



2012 THEORY+PRACTICE IN MARKETING CONFERENCE

*HARVARD BUSINESS SCHOOL
MAY 3-5, 2012*

THURSDAY, MAY 3, 2012

Registration and Reception, 5:30 – 7:00 pm Williams Room

Welcome and Dinner, 7:00 – 9:30 pm Williams Room, Spangler Center

*Welcome, Sunil Gupta
Harvard Business School*

*Keynote Address, Eugenio Minvielle
CEO North America Unilever*

FRIDAY, MAY 4, 2012

Breakfast, 7:15 – 8:15 am, Between Aldrich Rooms 207 & 208

Welcome and Overview, 8:15 – 9:00 am, Aldrich Room 207

*Sunil Gupta, Don Lehmann and Bernd Schmitt
TPM organizers
Nitin Nohria
Dean, Harvard Business School*

*Glenn Hubbard
Dean, Columbia Business School*



Keynote Address, 9:00 – 9:40 am, Aldrich Room 207

AG Lafley

former CEO, P&G (via videoconference)

Session 1, 9:50 – 10:30 am

1.1 Pricing Strategy, Aldrich Room 207

Jonathan Zhang, Oded Netzer and Asim Ansari

Dynamic Targeted Pricing in B2B Settings

Marco Bertini, Daniel Halbheer, Oded Koenigsberg

Price Wars and the Managers Who Start Them

1.2 Marketing Metrics, Aldrich Room 208

Ofer Mintz

What Drives Metric Use: Evidence from 30 Countries

Dominique Hanssens, Koen Pauwels, Shuba Srinivasan, Marc Vanhuele and Gokham Yildirim

Consumer Attitude Metrics For Guiding Marketing Resource Allocation

Break, 10:30 – 11:00 am

Session 2, 11:00 – 12:15 pm

2.1 Technology and Innovation Aldrich Room 207



Abhishek Borah and Gerard Tellis

To Make or Not to Make? Analysis of the Choice of and Payoff to Make versus Buy Innovations

S. Cem Bahadir and Sundar Bharadwaj

Acquiring Brands, Customers, and Technology: Are There Synergy Benefits?

Praveen Kopalle and Don Lehmann

Product Quality and Quality Claims: The Impact of Competition and the Cost of Overstating Quality

2.2 Marketing Strategy Aldrich Room 208

Niket Jindal and Leigh McAlister

Advertising, R&D, and Firm Survival

Christian Schulze, Manuel Bermes and Bernd Skiera

Non-Customer Business and Firm Success

Steven Shugan and Debanjan Mitra

A Churn Theory for Predicting and Explaining Market Growth

Lunch, 12:15 – 1:30 pm Williams Room, Spangler Center

Session 3, 1:30 – 3:15 pm

3.1 Retail Strategy Aldrich Room 207

Kanishka Misra, Vincent Nijs and Karsten Hansen

Should Retailers Outsource Category Management?

Jan-Benedict, E.M. Steenkamp and Inge Geyskens

Retailer and Manufacturer Strategies to Impact Store Brand Share: Global Integration, Local Adaptation, and Worldwide Learning



Gonca Soysal and Lakshman Krishnamurthi

Insights from Multichannel Consumer Behavior when Channels are Vertically Differentiated: The Case of the Factory Outlet Stores

Marcel Corstjens and Rajiv Lal

Globalization of Retailing: Where is the Beef?

3.2 Social Media, Online Advertising and Marketing Mix Aldrich Room 208

Koen Pauwels

Is the Classic Purchase Funnel Dead?

Puneet Manchanda, Grant Packard and Adithya Pattabhiramaiah

Social Dollars: Engagement and ROI in Firm-Sponsored Online Communities

Rajkumar Venkatesan, Paul Farris, Leandro Angotti Guissoni and Marcos Fava Neves

(Un)Conventional Channels: Consumer Brand Marketing in Emerging Markets

Glen Urban, Guilherme Liberali, Erin MacDonald, Robert Bordley and John Hauser

Morphing Banner Advertising

Break 3:15 – 3:45 pm

Session 4, 3:45 – 4:45 pm Aldrich Room 207

Wes Nichols

Co-founder and CEO, MarketShare

Analytics 2.0: The Dangers of Falling Behind the Pack



Chris LaSala

Director, Mobile Partnerships, Google

The Mobile Revolution and its Impact on Business Models

Keynote Address, 4:45 – 5:30 pm Aldrich Room 207

Future of Payments

Discussion with Ajay Banga

President and CEO, MasterCard Worldwide

Moderator Jose Alvarez

former CEO, Stop & Shop, Senior lecturer, Harvard Business School

Meet the Editors, 5:30 – 6:00 pm Aldrich Room 207

Preyas Desai

Editor, Marketing ScienceGardiner Morse

Senior Editor, Harvard Business Review

Reception, 6:00 – 7:30 pm, Williams Room, Spangler Center

Dinner, 7:30 – 10:00 pm, Williams Room, Spangler Center

SATURDAY, MAY 5, 2012

Breakfast, 7:30 – 8:30 am, Between Aldrich Rooms 207 & 208

Session 5, 8:30 – 9:45 am

5.1 B2B and Sales force Strategy, Aldrich Room 207

Theory + Practice in Marketing

Shikhar Sarin, Goutam Challagalla and Ajay Kohli

Implementing Changes in Marketing Strategy: The Role of Perceived Outcome- and Process-Oriented Supervisory Actions

Mrinal Ghosh, Shantanu Dutta and Kellilynn Frias

Product-Form Choice: Selling Systems versus Components in Industrial Markets

Tom Steenburgh, Mike Ahearne, Jeff Boichuk, Florian Kraus and Carmen Liutec
Man on the Bench: The Power of the Stick

5.2 Advertising and Branding, Aldrich Room 208

Robert Zeithammer, Dan Horsky and Sharon Horsky

Advertising Agency Selection Contest: The Case for New-Business Stipends

Dan Goldstein and Sharad Goel

Targeting Strategy with Social Network Data

Peter Golder, Julie Irwin and Debanjan Mitra

Do Economic Conditions Affect Long-Term Brand Leadership Persistence?

Break, 9:45 – 10:15 am

Session 6, 10:15 – 11:30 am Aldrich Room 207

Steve Cohen, Partner and Co-founder, In4formaton Insights

- Big Data and its use in marketing

Vipin Mayar, Senior Vice President, Customer Knowledge & Strategic Insights (CK&SI), Fidelity Investments

- Engaging consumers through the digital channels and measuring its effectiveness



T+P | **M** Theory + Practice
in Marketing

Jeff Severts, Chief Marketing Officer, Best Buy, Europe

Closing Remarks, 11:30 – 12:00 pm Aldrich Room 207

David Schmittlein

Dean, Sloan School of Management, MIT

Nader Tavassoli

Organizer of next year's TPM conference in London

Lunch, 12:00 – 1:00 pm, Williams Room, Spangler Center

Next Steps for TPM, 1:00 – 1:45 pm, Aldrich Room 207

Sunil Gupta, Don Lehmann and Bernd Schmitt

TPM Organizers