

Workshop on Game Theory in Marketing Channels

Program

Friday, November 6, 2009

- 8:30 – 8:50 **Registration**
- 8:50 – 9:00 **Welcome address** Room Marie-Husny
- 9:00 – 10:20 **Session 1** Chair: Anne Coughlan Room Marie-Husny
Impact of Consumer-returns on the Optimal Manufacturer>Returns Policy
Ramarao Desiraju, University of Central Florida
State-Dependent Sales Force Compensation: The Case of Pharmaceutical Detailing
Anne Coughlan, Northwestern University
- 10:20 – 10:50 **Coffee break**
- 10:50 – 12:10 **Session 2** Chair: Sudheer Gupta Room Marie-Husny
Distribution Channels and Price Adjustment Costs
Sourav Ray, McMaster University
Strategic Inventories and Channel Structure
Sudheer Gupta, Simon Fraser University
- 12:10 – 13:30 **Lunch**
- 13:30 – 15:30 **Session 3** Chair: Enkyu Lee Room Marie-Husny
Joint Promotions in Channels
Salma Karray, University of Ontario Institute of Technology
Resale Price Maintenance without Free-Riding: The Effects of Retail Heterogeneity
Mark Parry, University of Missouri-Kansas City
Store Brand Quality and Retailer's Product Line Design
Enkyu Lee, Syracuse University
- 15:30 – 16:00 **Coffee break**

16:00 – 17:20 **Session 4** Chair: Georges Zaccour Room Marie-Husny

The Length of Product Line in Distribution Channels

Yunchuan Liu, University of Illinois

Dual Role of Price in Marketing Channels

Georges Zaccour, HEC Montréal

19:00 – **Dinner**

Saturday, November 7, 2009

9:00 – 10:20 **Session 5** Chair: S. Chan Choi Room Serge-Saucier

How Brand Image and Product Characteristics Can Govern ODM and OBM Decisions

Fabio Caldieraro, University of Washington

Location of a Branded Retail Store with Informative Advertising

S. Chan Choi, Rutgers University

10:20 – 10:50 **Coffee break**

10:50 – 12:10 **Session 6** Chair: Charles Ingene Room Serge-Saucier

Warehouse Club Pricing: The Role of Assortment

Anthony Dukes, University of Southern California

On the Proper Measure of Competition in Linear-Demand Models of Distribution Channels

Charles Ingene, The Hong Kong Polytechnic University

12:10 – **Lunch**