

## 2004-05 Marketing Seminars

<b>Fall 2004</b>	<b>Speaker</b>	<b>Title</b>
October 6	<b>David Bell</b> University of Pennsylvania	<b>Neighborhood Effects and Trial on the Internet: Evidence from Online Grocery Retailing</b>
October 13	<b>Aimee Drolet</b> UCLA	<b>Public Self-Consciousness and Purchase Intentions for Embarrassing Products</b>
October 20	<b>Derek Rucker</b> Ohio State	<b>When Resistance Is Futile: Consequences of Failed Counterarguing for Attitude Certainty</b>
October 27	<b>Yuxin Chen</b> New York University	<b>Modeling Credit Card 'Share of Wallet': Solving the Incomplete Information Problem</b>
November 3	<b>Seenu Srinivasan</b> Stanford University	
November 10	<b>Sridhar Narayanan</b> University of Chicago	<b>Heterogeneous Learning and the Targeting of Marketing Communication for New Products</b>
November 17	<b>Harikesh Nair</b> University of Chicago	<b>Dynamics of Pricing in Durable Good Markets: Application to 32-bit Console Video Games</b>
December 1	<b>Raghuram Iyengar</b> Columbia	<b>A Structural Demand Analysis for Wireless Services under Nonlinear Pricing Schemes</b>
<b>Winter 2005</b>	<b>Speaker</b>	<b>Title</b>
January 12		Marketing Faculty Lunch
January 19	<b>Miguel Villas-Boas</b> U. C. Berkeley	<b>When More Alternatives Lead to Less Choice</b>
January 26	<b>Sanjay Sood</b> UCLA	<b>Why Buy Now? The Effects of Trivial Features and Comparisons on Choice Deferral</b>
February 2	Ricard Gil U. C. Santa Cruz	<b>Vertical Integration in the Movie Industry</b>
February 9	<b>Marilyn Brewer</b> Ohio State University	Joint Seminar with OB <b>"Multiple social identities: Implications for intergroup relations and organizational identity"</b>
February 16	<b>Donnel Briley</b> Hong Kong University of Science and Technology	<b>When Culture Matters</b>
February 23	<b>Jia Li</b>	<b>Assortment Competition in Local Market</b>
March 2	<b>Liang Qiao</b>	<b>The Manufacturers Strike Back: Empirical Analysis of National-Brand Manufacturers' Responses to Private Label Introduction</b>
March 9	<b>Wendy Liu</b>	<b>The Effect of Preference Formation Process on Motivation to Buy</b>
<b>Spring 2005</b>	<b>Speaker</b>	<b>Title</b>
March 30		Marketing Faculty Lunch-Brown Bag
April 6	<b>Jonah Arkin Berger</b>	<b>Divergence in Cultural Practices: Tastes as Signals of Identity</b>
April 13	<b>Cassie Mogilner</b>	<b>Process or Outcome-The Value of Choice</b>
April 20	<b>Greg M. Allenby</b> Ohio State University	<b>Modeling Simultaneity in Survey Data</b>
April 27	<b>Eduardo Andrade</b> Univ. of California-Berkeley	<b>On the Consumption of Negative Feelings</b>
May 4 Joint with OB	<b>Jeff Sherman</b> University of California-Davis	<b>Beyond automaticity and control: Implicit measures of prejudice tap multiple processes</b>
May 11	<b>V. Taylan Yildiz</b> Leilei Gao	<b>Optimal Own and Commercial Advertising Policy in Radio Broadcasting Industry</b> <b>Switch or not? Consumer reaction toward product stockouts</b>
May 16 (Mon)	<b>Wes Hartmann &amp; Brian Viard</b> (Stanford) <b>Fabio Caldieraro &amp; D. Shin</b> (SCU)	Joint Seminar at Santa Clara University <b>Quantity- Based Price Discrimination Using Frequency Reward Programs</b> <b>Voluntary Quality Certification by High and Low Quality Firms</b>
May 18	<b>Ran Kivetz</b> Columbia University	<b>The Goal-Gradient Hypotheses Resurrected: Purchase Acceleration, Illusionary Goal Progress and Customer Retention</b>
May 25	<b>Jonah Arkin Berger</b>  <b>Michal Maimaran</b>	<b>Products and the Environment: How the Prevalence of Environmental Cues Influences Product Accessibility, Liking, and Choice</b> <b>The Content and Focus of Social Influence as Moderators of Consumer Choice: Conformity versus Independence</b>
June 1	<b>Dirk Smeesters</b> Tilburg University Netherlands	<b>The Mirror Has Two Faces: Positive and Negative Media Image Effects on the Self</b>
June 8	<b>David Gal</b> Stanford	<b>How Many or How Much? The Number Heuristic</b>

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September 17	<b>Grainne Fitzsimons</b>	<b>Thinking of You: Nonconscious Pursuit of Interpersonal Goals Associated With Relationship Partners</b>
October 1	<b>Pinar Karaca-Mandic</b>	<b>Network Effects in Technology Adoption: The Case of DVD Players</b>
October 8	<b>Katherine White</b>	<b>Looking on the Bright Side: Downward Counterfactual Thinking in Response to Negative Life Events</b>
October 15	<b>Murali Chandrashekar</b>	<b>Diagnosing Customer Vulnerability and the Satisfaction-Loyalty Link</b>
October 22	<b>Olivier Toubia</b>	<b>Idea Generation, Creativity, and Incentives</b>
November 5	Scott Davis	<b>Competitive Pricing in Dynamic Environments</b>
November 12	Pete McGraw	<b>Target-Specific Affect Management: The Case of Love-Hate Relationships with Financial Windfalls</b>
November 19	Tim Gilbride	<b>A Selection Model Relating Motivating Conditions, Desired Attributes, and Brand Preference</b>
December 3	Leaf Van Boven	
<b>Winter 2004</b>	<b>Speaker</b>	<b>Title</b>
January 14	<b>Baba Shiv</b> University of Iowa	<b>The Effect of Distractions while Tasting a Food Sample: The Interplay of Informational and Affective Components in Subsequent Choice</b>
January 21	<b>Puneet Manchanda</b> University of Chicago	<b>Response Modeling with Non-Random Marketing Mix Variables</b>
January 28	<b>Meghan Busse</b> Yale (visiting Berkeley)	<b>\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions</b>
February 4	<b>Tulin Erdem</b> UC Berkeley	<b>Learning About Computers: An Analysis of Information Search and Technology Choice</b>
February 11	<b>Norbert Schwarz</b> University of Michigan (joint with OB seminar)	<b>When Thinking is Difficult: Meta-cognitive Experiences in Judgment and Decision Making</b>
February 18	<b>Gita Johar</b> Columbia University	<b>Where there is a Will, is there a Way? Effects of Lay Theories of Self-Control on Setting and Keeping Resolutions</b>
March 3	<b>Bernd Skiera</b> University of Frankfurt (visiting Stanford)	<b>Paying Too Much and Being Happy About It: Causes and Consequences of Tariff Choice-Biases</b>
March 10	<b>Itamar Simonson</b> Stanford GSB	<b>Effect Propensity</b>
<b>Spring 2004</b>	<b>Speaker</b>	<b>Title</b>
March 30	<b>Marc Fischer</b> University of Kiel	<b>International Market Entry Strategy: A Source of Late Mover Advantage?</b>
April 7	<b>David and Jonah</b>	
April 14	<b>Jon Krosnick</b> Ohio State State University (visiting Stanford)	<b>Why Small Changes in Question Wording Can Produce Big Changes in People's Reports of Their Attitudes: Unraveling the Mysteries of Questionnaire Design with the Theory of Survey Satisficing</b>
April 21	<b>Yuval and Taylan</b>	
April 28	<b>Michal and Leilei</b>	
May 5	<b>Praveen Kopalle</b> Dartmouth College	<b>Setting Quality Expectations when Entering a Market: What Should the Promise Be?</b>
May 12	Berkeley - Stanford - Davis - Santa Clara Marketing Colloquium	<b>Jim Lattin, Stanford University</b>  <b>Limited Memory and Market Competition</b> <b>Ganesh Iyer, UC Berkeley</b>
May 19	<b>Deborah Prentice</b> Princeton University (Joint Seminar with OB)	<b>What's Good for the Goose is Better for the Gander: Evaluative and Emotional Reactions to Norm Violations</b>
June 2	<b>Song</b>	

## 2002-03 Marketing Seminars

<b>Spring 2003</b>	<b>Speaker</b>	<b>Title</b>
April 9	<b>Xavier Dreze</b> UCLA (visiting)	<b>Permission-Based Marketing and Database Validation</b>
April 15	<b>Tanya Chartrand</b> Ohio State	<b>The Antecedents and Consequences of Nonconscious Goal Pursuit</b>
April 23	<b>Elie Ofek</b> Harvard	<b>Products vs. Advertising: Media Competition and the Relative Source of Firm Profits</b>
April 30	<b>Robyn LeBoeuf</b> University of Florida Joint seminar with OB	<b>Alternating Selves and Conflicting Choices: Identity Salience and Preference Inconsistency</b>
May 7	<b>Nick Lurie</b> University of North Carolina	<b>An Information Theory Account of Information Overload</b>
May 28	<b>Barbara Mellers</b> UC Berkeley	
June 4	<b>Oded Netzer</b>	<b>A Hidden Markov Model of Customer Relationship Dynamics</b>
June 11	<b>Adam Brasel</b> Stanford	<b>Overwhelming Alternatives</b>