

Wednesday, July 12, 2006

	Arrive at the University of Maryland, College Park (UMD)	Marriott Inn & Conference Center
	Hotel Check-In & Registration	Marriott Inn & Conference Center
5:00 pm	<p>Welcome Reception Roland Rust, University of Maryland - Consortium Co-Chair Gabe Biehal, University of Maryland - Consortium Co-Chair</p>	Marriott Inn & Conference Center
6:30 pm	<p>Robert H. Smith School of Business Welcome Howard Frank, Smith School of Business - Dean</p> <p>Consortium Objectives and Overview Roland Rust, University of Maryland - Consortium Co-Chair Gabe Biehal, University of Maryland - Consortium Co-Chair</p> <p>AMA Welcome Ken Evans, Missouri - AMA Academic Council Immediate past-president</p> <p>AMA Foundation Welcome Ken Bernhardt, Georgia State</p> <p>Sheth Foundation Welcome Jagdish Sheth, Emory</p> <p>Dinner</p>	Marriott Inn & Conference Center

	<p>Keynote Speakers Bill Longbrake, Vice Chair, Washington Mutual, Inc. Ron Gailey, Senior Vice President, Washington Mutual, Inc.</p> <p>Presentation: “Evolution of Customer-Value Centric Marketing at WaMu”</p>	
<p>9:30 pm</p>	<p>Getting Acquainted Reception</p>	<p>Marriott Inn & Conference Center</p>

Thursday, July 13, 2006

	<p>Bus/Walk to Van Munching Hall (VMH)</p>	
<p>8:00am</p>	<p>Continental Breakfast</p>	<p>VMH Pownall Atrium</p>
<p>9:00am</p>	<p>1.1 PLENARY SESSION</p> <p>"Are you Prepared to Exploit the Future of Marketing?"</p> <p>Jagdish Sheth, Emory Introduction: Bill Perreault, UNC</p>	<p>Frank Auditorium VMH 1524</p>
<p>10:30 -11:00am</p>	<p>Break</p>	<p>VMH Pownall Atrium</p>
<p>11:00am-</p>	<p>1.2 PLENARY SESSION</p>	<p>Frank Auditorium</p>

<p>12:30pm</p>	<p>"Perspectives on Research In Marketing"</p> <p>Don Lehmann, Columbia Seenu Srinivasan, Stanford University Russ Winer, NYU</p> <p>Session Chair: Randy Bucklin, UCLA</p>	<p>VMH 1524</p>
<p>12:30 - 2:00pm</p>	<p>Lunch</p>	<p>VMH Pownall Atrium</p>
<p>2:00 - 3:30pm</p>	<p>1.3 CONCURRENT SESSIONS</p> <p>1.3.1 MODELS PANEL</p> <p>Pradeep Chintagunta, Chicago Carl Mela, Duke Peter Fader, Wharton</p> <p>Session Chair: Kannan Srinivasan, Carnegie Mellon</p>	<p>VMH 1505</p>
	<p>1.3.2 CONSUMER BEHAVIOR PANEL</p> <p>Jim Bettman, Duke Ravi Dhar, Yale John Lynch, Duke</p> <p>Session Chair: Amitava Chattopadhyay, INSEAD</p>	<p>VMH 1511</p>
	<p>1.3.3 STRATEGY / MANAGERIAL PANEL</p>	<p>VMH 1412</p>

	<p>George Day, Wharton Gerry Tellis, USC</p> <p>Session Chair: John Roberts, AGSM</p>	
	<p>1.3.4 "BIG PICTURE" ISSUES IN MARKETING</p> <p>Claes Fornell, University of Michigan Stefan Stremersch, Erasmus Univ. Rotterdam Bill Wilkie, Notre Dame</p> <p>Session Chair: Barbara Kahn, Wharton</p>	<p>VMH 1528</p>
3:30pm	<p>Group Photos (The steps outside main entrance to VMH)</p>	<p>VMH Front Steps</p>
4:00pm	<p>Free Time</p>	
5:00pm	<p>Board Buses for Trip to Downtown Washington, D.C.</p>	<p>Leave From Marriott Inn & Conference Center</p>
6:00pm	<p>Start Boarding for Odyssey Dinner Cruise</p>	<p>Washington, D.C.</p>
7:00 - 10:00pm	<p>Dinner Cruise</p>	<p>Washington, D.C.</p>

Friday, July 14, 2006

	Bus/Walk to Van Munching Hall (VMH)	
8:00am	Continental Breakfast	VMH Pownall Atrium
9:00am	<p>2.1 PLENARY SESSION</p> <p>"Managing Your Career Life Cycle: Getting Going, Keeping Going"</p> <p>Rebecca Hamilton, University of Maryland Werner Reinartz, INSEAD</p> <p>Session Chair: Leigh McAlister, UT Austin</p>	Frank Auditorium VMH 1524
10:30 -11:00am	Break	VMH Pownall Atrium
11:00am- 12:30pm	<p>2.2 PLENARY SESSION</p> <p>"Meet the Editors"</p> <p>John Deighton, Harvard - <i>Journal of Consumer Research</i> Durairaj Maheswaran, NYU - <i>Journal of Consumer Psychology</i> Roland Rust, University of Maryland - <i>Journal of Marketing</i> Steve Shugan, Florida - <i>Marketing Science</i> Joel Huber, Duke - <i>Journal of Marketing Research</i> David Stewart, USC - <i>Journal of the Academy of Marketing Sciences</i> Dan Bello, Georgia State - <i>Journal of International Marketing</i> Ron Hill, Villanova - <i>Journal of Public Policy and Marketing</i> Dhruv Grewal, Babson - <i>Journal of Retailing</i></p>	Frank Auditorium VMH 1524

	<p>Parsu Parasuraman, Miami - <i>Journal of Services Research</i> Pradeep Chintagunta, Chicago - <i>Quantitative Marketing and Economics</i> Kannan Srinivasan, Carnegie-Mellon - <i>Management Science</i> Randy Bucklin, UCLA - <i>Marketing Letters</i></p> <p>Session Chair: Eric Bradlow, Wharton</p>	
<p>12:30 - 2:00pm</p>	<p>Lunch</p>	<p>VMH Pownall Atrium</p>
<p>2:00 - 3:30pm</p>	<p>2.3 CONCURRENT SESSIONS</p> <p>2.3.1 CREATING VALUE: PRODUCTS AND BRANDS</p> <p>John Hauser, MIT Josh Eliashberg, Wharton</p> <p>Session Chair: Zeynep Gurhan-Canli, Michigan</p>	<p>VMH 1505</p>
	<p>2.3.2 EXTRACTING VALUE: PRICING AND BRANDS</p> <p>Vithala Rao, Cornell Aradhna Krishna, University of Michigan</p> <p>Session Chair: Susan Broniarczyk, UT Austin</p>	<p>VMH 1511</p>
	<p>2.3.3 COMMUNICATING VALUE: MARKETING COMMUNICATIONS</p> <p>Peter Dacin, Queens University Rohini Ahluwalia, Minnesota</p>	<p>VMH 1412</p>

	Session Chair: Shir Zhang, UCLA	
	2.3.4 DELIVERING VALUE: ISSUES IN SERVICES MARKETING Ruth Bolton, Arizona State Valarie Zeithaml, UNC Session Chair: Dilip Soman, Toronto	VMH 1528
4:30pm	Board Buses for Trip to Baltimore Inner Harbor	Leave from Marriott
7:00 - 10:00pm	Top of the World Crab Feast	Baltimore

Saturday, July 15, 2006		
	Bus/Walk to Van Munching Hall (VMH)	
8:00am	Continental Breakfast	VMH Pownall Atrium
9:00 - 10:30am	3.1 PLENARY SESSION "Research Nightmares: Tales from the Dark Side" Rick Staelin, Duke Parsu Parasuraman, Miami Christine Moorman, Duke Session Chair: Dipankar Chakravarti, Colorado	Frank Auditorium VMH 1524
10:30 -11:00am	Break	VMH Pownall Atrium

<p>11:00am-12:30pm</p>	<p>3.2 PLENARY SESSION</p> <p>"Reflections by 1981 (25th Anniversary) Consortium Fellows"</p> <p>Greg Carpenter, Northwestern Wagner Kamakura, Duke Scott MacKenzie, Indiana</p> <p>Session Chair: George Zinkhan, University of Georgia</p>	<p>Frank Auditorium VMH 1524</p>
<p>12:30 - 2:00pm</p>	<p>Lunch</p>	<p>VMH Pownall Atrium</p>
<p>2:00 - 3:00pm</p>	<p>3.3 PLENARY SESSION</p> <p>"The Path to Teaching Excellence"</p> <p>Eli Jones, Houston Rich Lutz, Florida</p> <p>Session Chair: Xing Pan, Indiana</p>	<p>Frank Auditorium VMH 1524</p>
<p>3:00 -3:30pm</p>	<p>Break</p>	<p>VMH Pownall Atrium</p>
<p>3:30 - 5:00pm</p>	<p>3.4 CONCURRENT SESSIONS</p> <p><i>3.4.1 DELIVERING VALUE: ISSUES IN CHANNELS AND MARKETING DELIVERY SYSTEMS</i></p> <p>Jan Heide, Wisconsin Ganesh Iyer, Berkeley</p>	<p>VMH 1505</p>

	Session Chair: Jeff Inman, Pittsburgh	
	<p>3.4.2 MANAGING CUSTOMER RELATIONSHIPS</p> <p>V. Kumar, University of Connecticut Peter Verhoef, RU Groningen</p> <p>Session Chair: Kay Lemon, Boston College</p>	VMH 1511
	<p>3.4.3 METHODOLOGICAL CHALLENGES IN HIGH QUALITY RESEARCH</p> <p>Brian Ratchford, UT Dallas Bill Perreault, UNC</p> <p>Session Chair: Naveen Donthu, Georgia State</p>	VMH 1412
	<p>3.4.4 THE REVIEWING PROCESS: WRITING REVIEWS AND RESPONDING TO THEM</p> <p>John Deighton, Harvard Peter Rossi, Chicago Roland Rust, Maryland Steve Shugan, Florida.</p> <p>Session Chair: Joel Huber, Duke</p>	VMH 1528
5:30pm	Board Buses to Riggs Alumni Center	Leave From Marriott Inn & Conference Center
6:00pm	Reception	Riggs Alumni Center

<p>7:00pm</p>	<p>Farewell Dinner</p> <p>Speaker: Mike Hanssens, Marketing Science Institute</p>	<p>Riggs Alumni Center</p>
<p>9:30pm</p>	<p>Farewell Party</p>	<p>Riggs Alumni Center</p> <p>Bus Returns to Marriott Inn</p>

<p>Sunday, July 16, 2006</p>		
<p>7:00 am Onwards</p>	<p>Continental Breakfast</p>	<p>Marriott Inn & Conference Center</p>
	<p>Leave University of Maryland</p>	<p>Super Shuttle to Airport(s)</p>