Every year the HEC Paris Marketing Research Camp brings together leading marketing scholars to present, hear, and discuss new research covering a broad range of marketing topics.

We have the pleasure to announce that also for this year we have an amazing set of speakers for the 2013 edition:

Greg Allenby (Ohio State)
Carolyn Yoon (U of Michigan)
Manoj Thomas (Cornell)
Fred Feinberg (U of Michigan)
Robert Palmatier (U of Washington)

The Camp be held on **August 29-30, 2013**, in room **S 227** in **Building S** (directly at the entrance, indicated in red in the map below).

**August 29, 2013: Tutorial**

13:00 – 17:00 On August 29, 2013, the camp begins with a tutorial by Greg Allenby (Ohio State). Professor Allenby will talk about “Bayesian Models” and introduce his latest book “Seven Summits of Marketing Research” (freely available online: [http://fisher.osu.edu/research/publications/7-summits-of-marketing-research](http://fisher.osu.edu/research/publications/7-summits-of-marketing-research)).

**August 30, 2013: Camp Program**

09:00 – 09:30 Opening words

Greg Allenby (Ohio State)

Carolyn Yoon (University of Michigan)

11:30 – 12:00 Break

12:00 – 13:00 “Consumption Regret Regulation”
Manoj Thomas (Cornell University)

13:00 – 15:00 Lunch
15:00 – 15:30  Group Picture

15:30 – 16:30  “Jointly Modeling the Frequency and Amount of Charitable Contributions”
               Fred Feinberg (University of Michigan)

16:30 – 16:50  Break

16:50 – 17:50  “Effects of Customer-Centric Structures on Firm Performance”
               Robert Palmatier (University of Washington)

18:00  Closing speech

19:00  Dinner at the Château

To confirm your attendance, please do not hesitate to contact us or Amandine Legrand at any time
( Francesca Sotgiu, sotgiu@hec.fr, +31 64 63 40 950; Amandine Legrand, legranda@hec.fr, +33 (0)1 39 67
97 99).

We are looking forward to welcoming you to HEC Paris.