ISMS Newsletter, March 2022

1. A Message from ISMS President Kusum Ailawadi
2. Reminder: Award Nomination Deadlines, including today, March 15, 2022
3. *Management Science*: Marketing Dept Papers On AiA
4. 2022 PDMA Doctoral Dissertation Proposal Competition

1. A MESSAGE FROM ISMS PRESIDENT KUSUM AILAWADI

Dear Friends,

We have all been horrified by the invasion of Ukraine by the Russian military and the destruction it is wreaking. It is also deeply troubling to see the unfolding refugee crisis and resulting hardships and heartbreak. We stand in solidarity with Ukraine, and with all those individuals around the world, and within the ISMS extended family, who are affected by this aggression. Our thoughts and support are with all of you.

Kusum Ailawadi
ISMS President
On behalf of the ISMS Board

2. REMINDER: AWARD NOMINATION DEADLINES, INCLUDING TODAY, MARCH 15, 2022

Calls for Award Nominations are attached. Nomination deadlines are:

March 15, 2022: Bass, Little, Long-Term Impact & Buck Weaver
March 19, 2022: ISMS Fellows

Calls for Nominations are attached.

3. *MANAGEMENT SCIENCE*: MARKETING DEPT PAPERS ON AIA

Agency or Wholesale? The Role of Retail Pass-Through
Honggang Hu, Quan Zheng, Xiajun Amy Pan | Management Science | Mar 2, 2022

https://doi.org/10.1287/mnsc.2021.4262

I Don't "Recall": The Decision to Delay Innovation Launch to Avoid Costly Product Failure
Byungyeon Kim, Oded Koenigsberg, Elie Ofek | Management Science | Mar 2, 2022
https://doi.org/10.1287/mnsc.2022.4303

Social Media and News: Content Bundling and News Quality
Alexandre de Cornière, Miklos Sarvary | Management Science | Mar 11, 2022
https://doi.org/10.1287/mnsc.2022.4341

Demand Expansion and Cannibalization Effects from Retail Store Entry: A Structural Analysis of Multichannel Demand
Scott K. Shriver, Bryan Bollinger | Management Science | Mar 10, 2022
https://doi.org/10.1287/mnsc.2022.4308

What the Past Tells About the Future: Historical Prices in the Durable Goods Market
Zheng Gong, Jin Huang, Yuxin Chen | Management Science | Mar 8, 2022
https://doi.org/10.1287/mnsc.2022.4309

When Is Product Personalization Profit-Enhancing? A Behavior-Based Discrimination Model
Didier Laussel, Joana Resende | Management Science | Mar 7, 2022
https://doi.org/10.1287/mnsc.2022.4298

4. 2022 PDMA DOCTORAL DISSERTATION PROPOSAL COMPETITION

The Product Development and Management Association (PDMA) announces its call for the 2022 Doctoral Dissertation Proposal Competition. The aim of the competition is to support doctoral students to develop original and impactful research on innovation and new product/service development.

The full announcement is attached. Deadline is August 12, 2022.

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