



SHETH FOUNDATION WINTER MARKETING CAMP

Speakers (1995—Now)

Ahearne, Michael (2011)
Amaldoss, Wilfred (2017)
Bagozzi, Richard P. (1997)
Baumgartner, Hans (2003)
Bettman, James (2011)
Bolton, Ruth (2003)
Broniarczyk, Susan (2002)
Brucks, Merrie (2000)
Campbell, Meg (2017)
Chakravarthi, Dipankar (1996)
Coleman, Nicole (2012)
Cui, Tony (2018)
Dahl, Darren (2014)
Deighton, John (2006)
Deshpande, Rohit (1997)
Dickson, Peter (1999)
Eliashberg, Jehoshua (2000)
Erdem, Tulin (2007)
Feinberg, Fred (2015)
Frazier, Gary (2012)
Geylani, Tansev (2005, 2014)
Godes, David (2012)
Green, Paul (1997)
Gupta, Sachin (2017)
Haugtvedt, Curtis (1999)
Huber, Joel (2008)
Hulland, John (2002)
Hult, Tomas (2010)
Hutchinson, J. Wesley (1998)
Inman, Jeff (2008, 2011)
Janiszewski, Chris (2009)
Jap, Sandy (2008)
Johar, Gita (2015)
Kahn, Barbara (2001)
Keller, Kevin Lane (1995, 2014)
Kirmani, Amna (2018)
Kohli, Ajay K. (1998)
Kuksov, Dmitri (2015)
Lamberton, Cait (2009)
Lehmann, Donald R. (2001)
Lynch, John (1995)
MacInnis, Deborah (2016)
Manchanda, Puneet (2016)
McAlister, Leigh (2005)
McGill, Ann (2010)
Mela, Carl (2016)
Meyers-Levy, Joan (2000)
Mittal, Vikas (2006, 2018)
Mizik, Natalie (2017)
Moorman, Christine (2004)
Moreau, C. Page (2013)
Morwitz, Vicki (2016)
Nenkov, Gergana (2004)
Neslin, Scott (1995)
Netzer, Oded (2013)
Park, C. Whan (2004)
Peck, Joann (2012)
Price, Linda (2001)
Raju, Jagmohan S. (1999)
Ratchford, Brian T. (1998)
Ross, Wilbur T. (2009)
Rust, Roland (2000)
Sheth, Jagdish (2004)
Shimp, Terence (2005)
Shugan, Steven (2003)
Simester, Duncan (2010)
Srivastava, Rajendra (2004)
Staelin, Rick (2005)
Sterthal, Brian (1996)
Stilley, Karen (2008)
Sudhir, K. (2018)
Swaminathan, Vanitha (2003, 2007)
Tellis, Gerald J. (2007)
Tyagi, Rajeev (2009)
Venkatesh, R. (2006)
Villas-Boas, Miguel (2011)
Vohs, Kathleen (2014)
Wansink, Brian (2007)
Weinberg, Charles (2002)
White, Katherine (2015)
Winer, Russell (2006)
Wittink, Dick R. (2001)
Zeithammer, Robert (2013)
Zhang, John (2008)

**SHETH FOUNDATION WINTER MARKETING CAMP
AT THE UNIVERSITY OF PITTSBURGH**

	DATE	LOCATION	SPEAKER/PAPER
I	February, 1995	Seven Springs Resort	<u>Kevin Keller</u> – ??? <u>John Lynch</u> – ??? <u>Scott Neslin</u> – <i>The Relationship between EDLP Pricing and Repeat Purchasing</i>
II	February 25–27, 1996	Seven Springs Resort	Dipankar Chakravarthi Brian Sternthal
III	January 30- February 2, 1997	Hidden Valley Resort	<u>Rohit Deshpande</u> -- <i>Factors Affecting Organizational Performance: A Five-Country Comparison</i> <u>Richard P. Bagozzi</u> – <i>Goal-Directed Emotions</i> <u>Paul E. Green</u> -- <i>Higher-Order Segmentation: A Procedure for Amalgamating Separate Partitions of the Same Data Base</i>
IV	February 4-6, 1998	Seven Springs Resort	<u>Ajay K. Kohli</u> -- <i>Learning and Performance Orientation of Salespeople: The Role of Supervisors</i> <u>Brian T. Ratchford</u> – <i>The Economics of Consumer Knowledge</i> <u>J. Wesley Hutchinson</u> – <i>Allocation Decisions Based on Graphs and Tables: The Effects of Concept-Driven Expectations and Data-Driven Heuristics</i>
V	February 10-12, 1999	Seven Springs Resort	<u>Peter R. Dickson</u> – <i>Relationship Innovation Decision Calculus</i> <u>Curtis Haugtvedt</u> – <i>Humor Can Either Enhance or Disrupt Message Processing: The Moderating Role of Humor Relevance</i> <u>Jagmohan S. Raju</u> – <i>Marketing Information and Firm Performance</i>
VI	January 26-28, 2000	Seven Springs Resort	<u>Merrie Brucks</u> – ??? <u>Jehoshua Eliashberg</u> – <i>Structuring the New Product Development Pipeline</i> <u>Joan Meyers-Levy</u> -- <i>Using Figurative Properties of Ad Pictures to Communicate with Consumer</i> <u>Roland T. Rust</u> -- <i>Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing Decisions</i>

	DATE	LOCATION	SPEAKER/PAPER
VII	February 7-9, 2001	Seven Springs Resort	<p><u>Dick R. Wittink</u> – <i>Flexible Decomposition of Sales Promotion Effects Using Store-Level Scanner Data</i></p> <p><u>Linda L. Price</u> – <i>The Creation and Maintenance of Family Heirlooms</i></p> <p><u>Barbara E. Kahn</u> – <i>The Impact of Perceived Variety on Consumption Quantity</i></p> <p><u>Donald R. Lehmann</u> – <i>Quantitative Empirical Generalizations and Progress Toward Knowledge: Pushing the Meta-Analysis Envelope</i></p>
VIII	February 13-15, 2002	Seven Springs Resort	<p><u>Chuck Weinberg</u> – <i>Rivalry Beyond Profits: An Equilibrium Analysis of Price Competition Involving Nonprofit Organizations</i></p> <p><u>Susan Broniarczyk</u> – <i>Conflicting Product Advice: The Role of Prior Beliefs and Goals on Consumer Advice Assessment and Utilization</i></p> <p><u>John Hulland</u> – <i>Online Firm Performance and Incidence: The Roles of Outside-In, Spanning, and Inside-Out Capabilities: Distribution Scope, Previous Success, and Environmental Turbulence</i></p>
IX	February 5-7, 2003	Seven Springs Resort	<p><u>Hans Baumgartner</u> – <i>An Integrative Procedure for Assessing Construct Validity Across Items and Over Time</i></p> <p><u>Ruth Bolton</u> -- <i>Price-Based Global Market Segmentation for Services</i></p> <p><u>Steven Shugan</u> – <i>Advance Selling of Branded Services</i></p> <p><u>Vanitha Swaminathan</u> – <i>A Model of Trial and Repeat of a New Brand-Introduction</i></p>
X	February 18-20, 2004	Seven Springs Resort	<p><u>Jagdish N. Sheth</u> – <i>The Rule of Three</i></p> <p><u>Gergana Nenkov</u> – ???</p> <p><u>C. W. Park</u> – <i>Brand Equity: Theory, Measurement, and Management Issues</i></p> <p><u>Rajendra Srivastava</u> – <i>Managing Marketing Effectiveness</i></p> <p><u>Christine Moorman</u></p>
XI	February 23-25, 2005	Seven Springs Resort	<p><u>Leigh McAlister</u> – <i>Modeling a Brand's Customer Mix</i></p> <p><u>Tansev Geylani</u> – <i>Image Reinforcement or Impairment: The Effects of Co-Branding on Attribute Uncertainty</i></p> <p><u>Richard Staelin</u> – <i>When Being Different is Better: An Analysis of Cross-Function and Same-Function Alliances</i></p> <p><u>Terence Shimp</u> – <i>Consumer Testimonials as Self-Generated Advertisements: Evaluative Reconstruction Following Product Usage</i></p>

	DATE	LOCATION	SPEAKER/PAPER
XII	February 22-24, 2006	Seven Springs Resort	<u>John Deighton</u> – <i>Consumer Identity in the Information Age</i> <u>Vikas Mittal</u> – <i>Publish and Prosper: The Financial Impact of Publishing by Marketing Faculty</i> <u>R. Venkatesh</u> – <i>Sole Entrant, Co-opter or Component Supplier: Optimal End-Product Strategies for Manufacturers of Proprietary Component Brands</i> <u>Russell Winer</u> – <i>Comments on the State of the Field of Marketing</i>
XIII	February 11-13, 2007	Seven Springs Resort	<u>Tulin Erdem</u> – <i>Decomposing Reference Price Effects</i> <u>Vanitha Swaminathan</u> – <i>Dual Emphasis and Financial Performance: The Case of Horizontal Mergers</i> <u>Gerard J. Tellis</u> – <i>Radical Innovation in Firms Across Nations</i> <u>Brian Wansink</u> – <i>The Biasing Health Halos of Fast Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-Dish Consumption Intentions</i>
XIV	February 20-22, 2008	Seven Springs Resort	<u>Joel Huber</u> – <i>Reference Dependence in Iterative Choices</i> <i>The Value of Sticky Articles</i> <u>Jeff Inman and Karen Stilley</u> – <i>Spending on the Fly: Mental Budgets, Promotions, and Spending Behavior</i> <u>Sandy Jap</u> – <i>Electronic vs. Physical Market Mechanisms: A Multi-Year Investigation in a Market for Products of Uncertain Quality</i> <u>Z. John Zhang</u> – <i>A Theory of Combative Advertising</i>
XV	January 28-30, 2009	Seven Springs Resort	<u>Chris Janiszewski</u> – <i>The Affective Consequences of Alpha-Numeric Branding</i> <u>Cait Poynor</u> – <i>Monster or Motivator? The Impact of Consumer Envy on Person and Product Perceptions</i> <u>William T. Ross</u> – <i>Why Most Sales Forces are Employees: A Meso Analysis of Vertical Integration</i> <u>Rajeev K. Tyagi</u> – <i>The Benefits of Upward Channel Decentralization</i>
XVI	February 3-5, 2010	Seven Springs Resort	<u>Tomas Hult</u> -- <i>Stakeholders, Customer Satisfaction, and Performance</i> <u>Ann McGill</u> – <i>Self and the Extended Possessions: Adopting Traits of Anthropomorphized Brands</i> <u>Duncan Simester</u> – <i>Why Are Bad Products so Hard to Kill?</i>

	DATE	LOCATION	SPEAKER/PAPER
XVII	February 9-11, 2011	Seven Springs Resort	<p><u>Michael Ahearne</u> – <i>Why Are Some Salespeople Better at Adapting to Organizational Change?</i></p> <p><u>James Bettman</u> – <i>Retirement, Scarcity of Life, and Prospective Temporal Judgments</i></p> <p><u>Jeff Inman</u> – <i>The Double-Edged Sword of Signaling Effectiveness: When Salient Marketing Cues Curb Post-Purchase Consumption</i></p> <p><u>Miguel Villas-Boas</u> – <i>Optimal Search for Product Information</i></p>
XVIII	2012	Seven Springs Resort	<p><u>Gary Frazier</u> – <i>Contracts, Extracontractual Incentives, and Ex Post Behavior in Franchise Channel Relationships</i></p> <p><u>David Godes</u> – <i>Product Policy in Markets with Word-of-Mouth Communication</i></p> <p><u>Joann Peck</u> – <i>Individual Differences in Interpersonal Touch: Development of the Comfort with Interpersonal Touch (CIT) Scale</i></p> <p><u>Nicole Verrochi Coleman</u> – <i>Emotional Reactions to Stockouts: Predicting Retaliatory Behaviors</i></p>
XIX	Jan 30-Feb 1, 2013	Seven Springs Resort	<p><u>C. Page Moreau</u> – <i>Impress Yourself: Self-Signaling and Product Design</i></p> <p><u>Oded Netzer</u> – <i>Dynamic Targeted Pricing in B2B Settings</i></p> <p><u>Robert Zeithammer</u> – <i>Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets</i></p>
XX	Jan 29-31, 2014	Seven Springs Resort	<p><u>Darren Dahl</u> – <i>Does the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers' Desire for the Brand</i></p> <p><u>Tansev Geylani</u></p> <p><u>Kevin Lane Keller</u> – <i>The Effects of Brand Name Structure on Brand Extension Evaluations and Parent Brand Dilution</i></p> <p><u>Kathleen Vohs</u> – <i>With Friends Like These, Who Needs Money? Feeling Socially Supported Weakens the Desire for Money</i></p>
XI	Jan 28-30, 2015	Seven Springs Resort	<p><u>Fred Feinberg</u> – <i>Deal-Makers and Deal-Breakers: A Cognitively Plausible Model of Mate Choice</i></p> <p><u>Gita Johar</u> – <i>Products as Self-Evaluation Standards</i></p> <p><u>Dmitri Kuksov</u> – <i>Signaling Value Through Assortment</i></p> <p><u>Katherine White</u> – <i>I Shared What You Did Last Summer: Indirect Impression Management and Subsequent Prosocial Behaviors</i></p>

	DATE	LOCATION	SPEAKER/PAPER
XXII	Jan 27-29, 2016	Seven Springs Resort	<p><u>Puneet Manchanda</u> – <i>Quantifying Cross and Direct Network Effects in Online C2C Platforms</i></p> <p><u>Debbie MacInnis</u> – <i>The Effects of Curiosity-Evoking Events on Activity Enjoyment</i></p> <p><u>Carl Mela</u> – <i>Online Marketplace Advertising</i></p> <p><u>Vicki Morwitz</u> – <i>Because We're Partners: How Social Values and Relationship Norms Influence Consumer Payments in Pay-What-You-Want Contexts</i></p>
XXIII	Jan 25-27, 2018	Seven Springs Resort	<p><u>Wilfred Amaldoss</u> – <i>Reference-Dependent Utility, Product Variety and Price Competition</i></p> <p><u>Meg Campbell</u> – <i>The Role of Inferred Harm in Perceptions of Price (Un)Fairness</i></p> <p><u>Sachin Gupta</u> – <i>Spillover Benefits of Marketing Exclusively to Free Patients at Aravind Eye Hospital</i></p> <p><u>Natalie Mizik</u> – <i>How Incentives Shape Strategy: The Role of CMO and CEO Compensation in Inducing Marketing Myopia</i></p>
XXIV	Jan 24-26, 2018	Seven Springs Resort	<p><u>Tony Cui</u> – <i>Competitive Analysis of Hierarchically Strategic Firms</i></p> <p><u>Amna Kirmani</u> – <i>Marketplace Morality and Consumer Behavior</i></p> <p><u>Vikas Mittal</u> – <i>Political Identity and Consumer Behavior</i></p> <p><u>K. Sudhir</u> – <i>Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard</i></p>
XXV			