

Welcome to the 2016 BBCRST Marketing Conference

Friday - April 29, 2016

The Simon Business School at the University of Rochester welcomes you to the 2016 BBCRST Conference.

The event begins at 9 a.m. with a continental breakfast in the Eisenberg Rotunda located on the 2nd floor of Schlegel Hall. At 9:45 a.m., welcome remarks by Dean Andrew Ainslie will kick off the conference, followed by presentations beginning at 10 a.m. in Schlegel Hall – Room S207.

The luncheon will be held in the Meliora Ballroom (located on the 4th floor of the Frederick Douglass Building, River Campus); the afternoon break and closing reception will be held in the Rotunda.

Upon arrival at the conference please stop by the reception table located in the lobby area adjacent to the Eisenberg Rotunda and classroom S207 to pick up your conference packet and name badge.

CONFERENCE SCHEDULE:

MORNING

9:00 – 9:45 **CHECK-IN AND CONTINENTAL BREAKFAST (Eisenberg Rotunda and Lobby)**

9:45 – 10:00 **WELCOME REMARKS (S207)** – Dean Andrew Ainslie

10:00 – 10:45 “Learning in the U.S. Presidential Primaries,” Ron N. Borkovsky, University of Toronto-Rotman School of Management

10:45 – 11:30 “Retail Competition on Salop Circle under Linear Demand,” Amiya Basu, Syracuse University-Whitman School of Management

11:30 – 1:00 **LUNCH (Meliora Ballroom)**

AFTERNOON

1:00 – 1:45 “Habit Formation and Intertemporal Complementarity in the Video Game Industry,” Avery Haviv, University of Rochester-Simon Business School

1:45 – 2:30 “Proactive Interference in Numeric Evaluations: The Rating Polarity Effect,” Manoj Thomas, Cornell University-Johnson Graduate School of Management

2:30 – 3:00 **BREAK (Eisenberg Rotunda)**

3:00 – 3:45 “The Impact of Animated Display on Trajectory Visualization,” Arun Lakshmanan, SUNY at Buffalo-School of Management

3:45 – 4:30 “Pride and Licensing Effects: When Being Good Gives Us Permission to Be A Little Bad,” Jinfeng (Jenny) Jiao, SUNY Binghamton University-School of Management

4:30 – 4:45 **CONCLUDING COMMENTS (Eisenberg Rotunda)** - Senior Associate Dean Ron Goettler

4:45 – 6:00 **RECEPTION (Eisenberg Rotunda)**
