

Thursday Jan. 3rd

	Room 1	Room 2
13:30 - 14:30	Lunch & Registration	
14:30 - 14:40	Welcome	
14:40 - 15:25	KEYNOTE: Uri Simonsohn - Wharton. University of Pennsylvania <i>Most published regression interactions are uninterpretable</i>	
15:25 - 15:40	Coffee Break	Coffee Break
15:40 - 16:10	Marcelo Olivares - Universidad de Chile <i>Labor planning and shift scheduling in retail stores using customer traffic data</i>	Rosario Macera - Universidad de Los Andes <i>On-the-Job Identification of Soft Skills</i>
16:10 - 16:40	Ken Moon - The Wharton School <i>Manufacturing Productivity with Worker Turnover</i>	Marcel Goic - Universidad de Chile <i>The effect of location and social recommendation in reaching and converting mobile customers</i>
16:40 - 18:00	Guided Visit to the Colchagua Museum	Guided Visit to the Colchagua Museum
18:00 - 18:30	Noshir Contractor - Northwestern University <i>Introducing a measure for calculating the efficiency of work in space</i>	Raghu Raghavan - University of Maryland <i>Targeted Online Advertising with Multi-Dimensional Bid Adjustments</i>
18:30 - 19:00	Edgar Kausel - Pontificia Universidad Católica de Chile <i>Outcome Bias in Subjective Ratings of Performance: Evidence from the (Football) Field</i>	Jie Zhang - University of Maryland <i>Customer Acquisition via Daily Deal Promotions and a Comparison with Alternative Acquisition Methods</i>

Friday Jan. 4th

08:30 - 09:25	Logistics & KEYNOTE: Karunakaran Sudhir - Yale School of Management <i>Generating and Linking Attribute Sentiments to Online Review Ratings</i>	
09:25 - 10:10	Coffee Break	Coffee Break
09:40 - 10:10	Simon J. Blanchard - Georgetown University <i>Locational Choices: Understanding Preferences for Proximity around Others in Consumption Environments</i>	Dmitri Kuksov - University of Texas <i>Opinion Leaders and Product Variety</i>
10:10 - 10:40	Marc Fischer - University of Cologne <i>Service Failure in the Public Transportation Industry: Modeling its Impact on Sales</i>	Joaquín Poblete - Pontificia Universidad Católica de Chile <i>The Evolution of Productive Organizations</i>
10:40 - 10:55	Coffee Break	Coffee Break
10:55 - 11:25	Franco Basso - Universidad Diego Portales <i>Coalition formation models in collaborative transportation with competing firms</i>	Cristobal de la Maza - Carnegie Mellon University <i>Instance-Based Learning, Cumulative Prospect Theory, and the (reversed) Description-Experience Gap</i>
11:25 - 11:55	Ricardo A. Daziano - Cornell University <i>A Framework to Integrate Mode Choice in the Design of Mobility-on-Demand Systems</i>	Alexandre B. Leoneti - University of São Paulo <i>A combined approach for supporting group decision making in organizations</i>

Saturday Jan. 5th

08:40 - 09:25	KEYNOTE: Leif Nelson - U.C Berkeley <i>When do people pay more than they need to?</i>	
09:25 - 09:40	Coffee Break	Coffee Break
09:40 - 10:10	Michel Wedel - University of Maryland <i>Bayesian Analysis of Repeated Measures Experiments in Consumer Psychology</i>	Chris Parker - Penn State University <i>When transparency fails: Bias and Financial Incentives in Ridesharing Platforms</i>
10:10 - 10:40	Minah Jung - New York University <i>Self-Other Biases in the Perception of Values and Preferences</i>	Davide Proserpio - University of Southern California <i>The Sharing Economy and Housing Affordability: Evidence from Airbnb</i>
10:40 - 11:10	Tom Meyvis - New York University <i>Consuming regardless of quality: Consumers overestimate the impact of quality differences on the amount consumed</i>	José Guajardo - U.C Berkeley <i>Usage and Payment Behavior in Rent - to - Own Business Models: Evidence from Developing Economies</i>
11:10 - 11:25	Coffee Break	Coffee Break
11:25 - 11:55	Andrés Elberg - Pontificia Universidad Católica de Chile <i>Understanding Retailers' Profitability: The Role of Allowance Payments</i>	Ángelo Guevara - Universidad de Chile <i>Accounting for the Consideration-Set in Discrete Choice Model Estimation</i>
11:55 - 12:25	Carlton Noton - Universidad de Chile <i>Earthquakes, Brand Loyalty and State Dependence</i>	Gah-Yi Ban - London Business School <i>Personalized Dynamic Pricing with Machine Learning</i>
12:25 - 13:10	KEYNOTE: Georgia Perakis - MIT Sloan <i>Retail Analytics: Leveraging Consumer Behavior to Optimize Promotions</i>	