how to make your teaching as effective, efficient and successful as possible. This session brings together some of our field's most effective teachers, who have agreed to give their advice on how to avoid teaching pitfalls and make your first few years of teaching as smooth as possible. The three speakers for each session will present for about 20 minutes each, leaving ample time for questions and discussion.

Session A

Room G36, Jacobs Center

Bryan Bollinger, New York University (Chair)
Rebecca Hamilton, University of Maryland
Cait Poynor Lamberton, University of Pittsburgh

Session B

Room G42, Jacobs Center

Darren Dahl, University of British Columbia (Chair)
June Cotte, University of Western Ontario
Jacquelyn Thomas, Southern Methodist University

Session C*Room G43, Jacobs Center*

Jennifer Argo, University of Alberta (Chair)
 Rohit Deshpandé, Harvard Business School
 Juanjuan Zhang, Massachusetts Institute of Technology

Session D*Room G44, Jacobs Center*

Shankar Ganesan, University of Notre Dame (Chair)
 Wendy Moe, University of Maryland
 Alice Wang, University of Iowa

Session E*Room G45, Jacobs Center*

Natalie Mizik, University of Washington, Seattle (Chair)
 Anastasiya Pocheptsova, University of Maryland
 Americus Reed II, University of Pennsylvania

3:00 to 3:30 p.m.**REFRESHMENT BREAK***Atrium, Jacobs Center***3:30 to 5:00 p.m.****CAREER MANAGEMENT**

Hosted by Alice Tybout, Northwestern University

It's never too soon to start thinking about how to manage your career. In this session, faculty representing a variety of career stages and academic interests will share their experiences and offer advice to help you get your career off to a strong start. Faculty on each panel will give brief presentations covering topics such as building your reputation in the field, finding the work/life balance that's right for you and getting the feedback you need. These presentations will be followed by Q-and-A sessions.

Session A*Room G36, Jacobs Center*

Kevin Lane Keller, Dartmouth College (Chair)
 Kristin Diehl, University of Southern California
 Jeff Shulman, University of Washington
 Katherine White, University of British Columbia

Session B*Room G42, Jacobs Center*

Aimee Drolet Rossi, University of California, Los Angeles (Chair)
 Dilip Soman, University of Toronto
 Raji Srinivasan, University of Texas at Austin
 Jie Zhang, University of Maryland

Session C*Room G43, Jacobs Center*

Deborah Roedder John, University of Minnesota (Chair)
 Ryan Hamilton, Emory University
 Dominique Mike Hanssens, University of California, Los Angeles
 Lisa Scheer, University of Missouri

Session D

Room G44, Jacobs Center

Ajay Kohli, Georgia Tech (Chair)
Karsten Hansen, University of California, San Diego
Leigh McAlister, University of Texas at Austin
Alan Malter, University of Illinois at Chicago
Juilet Zhu, Cheung Kong Graduate School of Business

Session E

Room G45, Jacobs Center

Sandy Jap, Emory University (Chair)
Jiewen Hong, Hong Kong University of Science and Technology
Robert Meyer, University of Pennsylvania
Andrea Morales, Arizona State University
Akshay Rao, University of Minnesota

5:30 to 5:45 p.m.

BUS BOARDING

Garrett Parking Lot

7:00 p.m.

RECEPTION AND DINNER

Shedd Aquarium, 1200 S. Lake Shore Drive, Chicago

10:00 p.m.

BUS BOARDING

Shedd Aquarium Group Entrance

DAY 3: SATURDAY, JUNE 28

7:30 to 8:30 a.m.

BREAKFAST

Park/Johnson Wax Dining Room, Allen Center

8:45 to 10:00 a.m.

“MEET THE EDITORS” PLENARY

Moderated by Brian Sternthal, Northwestern University
Room 164, McCormick Auditorium, Allen Center

This plenary session allows Fellows the chance to hear from the editors of several marketing journals about their policies, strategies for paper submissions, etc.

Pradeep Chintagunta, Management Science; Quantitative Marketing and Economics

Darren Dahl, Journal of Consumer Research

Fred Feinberg, Marketing Science

Shankar Ganesan, Journal of Retailing

Hubert Gatignon, International Journal of Research in Marketing

V. Kumar, Journal of Marketing

Robert Meyer, Journal of Marketing Research

Connie Pechmann, Journal of Consumer Psychology

10:00 to 10:30 a.m.

REFRESHMENT BREAK

Atrium, Jacobs Center

10:30 to noon**BREAKOUT GROUPS**

Hosted by Aparna Labroo and Song Yao, Northwestern University

These small breakout sessions allow each Fellow an opportunity to briefly discuss his or her research with other Fellows engaged in similar research and with faculty with expertise in their general research domain.

Group 1: Brand Attitudes and Associations

Room G32, Jacobs Center

FACULTY

Susan Broniarczyk, University of Texas at Austin
Deborah Roedder John, University of Minnesota

FELLOWS

Mehdi Akhgari, University of Manitoba
Ioannis Evangelidis, Erasmus University
Jae Hwan Kwon, University of Iowa
Eda Sayin, Koç University

Group 2: Branding

Room G31, Jacobs Center

FACULTY

Amber Epp, University of Wisconsin-Madison
David Wooten, University of Michigan

FELLOWS

Pierre-Yann Dolbec, York University
Geraldo Matos, University of Rhode Island
Adam Mills, Simon Fraser University
Alexander Rose, University of Arkansas

Group 3: Consumption Experiences

Room G30, Jacobs Center

FACULTY

Mary Frances Luce, Duke University
David Gal, Northwestern University

FELLOWS

Charlene Chen, Columbia University
Vanessa Gartmeier, University of Cologne
Li Jiang, University of California, Los Angeles
Yazhen "Sophie" Xiao, University of Illinois at Chicago

Group 4: Context Effects

Room G29, Jacobs Center

FACULTY

Barbara Kahn, University of Pennsylvania
Akshay Rao, University of Minnesota

FELLOWS

Ajay Abraham, University of Maryland
Charan Bagga, Western University
Ernest Baskin, Yale University
Oscar Moreno, University of Utah
Julie Schiro, University of Colorado Boulder

Group 5: Dynamics in Decision Making

Room 2236, Jacobs Center

FACULTY

Brett Gordon, Northwestern University
Chakravarthi Narasimhan, Washington University in St. Louis

FELLOWS

Oystein Daljord, Stanford University
Arun Gopalakrishnan, University of Pennsylvania
Shantanu Mullick, ESSEC Business School
Yang Wang, Rice University

Group 6: Engaging Consumers

Room 2235, Jacobs Center

FACULTY

Ashlee Humphreys, Northwestern University
Linda Price, University of Arizona

FELLOWS

Ana Babic, HEC Paris
Jacob Hiler, Louisiana State University
Anna Jansson Vredevel, University of Connecticut
Kirsten Mrkwicka, University of St. Gallen
Rebeca Perren, University of Central Florida

Group 7: Feelings

Room 2234, Jacobs Center

FACULTY

James Bettman, Duke University
Jiewen Hong, Hong Kong University of Science and Technology

FELLOWS

Kirsten Cowan, University of North Texas
Tari "Sokiente" Dagogo-Jack, University of Washington
Joowon Park, Cornell University
Yanmei Zheng, University of Florida

Group 8: General Quantitative Models

Room 2233, Jacobs Center

FACULTY

Bryan Bollinger, New York University
Ganesh Iyer, University of California, Berkeley

FELLOWS

Somnath Banerjee, University of Central Florida
Keyvan Dehmamy, Goethe University, Frankfurt
Yufeng Huang, Tilburg University
Stacey Sharpe, Rensselaer Polytechnic Institute

Group 9: Internet Marketing

Room 2232, Jacobs Center

FACULTY

Jagmohan Raju, University of Pennsylvania
K. Sudhir, Yale University

FELLOWS

Taylor Bentley, Washington University
Inyoung Chae, INSEAD
Pianpian Kong, University of Rochester
Richard Schaefer, The University of Texas at Austin
Sunil Singh, University of Missouri

Group 10: Learning and Search

Room 2231, Jacobs Center

FACULTY

Tulin Erdem, New York University
Juanjuan Zhang, Massachusetts Institute of Technology

FELLOWS

Kihyun “Hannah” Kim, Georgia State University
Sunah Kim, Purdue University
Michael Palazzolo, University of Michigan
Shan Yu, University of Arizona

Group 11: Marketing Finance Interface

Room 2230, Jacobs Center

FACULTY

Natalie Mizik, University of Washington, Seattle
Shuba Srinivasan, Boston University

FELLOWS

Stefan Hock, Virginia Tech
Saejoon Kim, Drexel University
Atanas Nikolov, University of Georgia
Nithya Shankar, Rensselaer Polytechnic Institute

Group 12: Marketing Strategy I

Room 2229, Jacobs Center

FACULTY

Murali Mantrala, University of Missouri
Christine Moorman, Duke University

FELLOWS

Aditya Gupta, The Pennsylvania State University
Hamed Mehrabi, Wilfrid Laurier University
Todd Morgan, Kent State University
Arilova Randrianasolo, Saint Louis University
Matthew Shaner, The University of Tennessee, Knoxville

Group 13: Marketing Strategy II

Room 2228A, Jacobs Center

FACULTY

Ajay Kohli, Georgia Tech
Lisa Scheer, University of Missouri

FELLOWS

Jeff Boichuk , University of Houston
Aaron Gleiberman, University of Oklahoma
Todd McClure, Southern Illinois University
Jenifer Skiba, University of Nebraska-Lincoln

Group 14: Marketing Strategy III

Room 2228B, Jacobs Center

FACULTY

George John, University of Minnesota
David Reibstein, University of Pennsylvania

FELLOWS

Kristopher Floyd, University of Texas at Arlington
Wesley “Wes” Friske, Texas Tech University
Brett Josephson, Washington State University
Robert King, University of Mississippi

Group 15: Moral Judgments

Room 2227A, Jacobs Center

FACULTY

Joan Meyers-Levy, University of Minnesota
Alice Wang, University of Iowa

FELLOWS

Katina Kulow, University of South Carolina
Ryann Reynolds-McInay, Temple University
Geetanjali Saluja, Hong Kong University of Science and Technology
Jing Wan, University of Toronto

Group 16: Motivation I

Room 2227B, Jacobs Center

FACULTY

Joel Huber, Duke University
Anastasiya Pocheptsova, University of Maryland

FELLOWS

Indranil Goswami, University of Chicago
Eleanor “Nell” Putnam-Farr, Massachusetts Institute of Technology
Ding “Allen” Tian, University of Alberta
Vincent Van Buul, Maastricht University

Group 17: Motivation II*Room 2226, Jacobs Center*

FACULTY

Cait Poynor Lamberton, University of Pittsburgh
 Stijn van Osselaer, Cornell University

FELLOWS

Rocky Peng Chen, The University of Hong Kong
 Tyrha Lindsey, Rutgers University
 Peggy Liu, Duke University
 Jungim Mun, State University of New York at Buffalo

Group 18: New Media*Room 2225, Jacobs Center*

FACULTY

John Hauser, Massachusetts Institute of Technology
 Kanishka Misra, University of Michigan

FELLOWS

Nima Jalali, University of Wisconsin–Milwaukee
 Xiao Liu, Carnegie Mellon University
 Russel Nelson, University of California, Irvine
 Xin Wang, University of Cincinnati

Group 19: Online Media and Advertising*Room 2224, Jacobs Center*

FACULTY

Elie Ofek, Harvard Business School
 Vishal Singh, New York University

FELLOWS

Beth Fossen, Emory University
 Alexa Fox, University of Memphis
 Shijie Lu, University of Southern California
 Alec Minnema, University of Groningen

Group 20: Perception and Attention*Room 2220, Jacobs Center*

FACULTY

Aradhna Krishna, University of Michigan
 Page Moreau, University of Colorado Boulder

FELLOWS

Aditi Bajaj, Georgia Tech
 Ceren Ekebas-Turedi, Old Dominion University
 Tatiana Fajardo, University of Miami
 Hyojin Lee, The Ohio State University
 Marisabel Romero, University of South Florida

Group 21: Power and Status

Room 2219, Jacobs Center

FACULTY

Aimee Drolet Rossi, University of California, Los Angeles
Ryan Hamilton, Emory University

FELLOWS

Huachao Gao, University of Texas at San Antonio
Duo Jiang, University of Illinois at Urbana-Champaign
Jessie Wang, Indiana University
Yajin Wang, University of Minnesota

Group 22: Product I

Room 2218, Jacobs Center

FACULTY

Jeff Shulman, University of Washington
Kannan Srinivasan, Carnegie Mellon University

FELLOWS

Yongbum Choi, Syracuse University
Florian Deutzmann, University of Navarra
Jiaoyang "Krista" Li, Texas A&M University
Ranjit Magendraraj, Arizona State University

Group 23: Product II

Room 2217, Jacobs Center

FACULTY

Vithala Rao, Cornell University
Gerard Tellis, University of Southern California

FELLOWS

Sungtak Hong, London Business School
Minghui Ma, University of Kansas
Aidin Namin, University of Texas at Dallas
Wei-Lin Wang, McGill University

Group 24: Pro-Social Behavior

Room 2213, Jacobs Center

FACULTY

Donald Lehmann, Columbia University
Cassie Mogilner, University of Pennsylvania

FELLOWS

Kirk Kristofferson, University of British Columbia
Xingbo Li, University of Washington
Sara Williamson, City University of New York
Xing Zhang, National University of Singapore

Group 25: Salesforce

Room 2206, Jacobs Center

FACULTY

Michael Ahearne, University of Houston
Jan Heide, University of Wisconsin-Madison

FELLOWS

Catherine Johnson, University of Alabama
Jin Ho Jung, Oklahoma State University
Sarah Magnotta, University of Kentucky
Wyatt Schrock, Michigan State University

Group 26: Self and Identity

Room 2205, Jacobs Center

FACULTY

Amna Kirmani, University of Maryland
Americus Reed II, University of Pennsylvania

FELLOWS

Kate Barasz, Harvard Business School
Cassandra Davis, University of Arkansas
Matthew Philp, Queen's University
Tracy Rank, Rutgers University

Group 27: Social Influence

Room 2204, Jacobs Center

FACULTY

Simona Botti, London Business School
Sharon Shavitt, University of Illinois at Urbana-Champaign

FELLOWS

Sara Bahnson, University of Oregon
Minah Jung, University of California, Berkeley
Michael Sciandra, University of Pittsburgh
Tejvir Sekhon, Boston University

Group 28: Wellbeing

Room 2203, Jacobs Center

FACULTY

Punam Keller, Dartmouth College
Angela Lee, Northwestern University

FELLOWS

Gizem Atav, Binghamton University
Ilgin Dara, University of Massachusetts Amherst
Elizabeth Keenan, University of California, San Diego
Jingjing Ma, Northwestern University
Stephanie Tully, New York University

Noon to 1:30 p.m.

LUNCH

Atrium, Jacobs Center

1:30 to 3:00 p.m.

RESEARCH FRONTIERS II

Hosted by Derek Rucker and Blake McShane

These concurrent sessions continue to explore important cutting-edge research in marketing. As with Research Frontiers I, these sessions provide Fellows with an opportunity to learn from and interact with leading scholars on different topics.

Session A

Consumer Emotion and Experience

Room G36, Jacobs Center

Andrea Morales, Arizona State University (Chair)

Cassie Mogilner, University of Pennsylvania

Michel Pham, Columbia University

David Wooten, University of Michigan

Session B

Judgment, Choice and Decision-Making

Room G42, Jacobs Center

Simona Botti, London Business School (Chair)

Rebecca Hamilton, University of Maryland

Vicki Morwitz, New York University

Neal Roese, Northwestern University

Session C

Perspectives on Quantitative Modeling

Room G43, Jacobs Center

Chakravarthi Narasimhan, Washington University in St. Louis (Chair)

Pradeep Chintagunta, University of Chicago

Wendy Moe, University of Maryland

Jagmohan Raju, University of Pennsylvania

David Soberman, University of Toronto

Session D

Asking Managerially Relevant Research Questions

Room G44, Jacobs Center

David Reibstein, University of Pennsylvania (Chair)

Manfred Krafft, Westfälische Wilhelms-Universität Münster

Christine Moorman, Duke University

Elie Ofek, Harvard University

Session E

Bridging Empirics and Practice

Room G45, Jacobs Center

John Hauser, Massachusetts Institute of Technology (Chair)

Donald Lehmann, Columbia University

John Little, Massachusetts Institute of Technology

Kanishka Misra, University of Michigan

Vishal Singh, New York University

3:00 to 3:30 p.m.

REFRESHMENT BREAK

Atrium, Jacobs Center

- 3:15 to 4:30 p.m.** **DIVERSITY AND INCLUSION PLENARY**
 Hosted by Angela Y. Lee, Northwestern University
OLC, Jacobs Center
 Diversity informs, enriches and empowers us collectively to create a better world. In this plenary, we will talk about how to include and be included.
 Aimee Drolet Rossi, University of California, Los Angeles
 Americus Reed II, University of Pennsylvania
 Lauren Rivera, Northwestern University
 Nicole Stephens, Northwestern University
- 4:30 to 5:00 p.m.** **REFRESHMENT BREAK**
Outside of OLC, Jacobs Center
- 4:45 to 5:00 p.m.** **BUS BOARDING**
Garrett Parking Lot
- 6:00 p.m.** **UNTOUCHABLES TOUR**
 600 N. Clark St., Chicago
- 8:00 p.m.** **DINNER AT CONNIE'S PIZZA**
 1030 N. State St., Chicago
- 9:30 p.m.** **BUS BOARDING**
 Connie's Pizza Parking Lot

CONSORTIUM CLOSING AND DEPARTURE: SUNDAY, JUNE 29

- 8:00 to 9:00 a.m.** **BREAKFAST**
Park/Johnson Wax Dining Room, Allen Center
- 9:00 to 10:30 a.m.** **RESEARCH FOR IMPACT**
 Hosted by Neal Roesse, Northwestern University
 We all want to conduct research that makes a difference, but not all published papers get noticed, cited and talked about. This session focuses on designing and disseminating conceptual ideas for maximum impact on managers, fellow researchers and society at large.
- Session A**
The Pros and Cons of Being a Maverick
Room 140, Brownfield Classroom, Allen Center
 Vithala Rao, Cornell University (Chair)
 Alex Chernev, Northwestern University
 Ann McGill, University of Chicago
 Connie Pechmann, University of California, Irvine
- Session B**
Managerial Implications and Practice
Room 153, Duncan Forum, Allen Center
 Susan Broniarczyk, University of Texas at Austin (Chair)
 Venkatesh Shankar, Texas A&M University
 Shuba Srinivasan, Boston University
 Richard Staelin, Duke University

Session C:

Field Research with Clear Practical Implications

Room 221 Classroom, Allen Center

Ayelet Fishbach, University of Chicago (Chair)
Punam Keller, Dartmouth College
Laura Peracchio, University of Wisconsin–Milwaukee
Sha Yang, University of Southern California

Session D

Home-Run Theoretical Research

Room 223, Allen Center

Sharon Shavitt, University of Illinois at Urbana-Champaign (Chair)
Jan Heide, University of Wisconsin–Madison
Mark Houston, Texas A&M University
Mary Frances Luce, Duke University

Session E

Crafting Ideas for Maximum Persuasive Impact

Room 164, McCormick Auditorium, Allen Center

Joel Huber, Duke University (Chair)
Hubert Gatignon, INSEAD
Aradhna Krishna, University of Michigan
Gerard Tellis, University of Southern California

10:30 to 11:00 a.m.

REFRESHMENT BREAK

First Floor – EMP24/25 Lounge, Allen Center

11:00 a.m. to noon

CLOSING PLENARY

The Future of Marketing

Hosted by Anne T. Coughlan, Northwestern University
Room 164, McCormick Auditorium, Allen Center

This session completes the story arc represented by the Consortium theme of “The Past, Present, and Future of Marketing.” In this session, our speakers take a look to the future and identify some of the many exciting options for our Consortium Fellows who no doubt look forward with excitement to their future research careers.

Rick Dow, BringMeTheNews
Sandy Jap, Emory University
Rob Malcolm, University of Texas at Austin
David Reibstein, University of Pennsylvania

Noon to 12:15 p.m.

CLOSING REMARKS

Room 164, McCormick Auditorium, Allen Center

12:15 p.m.

BOXED LUNCH

First Floor – EMP24/25 Lounge, Allen Center

General Consortium inquiries: AMAconsortium2014@kellogg.northwestern.edu