

# 2009 UT Dallas Frontiers Of Research in Marketing

UT Dallas-FORMS Conference *Sponsored by:*  
[Informs Society for Marketing Science \(ISMS\)](#)  
and [Marketing Science Institute \(MSI\)](#)

## Best Paper

<b>Empirical</b>	David Bell
<b>Analytical</b>	Miguel Villas-Boas

## Best Discussant

<b>Empirical</b>	Anthony Dukes
<b>Analytical</b>	Ahmed Khwaja

**February 19–21, 2009**

The University of Texas at Dallas  
800 West Campbell Road  
Richardson, TX 75080–3021

[See the discussion slides.](#)

[See who participated.](#)

[Read the papers.](#)

The Marketing Group at The University of Texas at Dallas is organizing a marketing conference that intends to foster high quality research in quantitative approaches to marketing. This is a third such conference following two successful conferences in 2007 and 2008.

The conference will be held in the Naveen Jindal School of Management at The University of Texas at Dallas, Richardson, TX. Presentations will begin the afternoon of February 19 (Thursday) and end in the afternoon on February 21 (Saturday). Presentation time for each paper (45 min) will be one hour including discussant's presentation (15 min). The conference goal is to provide a forum for a stimulating exchange of ideas and foster the development of PhD students who will be allowed to participate in the conference free of charge.

### *Location*

All sessions will be held at the Jindal School of Management at the University of Texas at Dallas in rooms JSOM 1.118 and JSOM 1.502. Upon arrival, please check in at the auditorium. If you are driving to the conference, please print out this [parking permit](#) and put it on the dashboard of your car so that it is visible to the parking attendants. [Driving directions to UT Dallas](#). [Directions to the Jindal School of Management \(JSOM on the map\)](#). If you are flying in and staying at the Radisson, shuttles will be provided for you at TBA times.

### *Hotel Information*

A block of rooms have been reserved at the Radisson Hotel for a special conference rate of \$79 per night. If you have already booked your room at a higher rate, your room will now be charged at the new conference rate. These rooms will go fast, so please book early. You may call the hotel or book online and use the code "UTDSOM" to get the special rate. If you are unable to get the special rate, please send an email to Email.

### [Radisson Hotel Dallas North – Richardson](#)

1981 N. Central Expressway  
Richardson, TX 75080  
(972) 644-4000  
1(800) 333-3333  
[Hotel Map](#)

**Organizing Committee**

Ernan Haruvy  
Ashutosh Prasad  
Norris Bruce  
B.P.S. Murthi

**Selection Committee**

Yuxin Chen  
Nanda Kumar  
Ram Rao  
Brian Ratchford  
Jinhong Xie

