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| *McMaster University* | *May 30, 2014*  *Ron Joyce Centre, Burlington, ON* |

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| Agenda | | | |
|  | SPEAKER | TOPIC / EVENT |  |
| 8:00am |  | Registration starts | Registration Desk is located at lobby – Next to the Auditorium |
| 8:15-8:55am |  | Breakfast | Auditorium |
| 8:55-9:05am | Sourav Ray  (McMaster) | Welcome etc. | Auditorium |
| 9:10-9:50 | Chuck Weinberg (British Columbia) | An Empirical Study of Uniform and Differential Pricing in the Movie Theatrical Market (Jing Yan , Jason Ho and Charles B. Weinberg) | Auditorium |
| 9:55-10:25 | Yuanfang Lin (Toronto) | The Blessing of Targeted Innovations in a Competitive Market (Yuanfang Lin, Amit Pazgal and David A. Soberman) | Auditorium |
| 10:25-10:40 |  | Discussant: Ruhai Wu (McMaster) |  |
| 10:40-10:55 |  | Break |  |
| 11:00-11:30 | Paul Messinger (Alberta) | A New Model of Asymmetric Competitive Structure Using Store-level Scanner Data (Fang Wu, Paul R. Messinger and Terry Elrod) | Auditorium |
| 11:30-11:45 |  | Discussant: Matthew Osborne (Toronto) |  |
| 11:50-12:20 | Yupin Yang (Simon Fraser) | Who Sponsors Whom and Why? An Empirical Investigation of Sports Sponsorships (Yupin Yang and Avi Goldfarb) | Auditorium |
| 12:20-12:35 |  | Discussant: Tirtha Dhar (UOIT) |  |
| 12:35-2:35 |  | Lunch + Poster Session (All poster presenters encouraged to be at their stations by 1:15pm) | Great Hall |
| 2:35-3:05pm | Tanya Mark (Guelph) | A Dynamic Segmentation Framework: Assessing Omnichannel Behavior of Customers (Tanya Mark, Jan Bulla, Rakesh Niraj and Ingo Bulla) | Auditorium |
| 3:05-3:20pm |  | Discussant: Sridhar Moorthy (Toronto) |  |
| 3:25-3:55pm | Kersi Antia (Western) | All for One, One for All: Governance and Bankruptcy in Franchisor-Franchisee Relationships (Kersi Antia, Sudha Mani and Kenneth Wathne) | Auditorium |
| 3:55-4:10pm |  | Discussant: Nicole Coviello (Wilfred Laurier) |  |
| 4:15-4:45pm | William Allender (McMaster) | Consumer Search and the Choice Overload Hypothesis (William Allender, Tim Richards and Sungho Park) | Auditorium |
| 4:45-5:00pm |  | Discussant: Mengze Shi (Toronto) |  |
| 5:00-6:00pm |  | Reception (Cash Bar), Posters, and Group Photo Session | Great Hall |
| 6:00-7:30pm |  | Dinner, Vote of Thanks | Great Hall |

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| Posters’ Session (Great Hall) | | |
| 1 | Moeen Butt (Western) | The Use and Abuse Of Tobin's Q in Academic Marketing Research (Co-Author: Neil Bendle) |
| 2 | Mansur Khamitov (Western) | Human Brands in Academia: Predictors of Successful Placement for Marketing Doctoral Graduates (Co-Author Neil Bendle) |
| 3 | Hamed Mehrabi (Laurier) | Institutional Effects on the Configuration Of Market-Based Capabilities: A Conceptual Framework (Co-Author: Nicole Coviello) |
| 4 | Hélène Moore (Ryerson) | Therapy Promotion Effectiveness in the Biotechnology Sector; An Empirical Analysis for Immunoglobulins on the German Market. |
| 5 | Alina Nastasoiu (Western) | The Intrinsic Value of Loyalty Points: A Dynamic Structural Model (Co-Author Mark Vandenbosch, Neil Bendle) |
| 6 | Anna Sadovnikova (McMaster) | Strategic Green Alliances and Firm Value Creation (Co-Author: Ashish Pujari) |
| 7 | Saeed Shekari (McMaster) | Industrial Product Performance Contracts in Multicomponent Systems Industries (Co-Author: Sourav Ray) |
| 8 | Shervin Shahrokhi Tehrani (Toronto) | Selling Your Product Through Competitors’ Outlets: Channel Strategy When Consumers Comparison Shop (Co-Authors: Yongmin Chen, Sridhar Moorthy) |
| 9 | Robert Waiser (Toronto) | Not Necessarily Sandbagging: Why Do Sales Managers Lobby for Bigger Budgets? |
| 10 | Chuck Wood (Duquesne) | When Market Leaders Leave Their Tier: Asymmetric Pricing in Online Sales of High Technology Products (Co-Authors: Sourav Ray, Paul Messinger) |