

Day 1: Wednesday, January 6, 2016		
	12:00pm-2:30pm	Lunch at the hotel
Session 1	2:30pm-3:15pm	Oded Netzer, Beyond the Target Customer: Social Effects of CRM Campaigns
	3:15pm-4:00pm	Nicos Savva, Crowdsourcing Exploration
	4:00pm-4:30pm	Coffee break.
Session 2	4:30pm-5:15pm	Juan Pablo Vielma, Product Recommendations via Geometric-based Adaptive Choice Conjoint Analysis
	5:15pm-6:00pm	Marcel Goic, How does location-based marketing influence consumer response at different stages of the purchase process?
	6:00pm-	Free time, sightseeing and dinner
Day 2: Thursday, January 7, 2016		
	8:00am-8:45am	Breakfast
Session 3	8:45am-9:30am	Bryan Bollinger, Welfare Effects of Home Automation Technology with Dynamic Pricing
	9:30am-10:15am	Daniel Schwartz, Pro-environmental Consumer Behavior: Green Incentives and Motivations
	10:15am-10:30am	Coffee break.
Session 4	10:30am-11:15am	Martin Meißner, How eye-tracking can help us to better understand consumer choice behavior
	11:15am-12:00pm	Andrés Musalem, When Demand Projections are Too Optimistic: A Structural Model of Product Line and Pricing Decisions
	12:00pm-9:30pm	Lunch, tour of attractions around San Pedro de Atacama, dinner
Day 3: Friday, January 8, 2016		
	8:00am-9:00am	Breakfast
Session 5	9:00am-9:45am	Omar Besbes, Intertemporal Price Discrimination: Structure and Computation of Optimal Policies
	9:45am-10:30am	Carlos Noton, Dynamic Effects of Price Promotions: A Large-Scale Field Experiment
	10:30am-11:00am	Coffee break.
Session 6	11:00am-11:45am	Jérémie Gallien, Improving HIV early infant diagnosis supply chains in sub-Saharan Africa: Models and application to Mozambique
	11:45am-12:30pm	Kumar Rajaram, Integrated Staff and Room Scheduling for Surgeries: Methodology and Application
	12:30pm-2:00pm	Closing lunch.