

Tentative Conference Schedule

Conference Highlights and Notes

- The conference will start with breakfast at 8 am on Mon. June 9.
- Please make sure you are registered for the conference when you come in and pick up your registration packet.
- Annual citation award in marketing for 2024 & 2025 will be announced in the first session starting at 9 am on Mon. June 9 after the dean's welcome address.
- The award(s) will be given by Prof. Don Lehmann, the legendary, versatile researcher in marketing.
- This session (after coffee break) will be followed by three prolific authors who will offer tips on how to publish and be cited in top marketing journals.
- After lunch on the first day, we will have presentations by young/budding researchers.
- There will be two parallel sessions each with up to 4 presentations for 20 minutes, with comments/feedback from other researchers and GRBM research fellows.
- To appreciate the wide-ranging nature of research in marketing, we have organized the presentations not by topics but by the first-name alphabetical order of the presenting authors.
- The last presenter for each session (marked *) will be the designated chair of that session.
- The parallel sessions will be followed by drinks and dinner.
- On the second day (Tue. June 10), established senior researchers in marketing will be honored as GRBM Fellows.
- This session will be followed by marketing legends who will offer their perspective on retailing and marketing.
- In the afternoon, the Fellows will present their research for feedback and our knowledge, followed by drinks and dinner.
- The third day (Wed. June 11) will be devoted to presentations by the hosts (SMU-Cox faculty), and any other presentations that could not take place on the first two days.

Tentative Conference Schedule

Time	Title	Venue / Presenter / Coauthor(s)
MONDAY, JUNE 9		
Mon. June 9 8 – 9 am	Conference Registration	In Collins Atrium
Mon. June 9 8 – 9 am	Breakfast	In Collins Atrium
Mon. June 9 9 - 10 am	Welcome & Citation Award Ceremony	In Collins Crum Auditorium
	Welcome & Opening Remarks	<i>Dean Todd Milbourn</i>
	Selecting the most-cited author, article and journal in marketing for 2024/2025 – Method and Findings	<i>Raj Sethuraman</i>
	Announcing the Citation Award Winners for 2024/2025 Awards Distribution	<i>Raj Sethuraman</i> <i>Don Lehmann</i>
Mon. June 9 10 - 10.30 am	Coffee Break	In Collins Atrium
Mon. June 9 10.30 - 12	Plenary Session PLS1	In Collins Crum Auditorium
	How to publish (and be cited!) in top marketing journals - Tips by some top-notch researchers in marketing	<i>Dhruv Grewal</i> <i>V. Kumar</i> Winners of 2024/25 citation award - TBD
Mon. June 9 12 – 1.30 pm	Lunch Break	In Collins Atrium
NON-FELLOWS RESEARCH PRESENTATIONS		
Mon. June 9 1.30 – 3 pm	Parallel Session PRS1A <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 100
	A study of Retailer Advertising	Presenter: <i>Bhoomija Ranjan</i> Coauthors: Pradeep Chintagunta, Sanjay Dhar
	Understanding the customer journey through retail mobile applications.	Presenter: <i>Claudia Aguirre*</i> Coauthors: Juana Maria, Padilla Piernas, Pilar Barra Hernandez
	Shopping Value and Delivery Mode Choice: The Role of Internet Usage	Presenter: <i>Ian Sinapuelas</i>
	How Do Diminishing Returns and Dynamic Effects Influence Assortment Size-Sales Elasticity?	Presenter: <i>Juan Carlos Gazquez Abad*</i> Coauthors: Jose Luis Ruiz Real, Maria Del Mar, Martin Garcia, Juan Uribe Toril
Mon. June 9 1.30 – 3 pm	Parallel Session PRS1B <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 120
	Testing Validity of Probability-One Assumption in MS-Based Brand Choice Model	Presenter: <i>Kanghyun Yoon</i>
	The Impact of Private Label Products on Manufacturers' Innovation	Presenter: <i>Kohei Matsumato</i> Coauthor: Ann Shajoie Cui, Alan Malter
	Perceived complementarity as a driver of consumers' evaluation of a private label portfolio and its implications for the retail brand	Presenter: <i>Lukas Stoppacher</i> Coauthor: Thomas Forscht
	Offline vs. Online Retail in the Sports Equipment Sector	Presenter: <i>Jose Luis Ruiz-Real*</i> Coauthors: Maria del Mar Martin Garcia, Juan Carlos Gazquez Abad
Mon. June 9	Coffee Break	

3 - 3.30 pm		
Mon. June 9 3.30 – 5 pm	Parallel Session PRS2A <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 100
	Sleepiness Decreases Preference for Mass-Market Brands	Presenter: <i>Manhui Jin</i> Coauthor: Narayan Janakiraman, Zhiyong Yang, Ashesh Mukherjee
	Leveraging Panel Data in Retailing Research With Machine Learning Analytics: an Empirical Application	Presenter: Michael Azzone Coauthor: Mattia Quartuccio, Alessandro Iuffmann Ghezzi
	Optimizing steal promotions	Presenter: <i>Sajeev Nair</i> Coauthor: Kissan Joseph
	A Taxonomy of Private Label Strategies	Presenter: <i>Raj Sethuraman*</i> Coauthors: Kissan Joseph
Mon. June 9 3.30 – 5 pm	Parallel Session PRS2B <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 120
	Determinants of PLB Loyalty; the conditional effect of price and brand sensitivities	Presenter: <i>Sedki Karoui</i> Coauthors: Samy Belaid, Dorsaf Fehri, Jerome Laceuihe
	Doing good by doing healthy: Investor responses to changes in product formulations	Presenter: <i>Sertan Ervaci / Kissan Joseph</i> Coauthors: Murali Mantrala, Manfred Krafft
	Customer Journey Paradigms in Meta-Commerce Platforms: Insights from Digital-Native Users	Presenter: <i>Yeo Jin Jung</i>
Mon. June 9 5.30–6.30 pm	Drinks	Venue - TBD
Mon. June 9 6.30 – 8 pm	Dinner	Venue - TBD
TUESDAY, JUNE 10		
Tue. June 10 8 – 9 am	Conference Registration	In Collins Atrium
Tue. June 10 8 – 9 am	Breakfast	In Collins Atrium
Tue. June 10 9 -10 am	Welcome & Fellows Honoring Ceremony	In Collins Crum Auditorium
	Welcome & Opening Remarks	<i>Dean Todd Milbourn</i>
	Introducing and honoring the Global Retail Brand Management (GRBM) Fellows	<i>Raj Sethuraman</i>
	Highlighting JR & JGM	<i>Presenters - TBD</i>
Tue. June 10 10-10.30 am	Coffee Break	In Collins Atrium
Tue. June 10 10.30 –12	Plenary Session PLS2	In Collins Crum Auditorium
	The Future of Marketing / Retailing Presentation by some thought leaders	<i>Dave Reibstein</i> <i>Dipak Jain</i> <i>Corporate Speaker (TBD)</i>
Tue. June 10 12 – 1.30 pm	Lunch Break	In Collins Atrium

GRBM FELLOWS PRESENTATIONS		
Tue. June 10 1.30 – 3 pm	Parallel Session PRS3A <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 100
	Anti-Racist Rebranding	Presenter: <i>Amna Kirmani</i> Coauthors: Andy Li, Ted Matherly, Julian De Freitas
	Upstream Retailer Control of the Brand: Vertical Restraints and the Law	Presenter: <i>Anthony Dukes</i>
	Retail Profitability through Personalized Pricing of Add-On Products: Evidence from Extended Warranties	Presenter: <i>Dinesh Gauri</i>
	Consumer Vulnerability in the Mainstream: Default and Consent in the Digital Economy	Presenter: <i>Dipankar Chakravarti*</i> Coauthors: Prashant Mishra
Tue. June 10 1.30 – 3 pm	Parallel Session PRS3B <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 100
	Brand Friendship	Presenter: <i>Don Lehmann</i> Coauthors: Byung Cheol Lee, Lan Nguyen Chaplin
	Preferences for Private Labels and No-Brand: A Multi-Category, Longitudinal Analysis	Presenter: <i>Frank Mulhern</i> Coauthors: Martin Block, Larry DeGaris
	Toward a Theory of Inter-Tier Price Promotional Competition in the Context of New Product Introduction	Presenter: <i>K. Sivakumar</i>
	Advertising Impact on Customer Acquisition and Retention for Subscriptions of Physical Goods: A Field Experiment	Presenter: <i>Kirthi Kalyanam*</i> Coauthors: Raphael Thomadsen, Nan Zhao
Tue. June 10 3 - 3.30 pm	Coffee Break	In Collins Atrium
Tue. June 10 3.30 – 5 pm	Parallel Session PRS4A <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 100
	Product Returns as Reminder Advertising: An Empirical Investigation	Presenter: <i>Kissan Joseph</i>
	Navigating Academic Research in Retailing in Today's Digital World: The Role of AI in Gaming and Consumer Behavior	Presenter: <i>Minakshi Trivedi</i>
	CPG Brand-Retailer Collaboration in the Face of Disruptions	Presenter: <i>Murali Mantrala</i>
	A Method for Asynchronous Time Series Analysis with Marketing Applications	Presenter: <i>Prasad Naik*</i> Coauthors: Eda Shehu, Daniel Zathedeschi
Tue. June 10 3.30 – 5 pm	Parallel Session PRS4B <u>Retail Marketing Strategy and Consumer Behavior</u>	In Collins Room 100
	Inter-departmental Proximity on Joint Sales in Retail Stores	Presenter: <i>Praveen Kopalle</i>
	Navigating Retail Disruptions: A Framework for Understanding the Macro-Event Impact on Retail Business Innovation	Presenter: <i>Shankar Ganesan</i>
	Influencer Rules: A Conceptual Framework for Embedding Influencer Strategy within Marketing Strategy	Presenter: <i>Sridhar Balasubramanian</i> Coauthors: Jiaming Wei, Durga Nagarajan
	Group or Individual Sales Incentives? What is Best?	Presenter: <i>Subramanian Balachander*</i>

Tue. June 10 5.30–8 pm	Drinks & Dinner	Venue - TBD
WEDNESDAY, JUNE 11		
Wed. June 11 8 – 9 am	Breakfast	In Collins Atrium
Wed. June 11 9 – 11 am	Plenary Session PLS3	In Collins Crum Auditorium
	Building retailer managerial capital in emerging markets Agentic AI in retailing Second- and third-order effects of Ecommerce	<i>Pradeep Chintagunta</i> <i>Venky Shankar</i> <i>Ed Fox</i>
Wed. June 11 11 am – noon	Formal tour: Cox Business School Building	
12 – 1 pm	Box Lunch & End of Conference	In Collins Atrium

*session chair