



2014 THEORY+PRACTICE IN MARKETING CONFERENCE

***KELLOGG SCHOOL OF MANAGEMENT
MAY 22-23, 2014***

Theory + Practice in Marketing Conference

Kellogg School of Management

2014 Agenda

Thursday, May 22, 2014

*Shuttle service will run from 8:15am to 9:30am to transport guests from the
Hotel Orrington to the Allen Center*

8:30 Registration (Allen Center Lobby)

9:30 Welcome (Room 140)

Gregory Carpenter, Kellogg School of Management, Northwestern
University

Sally Blount, Dean, Kellogg School of Management, Northwestern
University

Keynote Presentation

Shumeet Banerji, Co-founder and Partner, Condorcet, LP, and CEO
(retired), Booz & Company

The logo consists of a square frame containing the letters 'T', '+', 'P', and 'M'. The '+' is red, while the other letters are black. To the right of the frame, the text 'Theory + Practice in Marketing' is written in a clean, sans-serif font. The '+' in this text is also red.

Theory + Practice in Marketing

10:45 Break

11:00 Plenary Session: Marketing Strategy (Room 140)

Dominique M. Hanssens, Fang Wang and Xiao-Ping Zhang, “Growth Spurts and Marketing Spending”

Martin Artz and Natalie Mizik, “How Incentives Shape Strategy: The Role of Equity Incentives in Inducing Myopic Marketing Management”

Hui Feng, Neil A. Morgan and Lopo Rego, “Marketing Department Power and Firm Performance”

Goutam Challagalla, Brian Murtha and Bernard Jaworski, “Marketing Doctrine: The Concept, Antecedents, and Consequences”

12:30 Lunch (Park Dining Room)

1:30 Concurrent Sessions

Big Data (Room 140)

Daniel M. Ringel and Bernd Skiera, “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data”

Harikesh Nair, Sanjog Misra, William Horbuckle IV, Ranjan Mishra, and Anand Acharya, “Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”

Monic Sun, Michael Zhang and Feng Zhu, “To Belong or to be Different: Evidence from A large-scale field experiment”

Florian Zettelmeyer, “Talking to Managers about Big Data and Analytics”



Multichannel Marketing (Room 223)

V. Kumar, Sarang Sunder and Amalesh Sharma, “A Multichannel Distribution Strategy to Manage Brand-Product Forms in an Emerging Market: Accounting for other Marketing Mix Elements and Competitive Actions”

Evert de Haan, Thorsten Wiesel and Koen Pauwels, “Driving Online Purchase Conversion with Multi-channel Ad Attribution”

Ayelet Israeli, Eric T. Anderson, and Anne Coughlan, “Asymmetric Price Effects in MAP Violations”

Sumaiya Ahmed and Sinha Ashish, “Optimizing Release Timing Across Channels and International Markets: Application to Motion Pictures”

Workshop: Theory + Practice in Marketing Mix Models (Room 153)

Dominique M. Hanssens, UCLA

Marketing mix or market-response models have proven to be very useful to guide brands’ marketing resource allocation decisions. We will review recent developments, with particular reference to the combination of on-line and off-line marketing effects and their impact on customer behavior. We will discuss important challenges in the successful implementation of models that include nonlinear response, customer mindset metrics, endogeneity and long-term effects.

2:45 Break

3:00 Concurrent Sessions

Branding (Room 140)

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Silvia Bellezza and Anat Keinan, “Brand Tourism: How Non-Core Users Enhance the Brand Image by Eliciting Pride”

Bernd Schmitt and Kamel Jedidi, “Asians or the Kalimantan?”

Romana Khan, Ting Zhu and Sanjay Dhar, “Consumer Choice and Brand Performance under the WIC Program”

Przemyslaw Jeziorski and Sridhar Moorthy, “Effects of Branding in Sponsored Search Advertising”

Intangible Assets and Shareholder Value (Room 223)

Christine Moorman and Simone Wies, “Does the Stock Market Value Intangible Marketing”

Michael Wiles, Neil Morgan and Lopo Rego, “How to Buy and Sell Intangible Assets”

Raoul V. Kübler, “Honey, We Need to Talk! The Impact of Product Recall Message Design on Shareholder’s Reactions Knowledge”

Workshop: Theory + Practice in Research Design (Room 153)

Eric Anderson, Northwestern University

This session will provide an overview of how one can develop a research program that impacts both management practice and academic theory. Recent research projects will be used to illustrate how collaboration with companies is mutually beneficial. Managerial insights can often help inform academic research. Similarly, academic research can often improve management practice. We will discuss how to maintain successful, long-term relationships with companies.

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4:15 Break

4:30 Keynote Presentation (Room 140)

Tony Fagan, Director of Quantitative Research, Google

5:30 Conclusion of sessions

6:00 Cocktails

7:00 Dinner (Park Dining Room)

Shuttle service will run from 9:00pm to 10:00pm to transport guests from the Allen Center to the Hotel Orrington.

Friday, May 23, 2014

Shuttle service will run from 8:00am to 8:30am to transport guests from the Hotel Orrington to the Allen Center

8:30 Keynote Presentation (Room 140)

Susan Athey, The Economics of Technology Professor, Graduate School of Business, Stanford University, and former Chief Economist at Microsoft

9:15 Concurrent Sessions

Marketing Mix Effectiveness (Room 140)

Leigh McAlister, Raji Srinivasan, Niket Jindal, and Albert Cannella, “Impact of Firm Strategy on Advertising’s Effectiveness”

Michael Riechert, Raoul V. Kübler and Sönke Albers, “The Good, The Bad And The Ugly Truth: How Corporate Social Responsibility (CSR) Violations Affect Marketing Effectiveness”

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Eva Ascarza, Raghuram Iyengar and Martin Schleicher, “How Firms Can Go Wrong By Offering the Right Service Contract: Evidence From a Field Experiment”

Ceren Demirci, Koen Pauwels, Shuba Srinivasan, and Gokham Yildirim, “When is paid media more effective and has higher synergy with offline marketing?”

Sales Force and Point of Sale (Room 223)

Sudhir Voleti and Venky Shankar, A New Flexible Method to Measure and Improve Third Party Sales force Productivity

Minha Hwang and Raphael Thomadsen, How Point-of-Sale Marketing Mix Impacts National-Brand Purchase Shares

Andris Zoltners, “Sales Force Effectiveness: Bridging the Gap Between Theory and Practice”

Workshop: Theory + Practice in Branding (Room 153)

Kevin Lane Keller, Dartmouth College and Marketing Science Institute

This workshop will outline some of the important managerial problems in branding and share some past experiences working with companies such as Procter & Gamble, Samsung, Johnson & Johnson, Mayo Clinic and others on those problems. Particular attention is paid on models and metrics to guide brand positioning, brand architecture and brand-building marketing activities. The workshop will also provide guidelines for when and how to successfully collaborate with companies, as well as how to generate academic knowledge in the process.

10:45 Break



11:00 Concurrent Sessions

Consumer Behavior and Decision Making (Room 140)

Xiaojing Dong, Ramkumar Janakiraman and Ying Xie, “The Effect of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication”

Eesha Sharma and Punam Anand Keller, “A Dollar Saved Is Not a Dollar Earned: Financial Deprivation Shifts Focus to Earnings Over Savings”

Ashwin Aravindakshan, Olivier Rubel and Oliver Rutz, “Managing Blood Donations by Marketing”

Inyoung Chae, Yakov Bart, Andrew T. Stephen, and Dai Yao, “How Does Consumer Involvement Affect Word-of-Mouth Spillovers? An Empirical Investigation of Viral Marketing in Online Consumer Communities”

Price Promotions (Room 153)

Aylin Aydinli, Marco Bertini and Anja Lambrecht, “Price Promotion For Emotional Impact”

Marco Bertini, Ana Valenzuela and Mitja Pirc, “Boosting promotion effectiveness with thoughtful product arrays”

Pavel Kireyev, Vineet Kumar and Xueming Luo, “Regret by Design: The Implications of “Groupon Remorse” for Daily Deal Expiration Policy”

Sharat Mathur, Practice Leader, Revenue Growth Management, IRI

12:30 Closing Remarks (Room 140)

Gregory Carpenter, Northwestern University



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

Donald R. Lehmann, Columbia University

12:45 Lunch

1:45 Departure

Shuttle service will run from 1:45pm to 2:30pm to transport guests from the Allen Center to the Hotel Orrington