Jeudi 14 mai 2009

8:00 - 8:50 Inscription

8:50 - 9:00 Séance d'ouverture

9:00 - 10:00 Séance plénière 1, Président: Georges Zaccour

Meta Analysis of Multi-Brand, Multi-Outlet Channel Systems
Richard Staelin, The Fuqua School of Business, Duke University, USA

10:00 - 10:30 Pause-café

10:30 - 12:30 Session I, Président: Mark Parry

Group Buying Mechanisms under Quantity Discounts
Rachel R. Chen, University of California, Davis, USA, **Cuihong Li**, University of Connecticut, USA, **Rachel Q. Zhang**, HKUST, Hong Kong.

Disclosing Multiple Product Attributes
Monic Sun, Stanford University, USA

On the Effects of Myopia in Marketing Channels Under the Dual-Role of Prices
Sihem Taboubi, GERAD, HEC Montréal, Canada, **Guiomar Martín-Herrán**, Universidad de Valladolid, Spain, **Georges Zaccour**, GERAD, HEC Montréal, Canada

Resale Price Maintenance, Channel Breadth, and Heterogeneous Retailers
Charles A. Ingene, University of Mississippi, USA, **Mark Parry**, University of Missouri, USA

12:30 -14:00	Dîner
14:00 -16:00	Session 2, Président: Raphael Thomadsen

The Effect of Persuasive Advertisements on Product Line Decisions in a distribution Channel
Sreya Kolay, University of California, Irvine, USA

Product Strategy for Commercial Open Source Software
Vineet Kumar, **Brett Gordon**, **Kannan Srinivasan**, Carnegie Mellon University, USA

Does Manufacturer Advertising Crowd-In or Crowd-Out Retailer Advertising?
Robert Ridlon, Sungkyunkwan University GSB, Korea

Seeking an Aggressive Competitor: How a Competitor's Product Line Extensions Can Increase Profits for All Firms
Raphael Thomadsen, UCLA, USA

16:00 -16:30	Pause-café
16:30 -17:30	Exposé magistral I, Président: Arcan Nalca

Coordination Mechanisms in Marketing Channels: A Survey of Game Theory Models
Charles A. Ingene, University of Mississippi, USA, **Sihem Taboubi, Georges Zaccour**, GERAD, HEC Montréal, Canada

19:30 -	Souper

Vendredi 15 mai 2009

9:00 - 10:00	Séance plénière 2, Présidente: Sihem Taboubi

Consequences of Using a Category Captain

Jagmohan S. Raju, Wharton, University of Pennsylvania, USA

10:00 - 10:30 Pause-café

10:30 - 12:30 Session 3, Président: Rajeev Tyagi

Bundling and predatory pricing: a new perspective
Andrea Mantovani, University of Bologna, Italy

Competitive Price-Matching Guarantees in an Uncertain Demand Environment
Arcan Nalca, Queen's School of Business, Canada

Optimal Pricing for a Firm in Recession Periods Producing a Conspicuous Product
Peter M. Kort, Tilburg University, The Netherlands

The Effects of Consumer Overestimation and Underestimation Biases on Pricing Plans
Sreya Kolay, Rajeev Tyagi, University of California, Irvine, USA

12:30 -14:00 Dîner

14:00 -16:00 Session 4, Président: Anthony Dukes

Optimal Reverse-Pricing Mechanisms
Robert Zeithammer, UCLA, USA, **Martin Spann**, University of Passau, Germany, **Gerald Haubl**, University of Alberta, Canada

Innovation Adoption and Entry Defense under Spillovers
Chun (Martin) Qiu, McGill University, Canada

Customer Ambivalence Toward Interpersonal Conflict: A

	Psychoanalytic Game Theory Perspective **Haithem Zourrig, Issam Telahigue**, UQÀM, Canada, **Jean-Charles Chebat**, HEC Montréal, Canada
	The Role of Quality in a Channel with Asymmetric Retailers **Anthony Dukes**, University of Southern California, USA
16:00 -16:30	Pause-café
16: 30 - 17:30	Exposé magistral II, Président: Peter M. Kort
	Experimental Game Theory Methods for Behavioral Marketing Science **Paul Messinger,** University of Alberta, Canada
19:30 -	Souper