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## SCHEDULE



UNIVERSITY  
*of* VIRGINIA

DARDEN SCHOOL  
*of* BUSINESS

[theorypractice.org](http://theorypractice.org)

WEDNESDAY, MAY 10			
TIME	ACTIVITY	LOCATION	
12:30 p.m.	<b>SHUTTLE PICK-UP AND DROP OFF AT DARDEN SCHOOL</b>	Residence Inn by Marriott	
1:00 p.m.	<b>CONFERENCE REGISTRATION OPENS</b>	Saunders Hall	
2:00 p.m.	<b>WELCOME</b>	Classroom 150	
2:15 p.m.	<b>Digital Marketing</b> Jim Lecinski, VP US Sales, Google	Classroom 150	
3:30 p.m.	<b>BREAK</b>		
4:00 p.m.	<p><b>PARALLEL SESSION I</b> <i>Consumer Insights</i> <b>Session Chair: Keith Botner</b></p> <ol style="list-style-type: none"> <li><b>“Price Estimation as a Function of Visual Sequencing”</b> <ul style="list-style-type: none"> <li>Presented by: Keith Botner</li> <li>Co-author(s): Arul Mishra, Himanshu Mishra</li> </ul> </li> <li><b>“Building a Multi-Category Mega Brand: When Should Distant Brand Extensions Be Introduced?”</b> <ul style="list-style-type: none"> <li>Presented by: Don Lehmann</li> <li>Co-author(s): Jeffrey Parker, Kevin Lane Keller, Martin Schleicher</li> </ul> </li> <li><b>“When Low Status Becomes High”</b> <ul style="list-style-type: none"> <li>Presented by: Silvia Bellezza</li> <li>Co-author(s): Jonah Berger</li> </ul> </li> </ol>	<p><b>PARALLEL SESSION II</b> <i>Digital Strategy</i> <b>Session Chair: Andrew Petersen</b></p> <ol style="list-style-type: none"> <li><b>“How Firms Can Shape the Shopping Experience for Greater Success in Online Retailing”</b> <ul style="list-style-type: none"> <li>Presented by: Alexander Bleier</li> <li>Co-author(s): Colleen Harmeling, Robert Palmatier</li> </ul> </li> <li><b>“Improving Online Retail Margins By Increasing Search Frictions?”</b> <ul style="list-style-type: none"> <li>Presented by: Donald Ngwe</li> <li>Co-author(s): Thales Teixeira</li> </ul> </li> <li><b>“Polygamous Loyalty: How Customer Usage of Competing Loyalty Programs Affect Customer Behavior Across Firms?”</b> <ul style="list-style-type: none"> <li>Presented by: Andrew Petersen</li> <li>Co-author(s): Farnoosh Khodakarami, Rajkumar Venkatesan</li> </ul> </li> </ol>	<p>Parallel Session I Classroom 140</p> <p>Parallel Session II Classroom 150</p>
5:30 p.m.	<b>RECEPTION</b>	Whisnand Terrace	
6:30 p.m.	<b>DINNER</b>	Abbott Center Dining Room	
8:00 p.m.	<b>SHUTTLE PICK-UP AND DROP OFF AT RESIDENCE INN BY MARRIOTT</b>	Saunders Hall Steps	

THURSDAY, MAY 11			
TIME	ACTIVITY	LOCATION	
7:30 a.m.	<b>SHUTTLE PICK-UP AND DROP OFF AT DARDEN SCHOOL</b>	Residence Inn by Marriott	
8:00 a.m.	<b>BREAKFAST</b>	Abbott Center Dining Room	
8:30 a.m.	<p><b>Customer Experience, and Content Marketing</b></p> <p>Courtney Crimmins, Director Connections Planning, Coca-Cola; Jim Lyski, CMO, CarMax; Sherri Gilligan, Former SVP Marketing, Capital One</p>	Classroom 150	
10:00 a.m.	<b>BREAK</b>	-	
10:30 a.m.	<p><b>PARALLEL SESSION I</b> <i>Brand Strategy</i> Session Chair: Debanjan Mitra</p> <ol style="list-style-type: none"> <li><b>“Bank Hazard: A Customer-Based Account of a Brand’s Prospect”</b> <ul style="list-style-type: none"> <li>Presented by: Debanjan Mitra</li> <li>Co-author(s): Joseph Johnson</li> </ul> </li> <li><b>“Drivers of Brand Trust: A Multi-Country Perspective on the Role of Marketing Mix in Influencing Customer Trust”</b> <ul style="list-style-type: none"> <li>Presented by: Koushyar Rajavi</li> <li>Co-author(s): Tarun Kushwaha, Jan-Benedict Steenkamp</li> </ul> </li> <li><b>“Communicating Brands in Television Advertising”</b> <ul style="list-style-type: none"> <li>Presented by: Maren Becker</li> <li>Co-author(s): Norris Bruce, Werner Reinartz</li> </ul> </li> </ol>	<p><b>PARALLEL SESSION II</b> <i>Marketing Strategy</i> Session Chair: Tracey Swartz</p> <ol style="list-style-type: none"> <li><b>“The Impact of CMO Tenure on Brand Performance and Cost of Capital: Insights from Business to Consumer Industries”</b> <ul style="list-style-type: none"> <li>Presented by: Tracey Swartz</li> <li>Co-author(s): Kartik Kalaignanam, Satish Jayachandran</li> </ul> </li> <li><b>“Brand Equity and Vertical Integration: How Does Brand Equity Influence Channel Structure?”</b> <ul style="list-style-type: none"> <li>Presented by: Mohammad Kayed</li> <li>Co-author(s): Manish Kacker, Ruhai Wu, Farhad Sadeh</li> </ul> </li> <li><b>“Brand Management Capabilities and Firm Performance”</b> <ul style="list-style-type: none"> <li>Presented by: Neil Anthony Morgan</li> <li>Co-author(s): Lopo Rego, Douglas Vorhies</li> </ul> </li> </ol>	<p>Parallel Session I Classroom 140</p> <p>Parallel Session II Classroom 150</p>
Noon	<b>LUNCH</b>	Abbott Center Dining Room	
1:15 p.m.	<p><b>PARALLEL SESSION I</b> <i>Marketing Strategy</i> Session Chair: Kersi Antia</p> <ol style="list-style-type: none"> <li><b>“Recalled but Not Remedied: The Role of Customer Orientation and Channel Capabilities in Product Recall Efficacy”</b> <ul style="list-style-type: none"> <li>Presented by: Kersi Anita</li> <li>Co-author(s): Vivek Astvansh, Xin Wang</li> </ul> </li> <li><b>“Product Discontinuation and Firm Market Value”</b> <ul style="list-style-type: none"> <li>Presented by: Ismail Erzurumlu</li> <li>Co-author(s): Nukhet Harmancioglu, Sundar Bharadwaj</li> </ul> </li> </ol>	<p><b>PARALLEL SESSION II</b> <i>Shopper Marketing</i> Session Chair: Venky Shankar</p> <ol style="list-style-type: none"> <li><b>“To Bot or Not to Bot”</b> <ul style="list-style-type: none"> <li>Presented by: Michael Shumanov</li> <li>Co-author(s):</li> </ul> </li> <li><b>“Mobile App Stickness: The Effect of App Drop on Shopper Behavior”</b> <ul style="list-style-type: none"> <li>Presented by: Venky Shankar</li> <li>Co-author(s): Unnati Narang</li> </ul> </li> <li><b>“The TPM Relevancy Index: One More Time”</b> <ul style="list-style-type: none"> <li>Presented by: Kamel Jedidi</li> </ul> </li> </ol>	<p>Parallel Session I Classroom 140</p> <p>Parallel Session II Classroom 150</p>

	<p><b>3. “Marketing, Customer Value Creation and Firm Value Capture”</b></p> <ul style="list-style-type: none"> <li>Presented by: Lopo Rego</li> <li>Co-author(s): Shekhar Misra, Neil Anthony Morgan</li> </ul>	<ul style="list-style-type: none"> <li>Co-author(s): Malek Ben Sliman, Yanyan Li, Bernd Schmitt</li> </ul>	
2:45 p.m.	BREAK		-
3:00 p.m.	<p><b>Bridging Academia and Practice</b></p> <p>Neil Morgan, Indiana University + Jennifer Pike, Founder, Rockethouse Consulting</p>		Classroom 150
4:00 p.m.	BREAK		-
4:15 p.m.	<p><b>Channel &amp; Sales Management</b></p> <p>Jason Jordan, Partner, Vantage Point Performance; Jim Weldon, VP of Sales Solutions, Hitachi Consulting; Murrillo Boccia, CRM &amp; Ecommerce Director, Natura</p>		Classroom 150
5:45 p.m.	<b>SHUTTLE DEPARTS TO KING FAMILY VINEYARD</b>		Saunders Hall Steps
6:30 p.m.	<b>DINNER AT KING FAMILY VINEYARD</b>		

FRIDAY, MAY 12				
TIME	ACTIVITY			LOCATION
7:30 a.m.	<b>SHUTTLE PICK-UP AND DROP OFF AT DARDEN SCHOOL</b>			Residence Inn by Marriott
8:00 a.m.	<b>BREAKFAST</b>			Abbott Center Dining Room
8:30 a.m.	<b>Rigor and Relevance in Marketing</b> V. Kumar, Editor in Chief, Journal of Marketing; Georgia State University; Don Lehmann, Professor, Columbia University			Classroom 150
9:30 a.m.	BREAK			-
10:00 a.m.	<b>CEO Panel in Marketing Research</b> Andrew Rose, President, Chairman & CEO, Compare.com; Tobias Dengel, CEO, Willow Tree Apps			Classroom 150
11:30 a.m.	BREAK			-
11:45 a.m.	<b>SESSION I</b> <i>Digital Marketing</i> <b>Session Chair: Rex Du</b>  <b>1. “Retail Loyalty Programs: The Complete Circle of Bit-by-Bit Collection and Redemption”</b> <ul style="list-style-type: none"> <li>Presented by: Mihaela-Alina Nastasoiu</li> <li>Co-author(s): Mark Vandenbosch, Neil Bendle, Salvador Navarro</li> </ul> <b>2. “The Dynamics Between Brand Actions, Consumer Engagement, Live and Time-Shifted TV Viewing”</b> <ul style="list-style-type: none"> <li>Presented by: Steven Hoornaert</li> <li>Co-author(s): Vijay Viswanathan, Dirk Van den Poel</li> </ul> <b>3. “Digital Responses to Advertisement in Traditional Media”</b> <ul style="list-style-type: none"> <li>Presented by: Rex Du</li> <li>Co-author(s): Linli Xu, Kenneth C. Wilbur</li> </ul>	<b>SESSION II</b> <i>Methods</i> <b>Session Chair: Sebastian Schubach</b>  <b>1. “Optimal Design by Sequential Experiments in High Dimensions”</b> <ul style="list-style-type: none"> <li>Presented by: Mingyu Joo</li> <li>Co-author(s): Michael Thompson, Greg Allenby</li> </ul> <b>2. “A Data Analytical Approach of Customer Inbound and Outbound Communication Decisions”</b> <ul style="list-style-type: none"> <li>Presented by: Jian Ni</li> <li>Co-author(s): Baohong Sun, Yi Xin, Dai Yao</li> </ul> <b>3. “Improved Bidding Strategies in Search Engine Advertising: The Role of Past Browsing Behavior”</b> <ul style="list-style-type: none"> <li>Presented by: Sebastian Schubach</li> <li>Co-author(s): Jan Schumann, Alexander Bleier</li> </ul>	<b>SESSION III</b> <i>Marketing and Policy</i> <b>Session Chair: Eleanor Putnam-Farr</b>  <b>1. “Sustaining Sustainable Hydration: The Importance of Aligning Information Cues to Motivate Long Term Consumer Behavior Change”</b> <ul style="list-style-type: none"> <li>Presented by: Eleanor Putnam-Farr</li> <li>Co-author(s): Ravi Dhar</li> </ul> <b>2. “Ordinary and Extraordinary Experiences: Differential Responses by Liberals and Conservatives”</b> <ul style="list-style-type: none"> <li>Presented by: Kyuhong Han</li> <li>Co-author(s): Vikas Mittal</li> </ul> <b>3. “How the Internet Protocol Makes Markets: Consolidation and Fragmentation”</b> <ul style="list-style-type: none"> <li>Presented by: John Deighton</li> <li>Co-author(s): Leora Kornfeld, Marlon Gerra</li> </ul>	Session I Classroom 140   Session II Classroom 150   Session III Classroom 160
1:15 p.m.	<b>BOXED LUNCH TO-GO</b>			Classroom 150

