

2008 AMA SUMMER EDUCATORS' CONFERENCE
MARKETING RESEARCH SIG PRE-CONFERENCE PROGRAM
Sheraton San Diego Hotel & Marina, San Diego, CA. Friday, August 8, 2008

**MARKETING RESEARCH IN THE 21ST CENTURY: EMERGING
PERSPECTIVES FROM ACADEMICS AND PRACTITIONERS**
Session Chairpersons: Shuba Srinivasan, University of California at Riverside
Vanitha Swaminathan, University of Pittsburgh

**SESSION I: WHAT SHOULD AN IDEAL MARKETING RESEARCH
CURRICULUM LOOK LIKE 1:00PM -2:30 PM**

Panel Discussion by Authors of Marketing Research Textbooks:
John Wurst, President, AMS Consulting & Richard J. Fox, Associate Professor, The
University of Georgia
Tom Brown, Ardmore Professor of Business Administration & Tracy Suter, Associate
Professor, Oklahoma State University
V. Kumar, ING Chair Professor of Marketing, University of Connecticut

Session Moderators: Shuba Srinivasan and Vanitha Swaminathan

COFFEE BREAK 2:30 PM -3:00 PM

**SESSION II: EMERGING FRONTIERS IN MARKETING RESEARCH
3:00 PM -4:30 PM**

Randolph E. Bucklin, Peter W. Mullin Professor, UCLA
Gina Pingitore, Chief Research Officer, J.D. Power and Associates
Gary Russell, Henry B. Tippie Research Professor of Marketing, University of Iowa

Discussant: V. Kumar, ING Chair Professor of Marketing, University of Connecticut

POST-SESSION 4.30-5.30 PM

Annual Churchill and Lehmann Awards
Wine and Cheese reception

Please register at www.marketingpower.com/summered There will be a \$10.00
registration fee for the special session and the session is limited to 150 attendees.