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|            |                   | Scott Neslin – The Relationship between EDLP Pricing and Repeat Purchasing |
| II         | February 25–27, 1996 | Dipankar Chakravarthi |
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|            |                   | Paul E. Green -- Higher-Order Segmentation: A Procedure for Amalgamating Separate Partitions of the Same Data Base |
| IV         | February 4-6, 1998 | Ajay K. Kohli -- Learning and Performance Orientation of Salespeople: The Role of Supervisors |
|            | Seven Springs Resort | Brian T. Ratchford – The Economics of Consumer Knowledge |
|            |                   | J. Wesley Hutchinson – Allocation Decisions Based on Graphs and Tables: The Effects of Concept-Driven Expectations and Data-Driven Heuristics |
| V          | February 10-12, 1999 | Peter R. Dickson – Relationship Innovation Decision Calculus |
|            | Seven Springs Resort | Curtis Haugtvedt – Humor Can Either Enhance or Disrupt Message Processing: The Moderating Role of Humor Relevance |
|            |                   | Jagmohan S. Raju – Marketing Information and Firm Performance |
| VI         | January 26-28, 2000 | Merrie Brucks – ???
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|            |                   | Roland T. Rust -- Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing Decisions |</p>
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Linda L. Price – The Creation and Maintenance of Family Heirlooms  
Barbara E. Kahn – The Impact of Perceived Variety on Consumption Quantity  
Donald R. Lehmann – Quantitative Empirical Generalizations and Progress Toward Knowledge: Pushing the Meta-Analysis Envelope |
Susan Broniarczyk – Conflicting Product Advice: The Role of Prior Beliefs and Goals on Consumer Advice Assessment and Utilization  
John Hulland – Online Firm Performance and Incidence: The Roles of Outside-In, Spanning, and Inside-Out Capabilities: Distribution Scope, Previous Success, and Environmental Turbulence |
| IX         | February 5-7, 2003 | Hans Baumgartner – An Integrative Procedure for Assessing Construct Validity Across Items and Over Time  
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Steven Shugan – Advance Selling of Branded Services  
Vanitha Swaminathan – A Model of Trial and Repeat of a New Brand-Introduction |
| X          | February 18-20, 2004 | Jagdish N. Sheth – The Rule of Three  
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C. W. Park – Brand Equity: Theory, Measurement, and Management Issues  
Rajendra Srivastava – Managing Marketing Effectiveness  
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Tansev Geylani – Image Reinforcement or Impairment: The Effects of Co-Branding on Attribute Uncertainty  
Richard Staelin – When Being Different is Better: An Analysis of Cross-Function and Same-Function Alliances  
Terence Shimp – Consumer Testimonials as Self-Generated Advertisements: Evaluative Reconstruction Following Product Usage |
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  David Godes – Product Policy in Markets with Word-of-Mouth Communication  
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  Kathleen Vohs – With Friends Like These, Who Needs Money? Feeling Socially Supported Weakens the Desire for Money |
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  Gita Johar – Products as Self-Evaluation Standards  
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| XXIII   | Jan 25-27, 2018     | Wilfred Amaldoss – *Reference-Dependent Utility, Product Variety and Price Competition*  
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