

2019 ISMS Doctoral Consortium - June 19th 2019			
	Time	Location	Discussion Leaders
Registration	8:30-9:30	Atrium, Ground Floor	
Plenary Session	9:30-10:30	Aula 3	
Welcome to the Marketing Science Doctoral Consortium	9:30-9:40		Fred Feinberg, Tülin Erdem, Russ Winer, Catherine Tucker
The Art of Publishing: A Panel Discussion	9:40-10:15		Christine Moorman (JM), K. Sudhir (Marketing Science), Rajdeep Grewal (JMR), Wes Hartmann (QME), Dmitri Kusov (Management Science), P. K. Kannan (IJRM)
The Reviewer and Reviewer Roles	10:15-10:30		Jagmohan Raju
Break	10:30-10:50	Atrium	
Break-Out Session 1	10:50-12:00		
Empirical		Aula 4	Rajdeep Grewal, P.K. Kannan, Fred Feinberg
Theory		Aula 5	Dmitri Kuksov, Devavrat Purohit, Jagmohan Raju
Lunch	12:00-1:30	Atrium	Doctoral Awards: Carl Mela and Vithala Rao
Break-Out Session 2	1:30-2:40		
Evolution of Retail Strategies		Aula 4	Kusum Ailawadi, Vithala Rao,
Marketing and Public Policy		Aula 5	JP Dubé, Anja Lambrecht, Bart Bronnenberg
Break	2:40-3:00	Atrium	
Break-Out Session 3	3:00-4:10		
Empirical		Aula 4	Sridhar Narayanan, Carl Mela, Tülin Erdem
Theory		Aula 5	Dina Mayzlin, Ganesh Iyer, Anthony Dukes
Causal Inference		Aula 6	Wes Hartmann, Puneet Manchanda, Harald Van Heerde
Break	4:10-4:30	Atrium	
Break-Out Session 4	4:30-5:40		
Econometric Modeling and ML in Marketing		Aula 4	Paul Ellickson, K. Sudhir,
Theory		Aula 5	Dave Godes, Sanjay Jain, Zsolt Katona
Digital Marketing		Aula 6	Yuxin Chen, Natalie Mizik, Jiwoong Shin
Break	5:40-6:00	Atrium	
Lightning talks	6:00-7:00	Aula 3	3 minutes per student. 20 students. 1 slide each.
Dinner	7:00:00-9:30	Atrium	
Hosted by: NYU-Stern and University of Roma Tre - Department of Business Studies			