Friday, May 20

12:30p-2:00p  Lunch & Welcoming Remarks  
Location: KMC 5-50  
Menu: Café Spice (Indian)

2:00p-3:15p  First Session  
Roland Rust (University of Maryland) - An Evolutionary Basis for the Value Function  
Location: KMC 5-140/5-75

3:15p-3:30p  Break

3:30p-4:45p  Second Session  
Baba Shiv (University of Iowa) - Placebo Effects of Marketing Actions: Consumers May Get What They Pay For  
Location: KMC 5-140/5-75

7:00p-9:00p  Group Dinner  
Location: Mamlouk, 211 East 4th Street, between Avenues A & B

Saturday, May 21

9:00a-9:30a  Breakfast at Stern School  
Location: Outside KMC 5-75

9:30a-10:45a  First Session  
Vishal Singh (Carnegie Mellon University) - Market Structure and Competitive Outcomes in Oligopoly Markets  
Location: KMC 5-140/5-75

10:45a-11:00a  Break

11:00a-12:15p  Second Session  
Tanya Chartrand (Duke) - Moderators and Consequences of Nonconscious Mimicry  
Location: KMC 5-140/5-75

12:30p-2:00p  Lunch  
Location: KMC 5-50  
Menu: Gourmet sandwiches and salads (Food For Thought)
Saturday, May 21 cont’d

2:00p-3:15p  Third Session
V. Kumar (University of Connecticut) – The Power of CLV
Location: KMC 5-140/5-75

3:15p-3:30p  Break

3:30p-4:45p  Fourth Session
George Loewenstein (Carnegie Mellon) – Animal Spirits: Affective & Deliberative Processes in Economic Behavior
Location: KMC 5-140/5-75

NOTE:

KMC is the Kaufman Management Center, 44 West 4th Street. The Tisch building is located right next door at 40 West 4th Street. The two buildings are interconnected on the 7th, 8th, 9th and UC levels.