

Conference on

COOL TOOLS FOR ASSESSING MARKETING STRATEGY PERFORMANCE

August 15, 2003
Chicago Hilton & Towers
720 South Michigan Avenue
Chicago, Illinois



OVERVIEW

Cool Tools for Assessing Marketing Strategy Performance

Chicago Hilton & Towers
720 South Michigan Avenue
Chicago, Illinois
August 15, 2003

Registration Deadline: August 1, 2003

TO: Marketing Faculty, Ph.D. Students, and Managers

FROM: Donald R. Lehmann, Columbia University, and Executive Director, MSI
Christine Moorman, Duke University, Chair AMA Marketing Strategy Special Interest Group

Measuring the impact of marketing is a top business and academic concern. This importance is reflected in the selection of “assessing marketing productivity” as the highest research priority for the Marketing Science Institute. At the same time, a number of methods have been introduced into the field or current methods are being used in innovative ways in the area of marketing strategy research.

The Marketing Science Institute and the Marketing Strategy Special Interest Group of the American Marketing Association are co-chairing this conference to introduce researchers (especially young faculty members, doctoral students, and veterans seeking to enter the field of marketing strategy) to methods for assessing the impact of marketing in general and strategy-level decisions in particular. The ultimate goal is to increase the quantity and quality of research in this area.

This one-day meeting is scheduled for August 15, 2003, the day prior to the AMA Summer Conference. Presentations will focus on a variety of data collection and data analysis approaches relevant to assessing marketing strategy’s impact on firm performance. Speakers will focus on teaching attendees about methods and how they are used in the field of marketing strategy.

Conference Fee and Registration

American Marketing Association Marketing Strategy SIG members, all Ph.D. students, and presenters will attend for free. Non-SIG members will pay \$100 to cover expenses. Included in the cost of the conference is continental breakfast, luncheon, and all presentations. Registrations will be accepted on a first-come, first-serve basis. No registrations will be accepted after August 1, 2003.

Hotel Information

Please make your hotel reservations directly with the Chicago Hilton & Towers at 312-922-4400. Please be sure to mention “American Marketing Association” to receive the group rate of \$169 for single occupancy and \$189 for double occupancy.

Attire

Conference attire will be business casual. As temperatures in conference rooms vary, please plan accordingly.



AGENDA

Cool Tools for Assessing Marketing Strategy Performance

Chicago Hilton & Towers
720 South Michigan Avenue
Chicago, Illinois
August 15, 2003

Friday, August 15, 2003

Continental breakfast will be available from 7:00 – 9:00 a.m.

7:45 – 8:00 a.m.

Welcome, Agenda, and Material Distribution

*Donald R. Lehmann, Columbia University, and Executive Director,
Marketing Science Institute*

*Christine Moorman, Duke University, and Chairperson, Marketing Strategy
Special Interest Group, American Marketing Association*

8:00 – 8:45

Event Studies in Marketing Strategy Research

*Sundar Bhardawaj, Emory University, and Raji Srinivasan, University of
Texas-Austin*

8:45 – 9:30

Stock Return Response Modeling in Marketing Strategy Research

*Natalie Mizik, Columbia University, and Bob Jacobson, University of
Washington*

9:30 – 9:45

Break

9:45 – 10:30

Simulation and Cellular Automata in Marketing Strategy Research

*Jacob Goldenberg, Hebrew University, Barak Labai and Eitan Muller, Tel-
Aviv University, and Bob Lusch, Texas Christian University*

10:30 – 11:15

Data Envelope Analysis and Marketing Strategy Efficiencies

*Wagner Kamakura, Duke University, Brian Ratchford, University of
Maryland, and Shantanu Dutta, London Business School*



AGENDA

- 11:15 – 12:00 p.m. **Persistence Modeling in Marketing Strategy**
Dominique Hanssens, UCLA, and Marnik Dekimpe, Catholic University Leuven/Erasmus University Rotterdam
- 12:00 – 1:00 **Luncheon**
- 1:00 – 1:45 **Marketing Strategy-based Survival Models**
Doug Bowman, Emory University
- 1:45 – 2:30 **Historical Methods in Marketing Strategy Research**
Gerry Tellis, University of Southern California, Peter Golder, New York University, and Rajesh Chandy, University of Minnesota
- 2:30 – 3:15 **Text-based Approaches to Marketing Strategy Research**
Jose Rosa, Case Western Reserve University, Joe Porac, Emory University, and Jelena Spanjol, Texas A&M University
- 3:15 – 3:30 **Break**
- 3:30 – 4:15 **Network Studies in Marketing Strategy Research**
Peter Reingen, Beth Walker, and Mike Hutt, Arizona State University, Mark Houston, University of Missouri, Aric Rindfleisch, University of Wisconsin, Vanitha Swaminathan, University of Pittsburgh, and Christine Moorman, Duke University
- 4:15 – 5:00 **Marketing Strategy Field Studies**
Sandy Jap, Emory University
- 5:00 **Wrap-Up**
Donald R. Lehmann and Christine Moorman

Sessions During AMA Conference

Below are two sessions at the AMA Conference that may be of particular interest to you if you are attending the Cool Tools conference on the 15th. A subset of authors from each presentation will be present to discuss the method in more detail, address questions, and consider research ideas. To register for the AMA conference, visit: www.marketingpower.com/educator



AGENDA

Saturday, August 16, 2003

10:30 a.m. – 12:00 p.m. **Conference Session 2.4: Follow-up Roundtable Discussion with Presenters**

Discussion Topics: Historical methods, Text-based methods, Network methods, Field Study methods, and Persistence modeling methods.

Sunday, August 17, 2003

3:30 p.m. – 5:00 p.m. **Conference Session 8.4: Follow-up Roundtable Discussion with Presenters**

Discussion Topics: Event Study methods, Stock Return Response modeling, Simulation and Cellular Automata methods, Data Envelope Analysis methods, and Survival models.

REPLY FORM

Cool Tools for Assessing Marketing Strategy Performance

Chicago Hilton & Towers
720 South Michigan Avenue
Chicago, Illinois
August 15, 2003

Registration Deadline: August 1, 2003

Name: _____ E-mail: _____

Nickname (for badge): _____

Title: _____

Organization: _____

Address: _____

Telephone: _____ Fax: _____

*or attach
your
business
card*

Please fax reply form to 617-491-2065

Friday, August 15, 2003

- Continental Breakfast
- Morning Session
- Luncheon
- Afternoon Session

Dietary & other special requests: _____

Fee and Payment

Conference Fee

Member AMA Marketing Strategy SIG	Waived
Doctoral Student	Waived
Speaker	Waived
Other	\$100

Method of Payment

MC VISA AMEX

Credit Card Account Number: _____

Expiration Date: _____

Signature: _____

Cancellation Policy

You may cancel up to August 1, 2003 without penalty. After that, no refunds will be made.

Hotel

Please make your hotel reservations directly with the Chicago Hilton & Towers at 312-922-4400. Be sure to mention the "American Marketing Association" to receive the group rate of \$169 for single occupancy and \$189 for double occupancy. Rooms are limited so reserve your room immediately.

Please Note

- Conference attire will be business casual. As temperatures in conference rooms vary, please plan accordingly.

Please fax reply form to 617-491-2065



