

Call for Papers
Cheung Kong GSB Marketing Research Forum
Beijing, June 29-30, 2009
Cheung Kong Graduate School of Business

Purpose

The Customer Information Management Center at Cheung Kong Graduate School of Business is organizing its inaugural conference.

The main purpose of this conference is to present cutting-edge research topics and methodologies to research communities within China so that Chinese academics can learn about what marketing science can bring to the theory and practice of marketing. It also serves as a forum to generate discussions on research issues related to emerging markets and learn about the potential for the application of marketing science in China. The conference provides a platform for professional networking and exchange of ideas, learning and knowledge. This year's conference features an editor's session on Journal of Marketing Research and a special session on Research Frontiers about Emerging Markets.

Conference attendees will include both academicians and invited practitioners. Preference for academic abstracts will be given to more rigorous analytical, empirical and behavioral approaches. Reviews of major research topics and methodologies are encouraged. Case studies by practitioners are also welcome. The whole event is in English.

Preliminary Schedule

First Day: Monday, June 29

8:00am – 9:00am

Opening remarks and Breakfast

9:00am – 5:30pm

Sessions

6:30pm –

Reception and Dinner

Second Day: Tuesday, June 30

8:00am – 12:00am

Sessions and concluding remarks

12:00pm –

Guided Tour to the Great Wall

Third Day, Wednesday, July 1

Full day

Guided City Tour of Beijing

The conference registration fee is \$250 (or 1700RMB) for attendees who plan to participate half or whole tours. It is \$150 (or 1020RMB) for those who do not. Presenter registration fees will be paid by the conference. Conference participant registration fees will be used to partially cover lunch, banquet and 1.5 days guided tour.

About the Venue

The conference will take place at Cheung Kong Graduate School of Business (<http://en.ckgsb.com/>) and the Grand Hyatt. The Grand Hyatt Beijing is a five star hotel in the center of the city. It is a 10 minute walk from Tiananmen Square and the Forbidden City and a two minute walk from Cheung Kong GSB's Beijing campus.

The guided tours are arranged to enrich attendees' experience in China and create networking opportunities. A Peking roasted duck dinner and drinks at a "hutong" bar are planned to give you a special experience of Beijing. On the conference website, we will also suggest a number of alternative (optional) activities to do on your own. There is so much to do and see in and around Beijing, we are sure you will enjoy your stay.

Paper Submission

The marketing faculty of Cheung Kong Graduate School of Business invites you to submit your research papers (highly preferred) or extended abstract before April 1, 2009, through the conference website (www.ckgsb.edu.cn/mrf2009). We welcome submissions on a broad range of marketing

science topics, including marketing strategy, marketing models, methods, theory, as well as empirical research. We also encourage submissions from behavioral researchers. An author may be the primary presenter for only a single paper during the entire conference. Each submission should clearly identify the primary speaker who will present the paper at the conference and include the primary speaker's bio, email address, mailing address, telephone number, and fax number. The program committee will select papers on a competitive basis, and authors will be notified by April 15, 2009. All attendees must register for the conference no later than May 1, 2009.

Deadline for paper submission	April 1, 2009
Notification of paper acceptance	April 15, 2009
Conference Registration	May 1, 2009

Program Committee

Professor Tulin Erdem Editor of Journal of Marketing Research Leonard N. Stern Professor of Business Stern School of Business New York University	Professor Kannan Srinivasan H.J. Heinz II Professor of Management, Marketing and Information Systems Tepper School of Business Carnegie Mellon University	Professor Scott A. Neslin President-Elect Informs Society for Marketing Science Albert Wesley Frey Professor of Marketing Tuck School of Business Dartmouth College
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Operation Committee

Professors Yuxin Chen, Jeongwen Chiang, Bing Jing, Baohong Sun, and Hao Zhao
Cheung Kong Graduate School of Business

To obtain further information on logistics, please contact Ms Hua Wang (huawang@ckgsb.edu.cn). If you have questions regarding program, please contact Baohong Sun (bsun@andrew.cmu.edu) or Yuxin Chen (yxchen@ckgsb.edu.cn).

About Customer Information Management Center Customer- and technology-driven e-commerce initiatives are likely to dominate business strategies in the future. The rapid growth in demand and supply of sophisticated data-mining and analytical decision tools calls for research to understand the value of learning, as well as how learning interacts with firms' day-to-day marketing strategies. The goal of this center is to explore multidisciplinary research at the interface among marketing, operations management, and information systems, as well as investigate how companies can better use customer information to learn about customer preferences in a real-time fashion and make optimal interaction decisions to maximize the long-term profit of each customer.

About Cheung Kong Graduate School of Business Founded in Beijing in November 2002 by billionaire philanthropist Mr. Li Ka-shing, Cheung Kong Graduate School of Business is China's first private and independent business school. Headquartered in Beijing with campuses in Shanghai and Guangzhou, Cheung Kong GSB offers MBA, EMBA, and Executive Education Programs.