

# Cracking the Code: Leveraging Consumer Psychology to Drive Profitability

May 21<sup>st</sup>, 2010

Owen Graduate School of Management, Vanderbilt University

## **BREAKFAST – 8:00 – 8:45 (1<sup>st</sup> Floor of the Embassy Suites)**

8:45: Travel to the Owen School – Vanderbilt faculty will serve as guides

## **SESSIONS WILL BE HELD IN AVERBUCH LECTURE HALL**

9:15 – 9:30: **Welcome: Dean Jim Bradford**

9:30 – 10:00: **Managing the Marketing Mix to Drive Brand Consideration and Choice**

Steven S. Posavac, *Vanderbilt University*  
David M. Sanbonmatsu, *University of Utah*  
Shailendra Pratap Jain, *University of Washington*

10:00 – 10:30: **Bridging Theory and Practice: A Conceptual Model of Relevant Research**

Bernd Schmitt, *Columbia University*

10:30 – 11:00: **Conceptualizing, Measuring, and Managing Radically New Products**

Steve Hoeffler, *Vanderbilt University*  
Michal Herzenstein, *University of Delaware*

## **BREAK – 11:00 – 11:15 (Owen Atrium)**

11:15 – 11:45: **How Managerial Action can Benefit from Research Insights on Non-Conscious Processes of Consumption**

Martin Reimann, *University of Southern California*  
Raquel Castaño, *EGADE Business School, Tecnologico de Monterrey*  
Claudia Quintanilla, *EGADE Business School, Tecnologico de Monterrey*  
Israel Martinez, *EGADE Business School, Tecnologico de Monterrey*

11:45 – 12:15: **Comparative Advertising Research: Insights and Issues**

Kyra Blower, *University of Washington*  
Meng-Hua Hsieh, *University of Washington*  
Shailendra Pratap Jain, *University of Washington*  
Steven S. Posavac, *Vanderbilt University*

12:15 – 12:45: **Where to Draw the Line: Managerial Implications of Behavioral Research on Deceptive Advertising**

Vincent Xie, *University of Massachusetts – Boston*  
David M. Boush, *University of Oregon*

**LUNCH – 12:45 – 2:00 (Owen Atrium)**

2:00 – 2:30: **Visual vs. Verbal Information Incongruity in Print Advertisements**

Yeqing Bao, *University of Alabama in Huntsville*  
Shi Zhang, *University of California, Los Angeles*  
James T. Simpson, *University of Alabama in Huntsville*

2:30 – 3:00: **How To Target Diverse Customers: An Advertising Typology and Prescriptions from Social Psychology**

Anne M. Brumbaugh, *College of Charleston*

3:00 – 3:30: **Brand Experience: Managerial Applications of a New Consumer-Psychology Concept**

J. Joško Brakus, *Brunel University*  
Bernd Schmitt, *Columbia University*  
Lia Zarantonello, *Università Bocconi*

3:30 – 4:00: **Success Stories: How Marketing Managers Can Leverage the Psychology of Narratives**

Jennifer Escalas, *Vanderbilt University*

**BREAK – 4:00 – 4:30 (Owen Atrium)**

4:30 – 5:00: **Consumer-Generated Product Reviews: Their Effect on Consumers and Marketers**

Ohyoon Kwon, *University of Texas*  
Yongjun Sung, *University of Texas*

5:00 – 5:30: **Negativity and Customer Satisfaction: Its Managerial Implications**

Keiko Powers, *J.D. Power and Associates*

5:30 – 6:00: **Improving the Predictive Power of Consumer Research by Measuring Naturally-Occurring Judgments**

Maria L. Cronley, *Miami University*

Frank R. Kardes, *University of Cincinnati*

Susan P. Mantel, *Ball State University*

Hélène Deval, *University of Cincinnati*

6:00 – 6:30: **Marketing Insights from a Model of Action and Empirical Findings**

Geraldine Fennell, *University of Texas – San Antonio*

**DINNER – 6:45 (Owen Atrium)**