Quantitative Marketing and Economics
October 19 – 20, 2012
Duke University
Fuqua School of Business and Department of Economics

Sponsored by
James M. Kilts Center for Marketing, University of Chicago Booth School of Business
Springer Science+Business Media

Schedule
FRIDAY, OCTOBER 19TH

12:00 p.m. – 12:45 p.m.  LUNCH - THOMAS CENTER

12:45 p.m. – 1:00 p.m.  WELCOME - HCA

1:00 p.m. – 2:00 p.m.  SESSION 1 - HCA
“March of the Chains: Herding in Restaurant Locations”
Nathan Yang (Yale)
Discussant: Ting Zhu (British Colombia)

2:00 p.m. – 3:00 p.m.  SESSION 2 - HCA
“Homogenous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation”
Sanjog Misra (Rochester), Harikesh S. Nair, and Oystein Daljord (Stanford)
Discussant: Curt Taylor (Duke)

3:00 p.m. – 3:30 p.m.  BREAK - KIRBY READING ROOM

3:30 p.m. – 4:30 p.m.  SESSION 3 - HCA
“Marketing and the Economics of Convenience”
Bart J. Bronnenberg (Tilburg)
Discussant: Heski Bar-Isaac (Toronto)

4:30 p.m. – 5:30 p.m.  SESSION 4 - HCA
“Short Run Needs and Long Term Goals: A Dynamic Model of Thirst Management”
Guofang Huang, Ahmed Khwaja and K. Sudhir (Yale)
Discussant: Andrew Ching (Toronto)

6:00 p.m.  DINNER AND DICK WITTINK AWARD – THOMAS CENTER
SATURDAY, OCTOBER 20TH

8:00 a.m. – 9:00 a.m.  Breakfast – Available at Hotels

9:00 a.m. – 10:00 a.m. Session 5 - HCA
“Creative Destruction Among Grocery Stores”
Nan Yang (National University of Singapore)
Discussant: Paul Ellickson (Rochester)

10:00 a.m. – 11:00 a.m. Session 6 - HCA
John Lazarev (Stanford)
Discussant: Chris Conlon (Columbia)

11:00 a.m. – 11:30 a.m. Break – Kirby Reading Room

11:30 a.m. – 12:30 p.m. Session 7
“Mergers When Prices Are Negotiated: Evidence from the Hospital Industry”
Keith Brand (Federal Trade Commission), Gautam Gowrisankaran (Arizona, HEC Montreal and NBER), Aviv Nevo (Northwestern and NBER), and Robert Town (Wharton and NBER)
Discussant: JF Houde (Wharton)

12:30 p.m. – 1:30 p.m. Lunch – Thomas Center

1:30 p.m. – 2:30 p.m. Session 8 - HCA
“Tension at the Marketing – Sales Interface: Why Do Sales People Spend So Much Time Lobbying for Low Prices?”
Duncan Simester and Juanjuan Zhang (MIT)
Discussant: Anthony Dukes (USC)

2:30 p.m. – 3:30 p.m. Session 9 - HCA
“Discrete Games in Endogenous Networks: A Model of Network Effects on Consumer Choices”
Anton Badev (UPenn Economics)
Discussant: Sridhar Narayanan (Stanford)

3:30 p.m. – 4:00 p.m. Break – Kirby Reading Room

4:00 p.m. – 5:00 p.m. Session 10 - HCA
“A Theory of Social Coupons”
Upender Subramanian (UT Dallas)
Discussant: Jinhong Xie (Florida)