

Eleventh Annual Frank M. Bass UTD-FORMS Conference

Thank you to all participants at this year's conference. We hope to see you all again next year!



The Eleventh Annual Bass FORMS Conference, March 2-4, 2017

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference is a marketing conference that intends to foster high quality research in quantitative approaches to marketing and provide a forum for a stimulating exchange of ideas.

The conference selection committee is co-chaired by Puneet Manchanda, Isadore and Leon Winkelman Professor of Marketing (University of Michigan), and Sanjay Jain, O.P. Jindal Professor of Marketing (UT Dallas). Other conference committee members are Tat Chan (Washington University), Jiwoong Shin (Yale University), Monic Sun (Boston University) and Hema Yoganarasimhan (University of Washington).

[2017 Conference Schedule and Paper](#)

Keynote Speaker

The keynote speaker for the conference this year is Rajdeep Grewal, The Townsend Family Distinguished Professor of Marketing at UNC Kenan-Flagler. [Find Dr. Grewal's CV and information about his research.](#)

Sponsored by [The Morris Hite Center](#) at The Jindal School of Management

Conference Registration

Early registration applies until February 15, 2017. After that date, the fee will increase by \$50. The registration fees include the conference presentations, all lunches and breaks. However, conference fees will vary according to which dinners you will attend.

Conference Pricing

Prices for:	Early (by Feb 15, 2017)	Late
Faculty – To include Thursday & Friday night dinners (March 2 & 3)	\$375	\$425
Faculty – To include Thursday night dinner only (March 2)	\$340	\$390
Faculty – To include Friday night dinner only (March 3)	\$340	\$390
PhD Student – Includes both dinners	\$50	\$100

Registration is now closed.

Cancellation Policy

Cancellation by Feb 23, 2017: Refund less a \$100 processing fee.

Cancellation on or after Feb 24, 2017: No refund available.

Conference Hotel

A block of rooms has been reserved on a first come first serve basis until February 15, 2017 at the Renaissance Hotel, 900 East Lookout, Richardson, TX 75082. The hotel reservation number is 1-800-468-3571. The discounted rate will be \$104.00 per night which includes breakfast for 1 person per room, complimentary parking, complimentary internet access and complimentary shuttle service to and from the UTD campus.

[Renaissance Hotel Reservation](#)[More nearby hotels](#)

Location

All sessions will be held at the Jindal School of Management at [The University of Texas at Dallas](#). The Jindal School is denoted as JSOM on the [campus map](#).

Parking

If you are flying in and staying at the Renaissance Hotel, shuttles will be provided to and from the conference. If you will be driving a personal vehicle to the campus and need a parking permit, please contact [Lily Banh](#). A parking permit will be sent to you the week of the conference.