

Seventh Annual UT Dallas FORMS Conference

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

[The Morris Hite Center](#) at The Jindal School of Management
February 21-23, 2013

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

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. The conference will be held at the Naveen Jindal School of Management at UT Dallas. Conference goals are to provide a forum for a stimulating exchange of ideas and to foster the development of PhD students.

Location

All sessions will be held at the Jindal School of Management at The University of Texas at Dallas. Registration will take place in the Jindal School atrium. The Jindal School is denoted as JSOM on the campus map where driving directions are provided. View the [floor plan of the JSOM building](#) for details.

Parking

A parking permit will be sent to you the week of the conference. If you are flying in and staying at the Hyatt Regency Hotel, shuttles will be provided at TBA times. If you need a parking permit, please contact [Andrea Hapeman](#).

Conference Registration and Schedule

The conference registration fee is \$275 for faculty until January 31, 2013 and after that date the fee will be \$325 (fees are nonrefundable after February 15, 2013). Faculty members should register [here](#). There is no conference registration fee for marketing doctoral students; however, there will be a \$20 charge for Friday night's dinner for doctoral students. Doctoral students should register using this link [here](#). To access the conference schedule, please use this [link](#).

Conference Hotel

A block of rooms has been reserved at the Hyatt Regency Hotel, 701 East Campbell Road, Richardson, TX 75081. The hotel reservation number is 1-888-591-1234. You may also make reservations online [here](#). Enter group code G-UTDF for the conference hotel rate of \$92/night, which includes a full breakfast for one person and free internet access. Reservations must be made by January 31, 2013 to receive this rate.

Keynote Speaker

Peter E. Rossi is James Collins Professor of Marketing, Statistics and Economics at UCLA Anderson School of Management. He has published widely in marketing, economics, statistics and econometrics including Quantitative Marketing and Economics, Marketing Science, Journal of Marketing Research, American Economic Review, Journal of the American Statistical Association, Econometrica, Journal of Political Economy, Journal of Econometrics, Biometrika, Journal of Business and Economic Statistics, Rand Journal of Economics, and Journal of Economic Theory.

These articles have more than 5600 Google Scholar cites. He is a co-author of Bayesian Statistics and Marketing, John Wiley Series in Probability and Statistics (2005). Professor Rossi founded the Kilts Center for Marketing, Booth School of Business, University of Chicago while on faculty there.

A fellow of the American Statistical Association and the Journal of Econometrics, he is founding editor, Quantitative Marketing and Economics, past Associate Editor for Journal of the American Statistical Association, Journal of Econometrics, and Journal of Business and Economic Statistics.

His work in the area of target marketing presaged many of the developments in targeting today as practiced in electronic couponing and by web-based retailers. His work in data-based pricing and methods for estimation of high-dimensional demand systems influenced the development of analytic pricing tools in use today.

Please see Dr. Rossi's [Keynote Address Slides](#)

2013 FRANK M BASS-UTD FORMS CONFERENCE COMMITTEE

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