

Fifth Annual UT Dallas Frontiers of Research in Marketing Science

UT Dallas FORMS Conference

Sponsored by:

[The Morris Hite Center at the Naveen Jindal School of Management](#)

February 24–26, 2011

The University of Texas at Dallas, 800 West Campbell Road, Richardson, TX 75080–3021

The Marketing Group at The University of Texas at Dallas is organizing a marketing conference that intends to foster high quality research in quantitative approaches to marketing. The conference will be held at the Naveen Jindal School of Management Building at The University of Texas at Dallas. The conference goals are to provide a forum for a stimulating exchange of ideas and to foster the development of PhD students.

Invited Speakers



Greg M. Allenby, the Helen C. Kurtz Chair in Marketing and Professor of Marketing and Statistics at The Ohio State University

Professor Allenby's research focuses on the development and application of Bayesian statistical methods in marketing. His research deals with quantifying aspects of consumer behavior using data routinely collected by most organizations, and, more recently, its relationship to behavior prior to the purchase, outside the marketplace. These insights are used to develop new approaches to market definition and market segmentation and to improve product development, pricing, promotion and targeting activities.

He is a Fellow of the American Statistical Association and is co-author of *Bayesian Statistics and Marketing*, published by John Wiley & Sons (2005). Allenby is an associate editor for *Marketing Science*, *the Journal of Marketing Research*, *the Journal of Business and Economic Statistics* and *Quantitative Marketing and Economics*. He is also on the editorial board of *Marketing Letters*. Within the American Marketing Association, he has served as vice president of the Research Council and chaired the Advanced Research Technique forum, a national conference that brings together quantitative researchers from industry and academia.



Jean-Pierre Dubé, Sigmund E. Edelstone Professor of Marketing and Robert King Steel Faculty Fellow, Chicago Booth School of Business

Jean-Pierre Dubé studies empirical industrial organization, dynamic oligopoly, competitive advertising, competitive pricing, retail competition, price discrimination and Internet marketing. Recently, he has worked on the role of dynamics in the strategies of competing firms. His research is empirical in nature with an emphasis on both positive and normative analysis of marketing strategies. This empirical focus is also reflected in his MBA course on pricing strategies, which is designed to teach students how to apply empirical models and methods to develop pricing strategies in practice.

Dubé has been invited to present his research at such schools as the London Business School, the University of California at Berkeley, Columbia University, Harvard, Duke, Northwestern University, Stanford, Yale and Massachusetts Institute of Technology, and his papers have appeared in *Marketing Science*, *Quantitative Marketing and Economics*, *The Journal of Marketing Research*, *Management Science* and *Marketing Letters*. Dubé's teaching style earned him the 2005 Faculty Teaching Excellence Award for Evening MBA and Weekend MBA Programs at the Chicago Booth School of Business. He was also the Beatrice Foods Scholar at Booth in 2001 and 2005, the True North Scholar in 2003 and a Kilts fellow in 2002.



Guillermo M. Gallego, Columbia University

Professor Guillermo Gallego joined Columbia University's Industrial Engineering and Operations Research Department, where he has been conducting research in the areas of inventory theory, supply chain management, revenue management and semi-conductor manufacturing in 1988, His work has been supported by numerous industrial and government grants.

Gallego has published influential papers in the leading journals in his field and has consulted for large corporations such as IBM, Lucent and Northwest Airlines, and government agencies such as the National Research Council and the National Science Foundation. His graduate students are associated with prestigious universities. He spent his 1996-97 sabbatical at Stanford University and was a visiting scientist at the IBM Watson Research Center from 1999 to 2003.



Preyas S. Desai, Spencer R. Hassell Professor, Editor-in-Chief of Marketing Science, Fuqua School of Business

Preyas Desai is Professor of Business Administration at the Fuqua School of Business at Duke University. He received his BE in Mechanical Engineering and MBA from Gujarat University. He holds an MS and PhD from Carnegie Mellon University. Prior to joining Fuqua, he taught at the Krannert Graduate School of Management at Purdue University. His research interests include management of distribution channels, marketing of durable goods and segmentation and price discrimination. His papers have appeared in *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Marketing Science*, *Management Science* and *Quantitative Marketing and Economics*. He was recently named Editor-in-Chief for *Marketing Science* and is a departmental editor for the marketing department of *Management Science* and an associate editor for *Quantitative Marketing and Economics*.

Location

All sessions will be held at the Jindal School of Management at The University of Texas at Dallas. Registration and the first day's speakers will be held in JSOM 1.107. The remaining conference sessions will be held in the Davidson Auditorium. On the [campus map](#) the Jindal School of Management Building is JSOM. Driving directions are provided on the [campus map](#).

Parking

Please print out this parking permit and put it on the dashboard of your car. If you are flying in and staying at the Doubletree Hotel, shuttles will be provided at TBA times.

Conference Registration

The [conference registration](#) rate is \$250 for faculty BEFORE January 24, 2011. After January 24, the conference registration fee is \$300. Conference registration fees are nonrefundable after February 15. There is no conference registration fee for doctoral students.

Conference Hotel

A block of rooms has been reserved at the DoubleTree, 1981 North Central Expressway, Richardson, TX. You may call the hotel at 1-972-644-4000 or use this special link to make your reservation. Your stay will include breakfast at the hotel and complimentary shuttle transportation to UT Dallas each day. [Doubletree Hilton](#)

Schedule of Events coming soon

Organizing Committee: Ram Rao Nanda Kumar **Selection Committee:** Avi Goldfarb, Rotman School of Management, The University of Toronto Yuxin Chen, Kellogg School of Management, Northwestern University Brian Ratchford, School of Management, The University of Texas at Dallas Ram Rao, School of Management, The University of Texas at Dallas Nanda Kumar, School of Management, The University of Texas at Dallas