Friday, June 2nd

12:30p-2:00p  Lunch & Welcoming Remarks
Location: KMC 5-50

2:00p-3:15p  First Session
Speaker: Ron Shachar (Duke/Tel Aviv)
Talk: “Who is the Decider?”
Location:  KMC 5-140

3:15p-3:30p  Coffee Break

3:30p-4:45p  Second Session
Speaker: Punam Keller (Dartmouth)
Talk: “Using Need for Control to Change Preventative Health Behaviors”
Location:  KMC 5-140

Saturday, June 3rd

8:30a-9:00a  Breakfast at Stern School
Location:  Outside KMC 3-50

9:00a-10:15a  First Session
Speaker: Scott Neslin (Dartmouth)
Talk: “An Optimal Contact Model for Maximizing Online Panel Response Rates”
Location:  KMC 3-50

10:15a-10:30a  Coffee Break

10:30a-11:45p  Second Session
Speaker: John Lynch (Duke)
Talk: “Predicting Consumers’ Adoption and Use of New and ‘Really New’
Entertainment and Communication Technologies”
Location:  KMC 3-50
2:00p-3:15p  Third Session
Speaker: Dilip Soman (Toronto)
Talk: “The Effect of Partitioning Resources on Spending and Consumption Decisions”
Location: KMC 3-50

3:15p-3:30p  Coffee Break

3:30p-4:45p  Fourth Session
Speaker: Sha Yang (NYU)
Talk: “Estimating the Interdependence of Television Program Viewership Between Spouses: A Bayesian Simultaneous Equation Model”
Location: KMC 3-50