

SUMMER INSTITUTE IN COMPETITIVE STRATEGY

Sponsored by

IMIO, Institute for Management, Innovation, and Organization,
University of California, Berkeley

ISMS, INFORMS Society for Marketing Science

MSI, Marketing Science Institute

Teradata Center for Customer Relationship Management at Duke University

All interested researchers are invited to participate in the SICS-Summer Institute in Competitive Strategy, which is scheduled to take place in June 23-27, 2003, at the Haas School of Business, University of California, Berkeley. The purpose of this meeting is to provide a setting which enables researchers in marketing interested in competitive strategy to meet and discuss research in this area for an extended period, exchange ideas, and engage in collaborative work.

The research area will be competitive strategy broadly defined, including both theoretical and empirical work. Topics covered may potentially include pricing, price discrimination, product design, new product development, brands and customer equity, advertising, promotion, distribution channels, sales force management, e-commerce, customer relationship management, customer retention, lifetime value of customers, psychological phenomena relevant for competitive strategy, etc.

The meeting will consist of the presentation of fifteen research papers, three papers presented in each day of the five days of the meeting. Each presentation will take an hour and a half, which includes presentation and discussion. In addition, time and space will be provided for the participants to engage in discussions and joint research.

Updated information on SICS will be available at www.haas.berkeley.edu/~market/sics.

Registration: Standard registration for the meeting can be made by contacting Anita Stephens (conference@haas.berkeley.edu, 510-642-4233) by May 15, 2003.

Please provide your name, affiliation, email address, and telephone number. Last-minute registration at the meeting will also be available. Registration fee is \$200.

Papers: Researchers interested in submitting a paper to be presented at SICS should submit the paper or abstract by December 31, 2002 to sics@haas.berkeley.edu. The papers being presented will be selected by the organizing committee based on quality, relevance to competitive strategy, and facilitation of breadth of topics discussed. In addition, some preference may be given to papers by junior faculty. Some papers may be directly solicited from the authors. Complete papers to be presented at the meetings should be available by May 15, 2003. Reimbursement of expenses incurred in lodging, registration fees, or traveling to the meeting is available, up to \$1,000 per paper being presented, for the participating authors.

Doctoral students: Doctoral students interested in competitive strategy are welcome, and should register by May 15, 2003, and do not have to pay the registration fees. Limited financial support for Doctoral students interested in attending SICS may be available upon request. Requests for financial support, with resumé and recommendation from adviser, can be submitted to sics@haas.berkeley.edu.

Lodging: Lodging in Berkeley and the surrounding areas is available with a large variety of characteristics and price levels. No special reservations will be made for this conference, and therefore it is suggested that participants make their own reservations well in advance. Campus parking permits may be available upon request.

Listed below are some choices in Berkeley (prices may vary):

Hotel Shattuck, Shattuck Av & Alston Way, (510)845-7300, \$79-\$129, downtown Berkeley, long walk to Haas.

Bancroft Hotel, 2680 Bancroft Way, (510)549-1000, \$99-\$129, nice small hotel, short walk to Haas.

Claremont Resort & Spa, 41 Tunnel Rd, (510)843-3000, \$150-\$180, very nice hotel, five-minute drive to Haas.

Grandmas Rose Garden Inn, 2740 Telegraph, (510)549-2145, \$89-\$119, close to Telegraph, long walk to Haas.

Hotel Durant, 2600 Durant Ave, (510)845-8981, \$99-\$139 single, close to campus, short walk to Haas.

Radisson Hotels Resorts Suites, Berkeley Marina, (510)548-7920, \$149-\$189, fifteen-minute drive to Haas.
Faculty Clubs at UC Berkeley: Men's (510)540-5678 or Women's (510)845-5084, on campus, short walk to Haas.

Organizing Committee

J. Miguel Villas-Boas
Ganesh Iyer