2015 ISMS
Doctoral Consortium

Baltimore, Maryland
June 17, 2015

Johns Hopkins
Carey Business School
The Johns Hopkins Carey Business School supports business knowledge development and education through our own initiatives, innovations, and collaborative programs across the Johns Hopkins University. We create and share knowledge that shapes business practices while educating business leaders who will grow economies and societies, and are exemplary citizens.
On behalf of the INFORMS Society for Marketing Science (ISMS), I welcome you to the 2015 Doctoral Consortium. I hope that you are as excited as I am coming to the Marketing Science Conference in Baltimore and the Doctoral Consortium hosted by the Carey Business School at Johns Hopkins University.

As in years past, the formal part of the program is a one-day conference featuring presentations and discussions by some of the leading minds in our field. The opening plenary session features talks by the people who lead the various institutions that you will be dealing with throughout your academic career such as the INFORMS Society for Marketing Science and the editors of the major quantitative journals in marketing. You will also gain insights into the publishing process from the perspective of a reviewer and reviewee as you begin your academic journey. The plenary session is followed by three break-out sessions, each with four topics running in parallel. These sessions focus on multiple aspects of methodology and substantive marketing topics that include a mix of traditional topics and newer topics such as technology, health care, sustainability and emerging markets.

The consortium also gives you a great opportunity to meet senior scholars in the field, some of whom may become your colleagues, and others whom you will surely interact with professionally in your career. You will also meet students from other institutions who are roughly at the same stage in their doctoral studies. I encourage you to bounce off your research ideas with them, and take advantage of the many opportunities you will have throughout the day to socialize.

And last but not least, don’t forget to attend the consortium dinner at the Carey Business School in the evening, where we will present the awards to the winners of the 2014 ISMS Dissertation Proposal Award Competition!

K. Sudhir  
Vice President, Education, INFORMS Society for Marketing Science  
Consortium Chair

We would like to add our welcome to Professor Sudhir’s message. We hope you enjoy the consortium and have productive interactions with the faculty and other student participants.

Dipankar Chakravarti, Jian Ni, Shubhranshu Singh  
Johns Hopkins Carey Business School  
Consortium Hosts
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>07.00 – 8.30 am</td>
<td>Breakfast &amp; Registration</td>
<td>Location: Baltimore Marriott Waterfront Hotel, 700 Aliceanna Street, Baltimore, MD</td>
</tr>
<tr>
<td>08.45 – 10.30 am</td>
<td>Plenary Session</td>
<td>Location: Baltimore Marriott Waterfront Hotel (Room: Harborside A)</td>
</tr>
<tr>
<td>08.45 – 08.55 am</td>
<td>1. Welcome to the Marketing Science Doctoral Consortium</td>
<td>Dean Ferrari (Johns Hopkins Carey Business School) and K. Sudhir, VP Education ISMS</td>
</tr>
<tr>
<td>08.55 – 09.05 am</td>
<td>2. The INFORMS Society for Marketing Science</td>
<td>John Hauser (MIT), President, ISMS</td>
</tr>
<tr>
<td>09.05 – 09.45 am</td>
<td>3. The Science &amp; Art of Publishing: A Panel Discussion with Editors</td>
<td>Marketing Science: Preyas Desai (Duke University); Management Science: Miguel Villas-Boas (University of California Berkeley); Journal of Marketing Research: Robert Meyer (University of Pennsylvania); Quantitative Marketing and Economics: Pradeep Chintagunta (University of Chicago); Journal of Marketing: V. Kumar (Georgia State University). Moderated by K. Sudhir (Yale University)</td>
</tr>
<tr>
<td>09.45 – 10.00 am</td>
<td>4. Authorship Patterns in Marketing Science</td>
<td>BPS Murthy (University of Texas Dallas), Ram Rao (University of Texas Dallas), Brian Ratchford (University of Texas Dallas)</td>
</tr>
<tr>
<td>10.00 – 10.30 am</td>
<td>5. The Reviewee and Reviewer Roles</td>
<td>Tunin Erdem (New York University), Jagmohan Raju (University of Pennsylvania), Jianjuan Zhang (MIT)</td>
</tr>
<tr>
<td>11.00 am – 12.30 pm</td>
<td>Coffee break</td>
<td>Location: Baltimore Marriott Waterfront Hotel</td>
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<tr>
<td>1.00 – 1.30 pm</td>
<td>Break-out Session T</td>
<td>1A. Frontiers in Analytical Modeling (Room: Bristol)</td>
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<tr>
<td></td>
<td></td>
<td>Ganesh Iyer (University of California Berkeley), Dmitri Kuksov (University of Texas Dallas), Sridhar Moorthy (University of Toronto)</td>
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<td></td>
<td></td>
<td>1B. Frontiers in Empirical Modeling (Room: Dover A)</td>
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<tr>
<td></td>
<td></td>
<td>Eric Bradlow (University of Pennsylvania), Puneet Manchanda (University of Michigan), Michel Wedel (University of Maryland)</td>
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<td>1C. Frontiers in Structural Modeling (Room: Dover B)</td>
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<tr>
<td></td>
<td></td>
<td>Tat Chan (Washington University in St. Louis), Brett Gordon (Northwestern University), Harkesh Nair (Stanford University)</td>
</tr>
<tr>
<td>1.30 – 2.00 pm</td>
<td>1D. Experimental Perspective in Marketing (Room: Dover C)</td>
<td>Wilfred Amadouss (Duke University), Noah Lim (University of Wisconsin - Madison), Catherine Tucker (MIT)</td>
</tr>
<tr>
<td>1.30 – 2.00 pm</td>
<td>Lunch</td>
<td>Lebanese Taverna, 719 S President St, Baltimore, MD</td>
</tr>
<tr>
<td>2.00 – 3.30 pm</td>
<td>Move to Carey, Security Check</td>
<td>Location: Carey Business School, 100 International Drive, Baltimore, MD</td>
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<tr>
<td>2.00 – 3.30 pm</td>
<td>Coffee break</td>
<td>Location: Passaro Lobby! Great Hall, 2nd Floor, Carey Business School</td>
</tr>
<tr>
<td>4.00 – 5.30 pm</td>
<td>Break-out Session 3</td>
<td>3A. Marketing Science in Emerging Markets (Room: 201 Carey)</td>
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<tr>
<td></td>
<td></td>
<td>Shubhranshu Singh (Johns Hopkins University), Kannan Srinivasan (Carnegie Mellon University), K. Sudhir (Yale University)</td>
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<td></td>
<td></td>
<td>3B. Marketing Science and Sustainability (Room: 206 Carey)</td>
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<tr>
<td></td>
<td></td>
<td>Dipankar Chakravartii (Johns Hopkins University), Pradeep Chintagunta (University of Chicago), Tony Cui (University of Minnesota)</td>
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<tr>
<td></td>
<td></td>
<td>3C. Sales/promotion (Room: 203 Carey)</td>
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<tr>
<td></td>
<td></td>
<td>Michael Ahearn (University of Houston), Kinshuk Jerath (Columbia University), Thomas Steenburgh (University of Virginia)</td>
</tr>
<tr>
<td>5.30 – 6.30 pm</td>
<td>Reception, Awards, and Dinner</td>
<td>Location: Passaro Lobby! Great Hall, 2nd Floor, Carey Business School</td>
</tr>
<tr>
<td>5.30 – 6.30 pm</td>
<td>Reception</td>
<td>K. Sudhir, VP Education ISMS</td>
</tr>
<tr>
<td>6.30 – 8.30 pm</td>
<td>Dinner</td>
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</tbody>
</table>

Program

carey.jhu.edu
Consortium Students
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Research Interests
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Research Interests
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• Pricing
• Consumer Usage
• Online vs Offline

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Research Interests  
• Durables  
• Structural Estimation  
• Choice Modeling

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Research Interests  
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Research Interests  
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Research Interests  
• Decision Models  
• Structural Models  
• Theoretical Models
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• Economics of Digitization
• Social Cause Related Marketing

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• Retailing

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• Bayesian Methods in Marketing

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• Firm Growth
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• Search and Information Disclosure
• Structural Modeling

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• Marketing Mix
• B2B
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Research Interests
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• Homophily
• Online Dating
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• Bayesian Econometrics

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Research Interests
• Time-series analysis, Bayesian Statistics
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• Context and Framing Effects in Decision Making

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• Empirical Modeling
• Media Planning and Strategy
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• Value Based Marketing

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• Eye-tracking and video-tracking data

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• Hierarchical Bayesian Modeling
• Large Scale Modeling

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• Creative Industries

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Research Interests  
• Social Networks  
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• Firm’s Optimal Decision Making  
• Empirical Games

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• Brand Competition  
• Marketing Strategy  
• Entertainment Products

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• Digital Marketing
• Advertising

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Research Interests
• Consumer Research and Bounded Rationality
• Topic Modeling and Search Engine Marketing
• Loyalty Programs and Promotions

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Research Interests
• Machine Learning
• Dynamic Structural Model
• Sharing Economy

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Research Interests
• Mobile Applications
• Crowdfunding
• Dynamic Structural Econometric Models
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• Location Based Mobile Marketing
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• Rural Marketing

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Research Interests
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• Cheap Talk
• Pricing Strategy

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Research Interests
• Social Influence
• Big Data in Marketing
• Interaction between Social Media and Consumer Behavior

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Research Interests
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• Behavioral Economics
• Consumer Decision Making

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Research Interests
• Pricing
• Online Marketing Strategy
• Satisfaction
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• Loyalty Programs
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• Modeling of Consumer Behavior

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Research Interests
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• Sustainable Enterprise
• International Strategy

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Research Interests
• Economics of Digitization
• Social Media and Social Networks
• Econometrics and Field Experiments

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Research Interests
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• Mobile Big Data
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Research Interests
• Multi-channel Shopping
• Shopper Evolution
• Shopper Segmentation

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Research Interests
• Interface of Finance and Marketing
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Research Interests
• Marketing Strategy
• Retailing and Private Labels
• Emerging Markets
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Research Interests  
- Social Image and pro-social behavior  
- Economic inefficiency and decision making

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Research Interests  
- Dynamic Structural Modeling  
- Game Theory  
- Counterfeit Products

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Research Interests  
- Quantitative Marketing  
- Retail & Advertising  
- Structural Econometrics

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Research Interests  
- Marketing Effectiveness  
- Online Consumer Behavior  
- Clickstream Analysis
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Research Interests
• News Media, Media Bias
• Social Media
• Political Polarization

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• Empirical Modeling in Firms’ Strategic Marketing Actions
• Evaluating Economic Impact of Marketing Actions
• Marketing Analytics

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• Social Marketing
• Social Media Networks
• Incentives and Motivations

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• Social Advertising  
• Prosocial behavior

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Research Interests  
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Research Interests  
• Bayesian Methods  
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Research Interests  
• Media/Internet  
• Online Marketing  
• Game Theory
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Research Interests
• Online Display Advertising
• User Generated Content
• International Marketing

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Research Interests
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• Sentiment Mining

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Research Interests
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Research Interests
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• Quantitative Marketing
• Social and Economic Networks

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• Choice Modeling
• Machine Learning in Big Data Analysis

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Research Interests
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• Game Theory
• Pricing

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Research Interests
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• Marketing Analysis
• New Product Development
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Highest Prior Degree: MBA, Sharif University of Technology
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• Customer Lifetime Value
• Game Theory

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• Spillover Effects of Product Launches
• Marketing and the Internet
Consortium Faculty
Lunch

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Xiao Liu, Alan Montogomery and Kannan Srinivasan
Tepper School of Business, Carnegie-Mellon University

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Shijie Lu and Sha Yang
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Daniel Ringel and Bernd Skiera
Faculty of Business and Economics, Goethe University, Frankfurt, Germany

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Lunch at the Lebanese Taverna

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