

Past Events - Detail Page

Title: March 8, 2006 Afternoon Event
Category: Presentation & Networking Event
Location: The Standard Club, 320 S. Plymouth Ct.
Start Date: March 8, 2007
End Date: March 8, 2007
City: Chicago, IL
Description:

THIS EVENT AS OF FEB. 26, 2007 HAS BEEN POSTPONED TILL THE FALL. WE WILL LET YOU KNOW WHEN THE DATE HAS BEEN RESCHEDULED.

4:30 pm – 5:00 pm Networking
5:00 pm – 6:00 pm Presentation
6:00 pm – 6:30 pm Networking

Market Structure and the Geographic Distribution of Brand Shares in Consumer Package Goods Industries

Speaker

Jean-Pierre Dube
Professor of Marketing and Neubauer Family Faculty Fellow
University Of Chicago Graduate School of Business

ACG Chicago awarded its inaugural research fellowship to Jean- Pierre Dube, professor of marketing and Neubauer Family Faculty Fellow. The \$15,000 award recognizes a scholar "whose research helps further our understanding of how for-profit enterprises can grow successfully and profitably." Dube was chosen for his paper "Market Structure and the Geographic Distribution of Brand Shares in Consumer Package Goods Industries," coauthored with Sanjay Dhar, James H. Lorie Professor of Marketing, and Bart Bronnenberg.

Professor Dube will discuss how marketing research on the consumer packaged goods industry has traditionally focused on how brands perform over time in a small number of geographic markets. New research suggests that analyzing brand performance across markets—rather than simply over time— may be a more fruitful approach.

With only a few exceptions, researchers have previously been unable to collect truly long-run information about brand performance; CPG data sources—at best—cover a couple of years in any given market. In contrast, the geographic patterns appear to be a long-run phenomenon. These data may present marketers with a rich new source of long-run marketing data with which to study the long-run effects of marketing investments.

The authors hope that future research will focus on broader marketing databases spanning wider geographic scope and longer time horizons. Experimenting with cross-sectional geographic data and contrasting findings with single market time-series data may be a novel way to advance current knowledge about marketing effectiveness. Ultimately, establishing theories to understand the patterns documented in the study should be a fruitful new research area for quantitative marketers.

Jean-Pierre Dubé is Professor of Marketing and a Neubauer Family Faculty Fellow at the Graduate School of Business. Dubé's research activities include empirical industrial organization, dynamic oligopoly, competitive advertising, competitive pricing, retail competition, price discrimination and Internet marketing. His research is empirical in nature

with an emphasis on both positive and normative analysis of marketing strategies. This empirical focus is also reflected in his MBA course, pricing strategies (37202), which is designed to teach students how to apply empirical models and methods to develop pricing strategies in practice.

Dubé has been invited to present his research at such schools as Berkeley, Carnegie Mellon, Columbia, Duke, Harvard, London Business School, MIT, Minnesota, NYU, Stanford, and Yale. He is an ACG Research Fellow, the recipient of an MSI Research Grant, and a member of the editorial board and an ad hoc reviewer of several academic journals. Dubé's teaching style has earned him the 2005 Faculty Teaching Excellence Award for Evening and Weekend MBA Programs at the University of Chicago.

He earned his Bachelor's degree from the University of Toronto in 1995 in Quantitative Methods in Economics with a minor in French literature, and a Masters of Economics (1996) and Doctor of Philosophy in Economics (2000) from Northwestern University.

Registration Fees

\$40.00 ACG Members Registered by March 6

\$50.00 ACG Members Registered after March 6

\$55.00 Non-ACG Members

Cancellation Policy

All cancellations received in writing to Chicagoacg@acg.org no later than 5pm, March 7 will receive full credit. All no shows will be invoiced. Payment is expected at the time of registration.

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