Agenda

All sessions will take place in Higgins Hall 310 Auditorium.

Thursday, July 30, 2015

7:30 – 8:30 a.m. Registration         Higgins Hall Atrium

8:30 – 9:00
Welcome and Introduction
Katherine N. Lemon, Boston College and Executive Director, Marketing Science Institute and Earl Taylor, Chief Marketing Officer, Marketing Science Institute

9:00 – 9:45
Understanding Customers and the Customer Experience: Key Insights and Ideas for the Journey
Katherine N. Lemon, Boston College and Peter Verhoef, University of Groningen
Optimizing the customer’s experience has become a strategic priority. Customers are more empowered; customers have higher expectations of their experiences with firms; customer engagement can easily turn into customer enagagement. The explosion of customer touch points in an always-on, dynamic, omni-channel world requires firms to coordinate multiple business functions beyond marketing (including IT, service operations, talent management, logistics, etc.) in the creation and delivery of successful customer experiences.

In this session, Katherine Lemon and Peter Verhoef will offer actionable insights, based upon academic research and best business practice, to enable you to strengthen your firm’s current customer experience design and management efforts. They will present a straightforward, applicable framework for managing the customer experience process. Specific examples of best practice for CX management will include mapping the customer journey, identifying critical customer touch points, integrating disparate functional areas into CX design and management, and applying successful tools for measuring the success of your customer experience initiatives.

9:45 – 10:15
Discussion
Christine Heye, Director – Market Research, Aetna Inc.

10:15 – 10:45
Break         Higgins Hall Atrium
10:45 – 11:30  Creating and Communicating Enduring Customer Value

_V. Kumar, Georgia State University and Werner J. Reinartz, University of Cologne_

One of the most important tasks in marketing is to create and communicate value to customers to drive their satisfaction, loyalty, and profitability. “Customer value” can be viewed as a dual concept. First, to be successful, firms (and the marketing function) must create perceived value for customers. Toward that end, marketers must measure and drive customer perceptions of value via the marketing mix element. Second, customers represent value for the organization through multiple forms of engagement (customer lifetime value in the widest sense), which marketers must measure, manage, and incorporate into real-time marketing decisions. Within this framework, V. Kumar and Werner Reinartz will integrate and synthesize existing findings, show the best practices of implementation, and highlight future research opportunities.

11:30 – 12:00 p.m.  Discussion

_Shannon Nutter-Wiersbitzky, Head of Institutional Marketing, Vanguard Group_

12:00 – 1:00  Lunch  

Higgins Hall Atrium

1:00 – 1:45  Leveraging Digital/Social/Mobile Technology

_Arrow T. Stephen, University of Oxford_

The last 15 years have seen an explosion in interest among marketing academics and practitioners in using digital, social, and, most recently, mobile technologies for marketing purposes. In this presentation, Andrew Stephen will offer highlights from a review of approximately 15 years of academic research in marketing and related fields on these topics, with a focus on identifying how research has evolved through three distinct eras. His analytical review of “what we know” will lead into a discussion about what we still do not know (or where we could know more), with specific implications for academics and practitioners working in the digital/social/mobile areas, including calls for research in a number of increasingly important but not well understood topic areas.

1:45 – 2:15  Discussion

_Elyse Kane, Vice President – North American Consumer and Market Insights, Colgate-Palmolive Company_

2:15 – 2:45  Break  

Higgins Hall Atrium

2:45 – 3:30  Developing Marketing Analytics for a Data-Rich Environment

_P. K. Kannan, University of Maryland_

P. K. Kannan will offer a critical examination of marketing analytics methods. To what extent are they suitable for particular types of data? To what extent do they meet the needs of, and support, marketing decision making? He will identify directions for new analytical methods and real-time solutions with a focus on (1) customers, in particular, analytics for personalization (segmentation, targeting and 4Ps), (2) firms, in particular, analytics for
optimizing marketing mix spending in a data-rich environment, and (3)
analytics for ensuring customers’ privacy and security. He will review
implications for analytics education and training, and for implementing
analytics and big data in organizations. Finally, he will identify trends that will
shape the impact of analytics on marketing as a discipline, and interconnections
between marketing practice and academia.

3:30 – 4:00    Discussion
   Eric Schmid, Global Strategic Insights, InterContinental Hotels Group

4:00           Wrap Up
   Katherine N. Lemon, Boston College and Executive Director, Marketing Science
   Institute

4:00 – 5:30    Networking Reception    Higgins Hall Patio

Friday, July 31, 2015

8:00 – 8:30 a.m.    Registration    Higgins Hall Atrium

8:30 – 9:15    Measuring and Communicating the Value of Marketing Activities and
Investments
   Dominique Hansens, UCLA and Koen Pauwels, Özyeğin University
Measuring the value of marketing requires a balance between strategy and
tactics, online and offline, analysis and communication. Dominique Hansens
and Koen Pauwels will discuss how models and managers can complement each
other to improve accountability. Topics will include (1) defining the right value
function, (2) engaging in marketing automation with managerial oversight, (3)
building cross-function demand function to drive major resource allocation, and
(4) creating and using an analytics platform/dashboard for marketing
investments.

9:15 – 9:45    Discussion
   Sharon Landa, Vice President – Customer Insights, Bristol-Myers Squibb Company

9:45 – 10:00    Break    Higgins Hall Atrium

10:00 – 10:45    Organizing for Marketing Excellence
   Christine Moorman, Duke University
The last 25 years have witnessed many fundamental changes in the nature of
marketing within organizations, including the idea of market orientation, the
characteristics of marketing capabilities, the emergence of CMOs, and the role
of marketing in novel organizational forms. How have the activities,
responsibilities, and design of marketing evolved over time, and what new
management approaches have been adopted by firms demonstrating marketing
excellence? To answer this question, Christine Moorman organizes conceptual developments and empirical findings in the marketing literature using a 5C framework reflecting the following content areas: (1) Culture; (2) Capabilities; (3) Configuration: Boundaries, Structures, and Governance; (4) Capital (Human); and (5) Choices (Strategic). Implications for theory and practice will be examined.

10:45 – 11:15  Discussion

Brennan Dell, Program Director – Dell Marketing University, Dell, Inc.

11:15 – 11:30  Break

Higgins Hall Atrium

11:30 – 12:15 p.m.  Integrating Marketing Communications: New Findings, New Lessons, and New Ideas

Rajeev Batra, University of Michigan and Kevin Lane Keller, Dartmouth College

With the challenges presented by new media, shifting media patterns, and divided consumer attention, the optimal integration of marketing communications takes on ever-more importance. Rajeev Batra and Kevin Lane Keller will offer insights and guidance rooted in academic research as to how traditional and new media such as search, display, mobile, TV, and social media interact to affect consumer decision making. They will discuss new frameworks for understanding the consumer decision journey as well as criteria for a successful integrated communication program. Their talk will provide guidelines to assist managerial decision making in designing and implementing powerful integrated marketing communication programs where “the whole is greater than the sum of the parts.”

12:15 – 12:45  Discussion

Nicholas Chesterton, CMI Director Marketing Science Unit, Unilever

12:45 – 1:00  Concluding Remarks

Katherine N. Lemon, Boston College and Executive Director, Marketing Science Institute

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