

## Day 1: Thursday, January 4, 2018

1:45pm - 2:30pm *Lunch / Registration*

2:30pm - 3:15pm

### 1st Plenary Talk

"A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook".  
**Brett Gordon**, *Kellogg School of Management, Northwestern University.*

3:15am - 4:15am

### Session 1

3:15pm - 3:45pm

"Shipping Fees and Product Assortment in Online Retail".

**Donald Ngwe**, *Harvard Business School.*

3:45pm - 4:15pm

"Managing Capacity in an Outbound Contact Center with Crowdsourced Servers".

**Marcelo Olivares**, *University of Chile.*

4:15am - 4:30am *Coffee break*

4:30am - 5:30pm

### Session 2

4:30pm - 5:00pm

"Forecasting Product Life Cycle Curves: Practical Approach and Empirical Analysis".

**Jan A. Van Mieghem**, *Kellogg School of Management, Northwestern University.*

5:00pm - 5:30pm

"An Empirical Study of Customer Spillover Learning about Service Quality".

**Andrés Musalem**, *University of Chile.*

5:30pm - 6:15pm

### 2nd Plenary Talk

"A Dynamic Clustering Approach to Data-Driven Assortment Personalization".

**Fernando Bernstein**, *The Fuqua School of Business, Duke University.*

## Day 2: Friday, January 5, 2018

8:30am - 9:15am

### 3rd Plenary Talk

"Assessing the Impact of Innovations in Healthcare Delivery".  
**Kamalini Ramdas**, *London Business School*.

9:15am - 10:15am

### Session 3\*

9:15am - 9:45am

"The Popover Paradox: Field Experiments at Collage.com".  
**Ayelet Israeli**, *Harvard Business School*.

9:45am - 10:15am

"Does Information Help Agents Perform Better?:  
A Mobile Money Field Experiment in Tanzania".  
**Christopher Parker**, *Smeal College of Business, Pennsylvania State University*.

### Session 4\*

9:15am - 9:45am

"Overlooking Usage Frequency in Purchase Decisions".  
**Mauricio Mittelman**, *Adolfo Ibañez University*.

9:45am - 10:15am

"Design and Pricing of Discretionary Service Lines".  
**Laurens Debo**, *Tuck School of Business, Dartmouth College*.

10:15am - 10:30am *Coffee break*

10:30am - 12:00pm

### Session 5\*

10:30am - 11:00am

"Business Models in the Sharing Economy: Manufacturing Durable Goods in the Presence of Peer-to-Peer Rental Markets".

**José Guajardo**, *Haas School of Business, University of California, Berkeley*.

11:00am - 11:30am

"Business Model, Product Architecture, and the Circular Economy".

**Atalay Atasu**, *Scheller College of Business, Georgia Tech*.

11:30am - 12:00pm

"When Should Horizontal Rivals Form an R&D Alliance?".  
**Arun Gopalakrishnan**, *Olin Business School, Washington University in St Louis*.

### Session 6\*

10:30am - 11:00am

"Can Viagra Advertising Make More Babies?"

**Tongil "TI" Kim**, *Goizueta Business School, Emory University*.

11:00am - 11:30am

"The effect of warning labels for unhealthy food products on consumer food purchases. The case of the Chilean labeling law".

**Arjen van Lin**, *VU University Amsterdam*.

11:30am - 12:00pm

"The Humanitarian Pre and Post Disaster Supply Chain Design Problem".

**Michal Tzur**

12:30pm - 9:00pm

Lunch, tour of attractions around Pucón, dinner



## Day 3: Saturday, January 6, 2018

8:30am - 9:15am

### 4th Plenary Talk

"Decision Neuroscience: Why Bother with the Brain?".  
**Scott Huettel**, *Duke University*.

9:15am - 10:15am

### Session 7\*

9:15am - 9:45am

"Understanding the Behavioral Drivers of Execution Failures in Retail Supply Chains: An Experimental Study Using Virtual Reality".

**Nicole DeHoratius**, *Booth School of Business, University of Chicago*.

9:45am - 10:15am

"Product Launches with New Attributes: A Hybrid Conjoint-Loyalty Card Technique for Estimating Demand".

**Mitch Lovett**, *Simon Business School, University of Rochester*.

10:15am - 10:45am

"Efficiently evaluating targeting policies using field experiments".

**Spyros Zoumpoulis**, *Decision Sciences, INSEAD*.

### Session 8\*

9:15am - 9:45am

"Churn Prediction through Customer Feedback Analytics".

**David Diaz**, *FEN, University of Chile*.

9:45am - 10:15am

"Nudging More Accurate Performance Ratings".

**Edgar Kausel**, *Pontificia Universidad Católica de Chile*.

10:15am - 10:45am

"Choosing to be happy? Age differences in 'maximizing' decision strategies and experienced emotional well-being".

**Wändi Bruine de Bruin**, *Centre for Decision Research, Leeds University Business School*.

10:45am - 11:00am *Coffee break*

11:00am - 12:00pm

### Session 9\*

11:00am - 11:30am

"Shared Office Assignment: Indivisible Items with Peer Effects and Cardinal Preferences".

**Jeremy Fox**, *Rice University and NBER*.

11:30am - 12:00am

"Revenue Management in Crowdfunding".

**Senthil Veeraraghavan**, *The Wharton School, University of Pennsylvania*.

### Session 10\*

11:00am - 11:30am

"Skimming from the bottom: Empirical evidence of adverse selection when poaching customers".

**Przemek Jeziorski**, *University of California, Berkeley*.

11:30am - 12:00am

"Evaluating the Effects of a Promotion on Store Traffic and Conversion Rates Based on Store Video Data".

**Ignacio Inostroza-Quezada**, *Rutgers Business School, Rutgers University*.

12:00pm - 12:45 pm

### 5th Plenary Talk

"When Should the Ask Be a Nudge? The Effect of Default Amounts on Charitable Donations".  
**Oleg Urminsky**, *Booth School of Business, University of Chicago*.

1:00pm - 2:30pm

Closing lunch.

(\* This sessions will be held in parallel tracks