Cracking the Code: Leveraging Consumer Psychology to Drive Profitability

May 21st, 2010

Owen Graduate School of Management, Vanderbilt University

BREAKFAST – 8:00 – 8:45 (1st 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)