

13th Annual Bass FORMS Conference

February 28 – March 2, 2019

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference

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.

Committee

The selection committee consists of:

- **Anja Lambrecht**, London Business School
- **Mitch Lovett**, University of Rochester
- **Debu Purohit**, Duke University
- **S. Sriram**, University of Michigan
- **Baohong Sun**, CKGSB

Schedule

[Conference Schedule](#)

Keynote Speaker

Ganesh Iyer is the Edgar F. Kaiser Professor of Business Administration at the Haas School of Business, University of California at Berkeley. Prior to his current position he served on the faculty at Olin Business School, Washington University in St. Louis. He holds a Ph.D. from the University of Toronto. Professor Iyer's research uses economic theory to study marketing strategy problems. He has written extensively on various areas of marketing strategy including the coordination of product distribution, marketing information, Internet strategy, strategic communication, and bounded rationality in marketing strategy. His research has won the John D. C. Little Award in 2000 for the best paper published in Management Science and Marketing Science. He has been a finalist for the John D. C. Little award on four other occasions (1998, 2003, 2005 and 2012). His papers have also been finalists for the Informs Society of Marketing Science Long Term Impact Award in 2012, 2013 and 2014. He is currently a Senior Editor for Marketing Science and has been

an Associate Editor for Marketing Science, Management Science, and Quantitative Marketing and Economics. He has also served as a member of the Board of the Informs Society for Marketing Science as Secretary of the Board. At the Haas School of Business he has served as the Associate Dean for Academic Affairs and Chair of Faculty of the Haas School of Business, and has been Chair of the Haas School's Policy and Planning Committee as well as the Chair of the Haas Marketing Group.

Conference Registration

Early registration applies until February 6, 2019. After that date, the fee will increase by \$50. The registration fees include the conference presentations, all lunches, breaks, Thursday night dinner at the hotel, and the Friday night excursion to the [Cavanaugh Flight Museum](#).

Pricing

Conference Pricing For	Early (by Feb 7, 2019)
Faculty	\$375
PhD Student	\$50

[Faculty Register Here](#)

[PhD Students Register Here](#)

Cancellation Policy

Cancellation by Feb 14, 2019: Refund less a \$100 processing fee.
Cancellation on or after Feb 15, 2019: No refund available.

Conference Hotel

A block of rooms has been reserved on a first come first serve basis until February 6, 2019 at the Hyatt Regency North Dallas, 701 East Campbell Road, Richardson, TX 75081. The hotel reservation number is 888-591-1234. Be sure to mention group name UTD BASS FORMS Conference or group code G-UTDL. The discounted rate will start at \$105.00 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.

[Hyatt Regency North Dallas 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 Hyatt Regency Hotel, shuttles will be provided to and from the conference. If you will be driving a vehicle to the campus and need a parking permit, please indicate at the registration website. A parking permit will be sent to you the week of the conference.