



The 11th KUBS International Symposium of Marketing
“Carpe Diem”

May 27 (Friday), 2016 / Seoul, Korea
Korea University Business School / LG-POSCO building 433

09:30 - 10:00	Registration
10:00 - 10:10	Welcome Address Dong-One KIM Dean, Korea University Business School
10:10 - 11:20	How to Speak Winese: Translating Product Reviews into Brand-Positioning Maps Wagner Kamakura (Rice University)
11:20 - 12:30	Catching Their Eyes: Context-Driven Information Acquisition on Search Engine Michael Trusov (University of Maryland)
12:30 - 14:00	Lunch, Ahn Young Il Hall, LG-POSCO building 6th floor
14:00 - 15:10	When Salespeople Manage Customer Relationships: The Effect of Incentives on Customer Adverse Selection and Moral Hazard K. Sudhir (Yale University)
15:10 - 16:20	Benefit-Based Conjoint Analysis Greg Allenby (Ohio State University)
16:20 - 16:35	Coffee Break
16:35 - 17:35	Panel Discussion
17:35 - 17:45	Closing Remarks

Speaker Profile

Wagner Kamakura

Jesse H. Jones Professor of Marketing, the Jones Graduate School of Business, Rice University

Prior to joining the Jones school, he taught at Duke University, University of Iowa, University of Pittsburgh and Vanderbilt University. Before joining academia, he has worked in market analysis, forecasting and planning at Duratex S.A. and Massey-Ferguson of Brazil. He has also been a visiting scholar to Australia, Brazil, China, Singapore, South Korea and Spain, where he lectures either English, Portuguese or Spanish. Professor Kamakura holds a Doctor Honoris Causa from Universidad de Granada, a PhD in Marketing from the University of Texas at Austin, a MS in Industrial Engineering from Universidade de São Paulo (Brazil), an EMBA from Fundação Getúlio Vargas (Brazil) and a BS in Mechanical Engineering from Instituto Tecnológico de Aeronáutica - ITA (Brazil). He has co-authored *Estratificação Socioeconômica e Consumo no Brasil* and *Market Segmentation: Conceptual and Methodological Foundations*, as well as close to a hundred articles in the leading academic journals in Marketing as well as other disciplines. His publications have received best-paper awards from the International Journal of Marketing Research, Journal of Marketing Research and Journal of Retailing. Professor Kamakura has served as the Editor of the Journal of Marketing Research, Area Editor of Marketing Science and Associate Editor of the Journal of Consumer Research. He is currently a member of the editorial boards of the International Journal of Research in Marketing, Journal of Business Research, Journal of Marketing Research, Journal of Retailing and Marketing Science. His current research interests focus on marketing analytics, consumption and time-use analysis, efficiency analysis, customer relationship management, market segmentation and market structure.

Michael Trusov

Associate Professor, Robert H. Smith School of Business, University of Maryland

Michael Trusov is Associate Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. He received his Ph.D. degree from the Anderson School of Management at UCLA. He also holds a Master's degree in Computer Science and a Master's degree in Business Administration. His research interests include Internet Marketing (social media marketing, search engine marketing, social networks, clickstream analysis, electronic word-of-mouth marketing, e-commerce, recommendation systems, consumer-generated content), Text Analysis, Eye-tracking and Data Mining. Professor Trusov has extensive industry experience. He spent seven years working in the area of software development and IT consulting in the Southern California region, specializing in marketing automation, database management, Internet applications, and e-commerce.

K. Sudhir

James L. Frank Professor of Marketing, Private enterprise and management and director of the Yale China India Insights (CIIP) program, Yale University.

His research focuses on gaining market insights by analyzing consumer and firm actions through econometric modeling. As director of the China India Insights Program, he also specializes in research on consumers in emerging markets. He has consulted for Fortune 500 U.S. firms and Indian firms across many industries such as technology, financial services, entertainment, and retailing, specializing in analyzing their internal data to obtain actionable market insights. He leads the data-driven academic-industry research partnerships at the Yale Center for Customer Insights (YCCI). Professor Sudhir's research has been honored with numerous best paper awards across all major quantitative marketing journals. Two of his papers were nominated among the top ten papers published in the last ten years in Marketing Science and Management Science for their Long-Term Impact over three consecutive years from 2009-2011. He has received the Little and Bass Best Paper Awards at Marketing Science and the Lehmann Award at the Journal of Marketing Research; and honorable mentions for the Wittink Award in Quantitative Marketing and Economics and Best Paper Award in International Journal of Research in Marketing. He has also been a finalist for the Paul Green Award at the Journal of Marketing Research. He currently serves as Senior Editor at Marketing Science. Prior to accepting the Senior Editor position, he served as an Associate Editor at Journal of Marketing Research, Management Science, and Quantitative Marketing and Economics. He was also on the editorial boards of the Journal of Marketing, and the Journal of Retailing.

Greg Allenby

Helen C. Kurtz Chair in Marketing, Fisher College of Business, The Ohio State University

Professor Allenby is a fellow of the Informs Society for Marketing Science and the American Statistical Association. He is past editor of Quantitative Marketing and Economics, and past associated editor of Marketing Science, Management Science, Journal of Marketing Research and the Journal of Business and Economic Statistics. Within the American Marketing Association, Greg has served as Vice President of the Research Council and has chaired the Advanced Research Technique (ART) Forum, a national conference that brings together quantitative researchers from industry and academia. Within the American Statistical Association, he has served as Chair of the Section on Statistics in Marketing. He has authored over 100 publications that have appeared in leading journals in marketing, statistics and economics.