

2012 CALL FOR PAPERS

23rd Advanced Research Techniques Forum

The Westin Seattle
Seattle, WA
June 24-27, 2012



To: Marketing Research Professionals
Re: Proposal Submissions for 2012 ART Forum

Deadline: Deadline for submissions is **November 30, 2011**

When: June 24-27, 2012

Where: The Westin Hotel, Seattle, WA

Please accept this invitation to submit a presentation or poster for the 23rd Annual Advanced Research Techniques Forum (ART Forum) for the Program Committee's consideration. The submission deadline is **November 30, 2011**.

The ART Forum is a unique conference that provides an opportunity for both academics and practitioners to exchange new ideas and innovative approaches in marketing research. Since its inception in 1990, the conference has focused on the use of sophisticated methodologies and quantitative techniques in support of strategic and tactical marketing decisions. Experienced research practitioners who use advanced methods in their jobs comprise the largest segment of conference attendees.

Listed on the next page are suggested topic areas of interest to the program committee based upon contemporary research issues and comments from past conference attendees. However, the program committee will consider quality submissions on other topics that are relevant to the marketing research community and consistent with the focus of the conference.

All proposals are reviewed by the entire program committee. Our selection criteria favor presentations and posters that illustrate state-of-the-art solutions to important practical problems and involve non-proprietary software and data sources. Abstracts should be based on completed (or nearly complete) work that demonstrates clear managerial relevance and focus on practical rather than purely esoteric/theoretical issues. Successful submissions typically apply or propose an advanced technique or procedure to analyze a real-world issue. All authors submitting papers for review will be notified about selection in mid-December.

23rd Advanced Research Techniques Forum
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CALL FOR PAPERS

The deadline for submissions is **November 30, 2011**. The conference committee will review the proposals and select those that best fit the goals of the ART Forum: to promote the development and effective use of advanced research techniques that improve marketing decisions. All proposals in support of this goal will be seriously considered, regardless of the marketing issue or methodology. Listed below are potential topic areas and examples. This list is neither exclusive nor exhaustive. Successful proposals utilize advanced analytic methods to inform important business decisions.

SUGGESTED TOPIC AREAS AND EXAMPLES

A proposal is expected to address both an advanced method and its potential or real application.

New, Emerging, or Improved Data Sources

- Online Advertising
- Web Browsing/Search; Social Media; Reviews and Natural Language
- Survey Research
- Brain Measurement and Neuropsychology
- Transactions/CRM
- Financials

Advances in Methods

- Predictive Analytics
- Online Testing/Experimentation
- Sentiment Analysis and Text Mining
- Hierarchical Modeling
- Bayesian Estimation
- Conjoint and Choice Models
- Segmentation

Marketing Issues and Applications

- Pricing
- Product Design
- Campaign Attribution and Marketing Mix Modeling
- Behavioral Targeting
- Product Recommendations

Please note that the above are only a few suggested topic areas and examples. The committee welcomes any submission that demonstrates methodological rigor in addressing a managerially relevant topic for ART attendees.

PRESENTATION & POSTER PARAMETERS

Presentations will be 30 minutes long. Your proposal should:

- Demonstrate an innovative and methodologically rigorous approach.
- Integrate a marketing problem with one or more analytic methods.
- Clearly communicate methods and practical benefits.
- Provide explicit and useful conclusions and recommendations for practitioners and academics.

Papers and posters must be legitimate research offerings, and not sales presentations or pitches for proprietary methods.

Posters are expected to have similar structure and attributes as papers, but a poster may report an informative case study related to advanced research techniques or a methodological advance in progress.

EXAMPLE PAPERS

Each year, ART Forum attendees rate each presentation and a “best paper” is selected. These are excellent examples of the kinds of topics and presentations that are suitable for ART Forum.

Recently honored papers include:

- The Effect of Exposure to Fine vs. Broad Survey Scales on Subsequent Decision Making. Vicki Morwitz, Gülden Ülkümen, and Amitav Chakravarti. (2008)
- A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations. Jeffrey Dotson, Jeff D. Brazell, Peter Lenk, Thomas Otter, Steven N. Maceachern, and Greg M. Allenby. (2009)
- Efficient Designs for a Non-Compensatory Choice Model. Qing Liu and Neeraj Arora. (2010)
- Quantitative Trendspotting: Identify Common Trends Hidden Behind a Large Number of Time Series. Rex Yuxing Du and Wagner A. Kamakura. (2011)
- Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data. Joachim Büschken, Thomas Otter, and Greg M. Allenby. (2011)

For other questions, please contact Jason Oleniczak, AMA: 312.542.9041, joleniczak@ama.org

2012 PROGRAM COMMITTEE

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SUBMISSION FORM

DEADLINE: NOVEMBER 30, 2011

This completed form **must** accompany your submission. Fill it out as accurately as possible and submit in .DOC format.

PRIMARY AUTHOR SUBMITTING THE PROPOSAL IS: ACADEMICIAN PRACTITIONER

PLEASE CONSIDER MY PAPER FOR: PRESENTATION POSTER

AUTHOR CONTACT INFORMATION

CFP TOPIC AREA:			
Abstract Title:			
Name/Author:			
Title:			
Univ. /Organization:			
Address:			
City/State/Zip		Phone:	()
Fax:	()	Email:	
Co-Author Information (name, title, & affiliation)			

PRE-BROCHURE DESCRIPTION

In the event your paper is chosen, we would like to include a description in the conference promotional materials. (This is not your proposal summary. In addition to your title, please write a 4-5 sentence description of your talk/presentation. *List all co-authors as you would like them to appear in the brochure.*

Presentation Title:
Session Description:

PROPOSAL OUTLINE

Using the following outline, describe your paper in 700 words maximum (total for items 4 – 6).

1. **Title** of the proposed paper
2. **Names** of authors
3. **Subject matter** of the proposed paper, stating the specific topic in the call to which it applies
4. **Specification** of the research methods and techniques used (type of data, modeling approach, etc.). What are the data sources (simulated data, choice model observations, survey, market basket, etc.)? With respect to analytic methods or programs: are they (1) commercially available, (2) privately available (consultancy proprietary or custom programming), or (3) available as open/shared source?
5. **Status of research:** Proposed, underway or complete.
6. **Relevance and Importance:** Reasons why the proposed paper will be of interest and practical value to the ART Forum audience of advanced research practitioners and academics.
7. **References:** If available, please list (selected) earlier work by the authors to provide a context for the contribution; if applicable, please list other conferences where this paper has been presented .

Please send submissions as .DOC files to: Jason Oleniczak, joleniczak@ama.org