DIVERSE FACULTY

• Marketing
  – Behavioral: Ariely, Prelec
  – Economics: Simester
  – Management Science: Hauser, Urban

• Technology
  – Lead Users: Von Hippel

• Operations Research
  – Orlin, Bertsimas, Freund, Perakis

• IT
  – Brynjolfsson

• Marketing as Integrating Function
COMPLETED PROJECTS

- TRUCK TOWN – GM
- Listening In/Design Pallet – GM
- Site Correlates of Trust – McCann Erickson/NFO
- Concept Screening by Virtual Stock Markets – CSK
- MicroPayments – MasterCard
- GM – Dream CRM
IN PROCESS PROJECTS

- Trust Generation Through Site Experimentation – Intel (John Hauser today)
- Behavioral Experiments and Trust – Dan Ariely (today)
- MY AUTO ADVOCATE – GM (Glen and Dan Roesch today, CIO Keynote tomorrow)
- Trust and Virtual Branch Bank – Suruga Bank (Poster Session today)
- Customer Advocacy for Broadband – BT
POTENTIAL PROJECTS

The Need for Consistency Between eBusiness and Traditional Channels
  - Duncan Simester and Eric Anderson

Product Line Design Using Integer Programming
  - Robert Freund and Duncan Simester

AntiGroupWare: Tools for Improving Corporate Decisions
  - Dan Ariely, Michael Norton, Ron Caneel

Deriving Customer’s Utility Function from Transactional Data and its Applications
  - Dimitris Bertsimas

The Value of Customer Information: Paying for Dynamic Content
  - Drazen Prelec
MORE POTENTIAL PROJECTS

Dynamic Pricing over the Internet under Competition
- Georgia Perakis

Designing the Best Sets of Products (and other stimuli) to Present Adaptively to Customers
- John R. Hauser, James Orlin, Michael Yee

The Impact of Communities on Trust and Advocacy
- Glen Urban

Channel Coherence in Customer Advocacy
- Glen Urban
SUMMARY

- SIG is Thriving
- Looking for Interesting Problems
- Marketing is Entering a Paradigm Shift
  - New Internet Technology gives new Tools to Firms and Power to Customers
- Exciting Time as Firms look for Growth after Costs have been Reduced
  - Customer Needs Matched to Technology