MULTI-CHANNEL MARKETING IN INTERACTIVE ENVIRONMENTS

FRIDAY, MAY 6, 2005 (KMC 4-120)

8:30-9:20 Breakfast/ Check in

9:20-9:30 Welcome & Introductory Remarks
Henry Assael & Russell Winer, New York University

MORNING: B-TO-C MULTI-CHANNEL INTERACTIVE MARKETING

9:30-10:15 Effects of Multi-Channel Characteristics on Consumer Behavior
Ruby Roy Dholakia, University of Rhode Island

10:15-10:30 Coffee break

10:30-11:15 Perceived Risk and the Role of Signals in On and Offline Shopping
Dipayan Biswas, Bentley College

11:30-12:15 Measurement Issues in Evaluating Effectiveness of Multi-Channel Environments, Rick Bruner, Doubleclick

12:15-1:30 Lunch (Barr-Kawamura Commons, KMC 5-50)

AFTERNOON: B-TO-B MULTI-CHANNEL INTERACTIVE MARKETING

1:30-2:15 Factors Affecting Purchase Behavior in Business-to-Business Multi-Channel Environments, V. Kumar, University of Connecticut

2:15-2:30 Coffee break

2:30-3:15 Entry Barriers to Manufacturers in Going Online
S. Chan Choi, Rutgers University

3:30-4:15 Developing and Delivering the Value Proposition in B-to-B Multi-Channel Marketing, Margaret Young, Mill Square Group

4:30-5:30 Reception (Barr-Kawamura Commons, KMC 5-50)

* All sessions will take place in this room unless otherwise noted.