

11th Marketing Dynamics Conference
August 21-23, 2014
Mandarin Oriental Hotel
Las Vegas, Nevada

Conference Program

Thursday August 21st
Workshop:

Steve Scott, *Experiments in the Internet Age: A modern Bayesian look at the multi-armed bandit*

Oriental Ballroom C

12pm-2:30pm	Workshop Part I
2:30pm-3pm	Break in Foyer C
3pm-5pm	Workshop Part II

Friday August 22nd

Oriental Ballroom B

Oriental Ballroom C

9am to 10:30am

Yoganarasimhan	A Dynamic Model of Online Search	Viswanathan, Sese, Raman & Krafft	The Role of Elite Members in Influencing the Adoption Time of a Loyalty Program
Rossi & Chintagunta	Pain driving to the Pump: The Effect of Consumer Search Costs on Gasoline Prices	Ahearne, Boichuk, Hall, & Tirunillai	Onboarding Dynamics in Sales: Assessing the Relative Influence of Peers and Managers on Salesperson Productivity and Turnover
Haviv	Does Purchase Without Search Explain Counter Cyclic Pricing?	Hu, Hsieh, & Jia	Dynamic Network Structure and New Product Adoption

Break in Foyer C

11am to 12:30pm

Bronnenberg, Kim & Mela	Zooming In on Camera Choice: Consumer Online Search Behavior	Yao, Yang, & Gatignon	Why Customers Upgrade Their Reserved Options: The Impact of The Reservation Gap
Pinna & Seiler	Consumer Search: Evidence from Path-Tracking Data.	Braun, Schweidel, & Stein	The Value of Transaction-Specific Information in Customer Base Analysis
van der Lans, Wedel, & Pieters	Brand Search Benefits of Online Advertising: An Eye-Tracking Experiment	Gijsenberg, van Heerde & Verhoef	Losses Loom Longer than Gains: Modeling the Impact of Service Crises on Customer Satisfaction over Time

Lunch Break

Friday August 22nd continued

Oriental Ballroom B

Oriental Ballroom C

2:30pm to 4:00pm

Sudhir & Yang	Exploiting the Choice-Consumption Mismatch: A New Approach to Disentangle State Dependence and Heterogeneity	Yildirim, Vanhuele, Srinivasan, & Pauwels	Hierarchy of Effect Differences Across Brands and Categories
Akca & Otter	Estimating the discount factor based on consumption from inventory – an empirical illustration based on a conjoint experiment	Honka, Hortaçsu, & Vitorino	Advertising, Consumer Awareness and Choice: Evidence from the U.S. Banking Industry
Sun & Ishihara	A Computationally Efficient Fixed Point Approach to Structural Estimation of Aggregate Demand	Rao & Wang	Demand for “Healthy” Products: False claims in Advertising

Break in Foyer C

4:30pm to 6:00pm

Lovett, Misra, & Ranjan	Estimating Demand for Variety	Chu & Manchanda	Quantifying Cross-network Effects in Online C2C Platforms
Stourm, Bradlow, & Iyengar	Separate Purchases but Joint Consumption: A Dynamic Structural Model of Demand for Storable Complements	Nia & Bruce	The Joint Diffusion of an Open Digital Platform and its Complementary Goods: The Effects of Product Ratings and Observational Learning
Ro & Duan	Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market	Athey & Nekipelov	Designing Large Advertising Markets where Agents Have Heterogeneous Objectives: A Structural Empirical Approach

Dinner in Oriental Ballroom C at 7pm

Keynote by Tulin Erdem

Saturday August 23rd

Oriental Ballroom B

Oriental Ballroom C

9am to 10:30am

Sinkinson & Starc	Consumer Advertising Competition in Prescription Drugs	Zhang & Tellis	Modeling Dynamics of YouTube Video Ads
Adams & Williams	Zone Pricing and Spatial Menu Costs: Estimates for Drywall	Kolsarici & Vakratsas	Correcting For Misspecification of Parameter Dynamics to Improve Forecast Accuracy with Adaptively Estimated Models
Bollinger & Gillingham	Learning-by-Doing in Solar Photovoltaic Installations	Blevins, Khwaja, & Yang	Market Share Evolution, Size Spillovers and Organizational Forgetting in Retail Chain Dynamics

Break in Foyer C

Saturday August 23rd continued

Oriental Ballroom B

Oriental Ballroom C

11:00am to 12:30pm

Mark, Bulla, & Bulla	Assessing Omnichannel Behavior of Customers at a Multi-Channel Retailer	Nevskaya & Albuquerque	A Continuous-Time Model of Product Usage: Measuring the Effect of Product Design and Rewards in Online Games
ter Braak & Deleersnyder	The Epidemic of Innovation Cloning: Retailers' Decision to Introduce Private Label Innovation Copycats and National-Brand Manufacturers' Ability to Withstand Them	van Lin & Gijbrecchts	Hello Jumbo! The Spatio-Temporal Roll-Out and Consumer Adoption of A New Chain
Jindal & Newberry	Price Negotiations and Bargaining Costs	Sayman & Erguncu	Attraction Effect on Brand Attitudes: An Econometric Analysis with Established Brands

Lunch Break

2:30pm to 4:00pm

Stahl & Schoenmueller	Social Dynamics in Online Product Reviews	Mikl'os-Thal, Raith, & Selove	A Model of Product Strategy with Uncertainty about Firm Capabilities
Aravindakshan, Rubel, & Rutz	POEM for Blood	Hotrop, Wieringa, Gijnsberg, & Stern	Competitive Responses to Personal Selling
Datta, Foubert, & Papies	How Brand Engagement Affects the Impact of Marketing Activities and Online Piracy	Lu, Musto, Ray	Alternative marketing for alternative investments

Adjourn