

# Ninth Annual UT Dallas FORMS Conference

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Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UT Dallas FORMS) Conference  
Sponsored by

**The Morris Hite Center** at The Jindal School of Management  
February 26 – 28, 2015

## The University of Texas at Dallas

800 West Campbell Road  
Richardson, TX 75080-3021

The Marketing Group at The University of Texas at Dallas is organizing a marketing conference that intends to foster high quality research in quantitative approaches to marketing. The conference will be held at the Naveen Jindal School of Management at UT Dallas. Conference goals are to provide a forum for a stimulating exchange of ideas and to foster the development of PhD students.

## Location

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All sessions will be held at the Jindal School of Management at The University of Texas at Dallas. The Jindal School is denoted as JSOM on the campus map where driving directions are provided. View the **floor plan of the JSOM building** for details.

## Parking

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A parking permit will be sent to you the week of the conference. If you are flying in and staying at the Hyatt Regency Hotel, shuttles will be provided to and from the conference. If you need a parking permit, please contact **Malissa Cloer**.

## Conference Registration and Schedule

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The conference registration fee is \$300 for faculty until January 30, 2015 and after that date the fee will be \$350 (fees are nonrefundable after February 15, 2015). Faculty members should register [here](#). There is no conference registration fee for marketing doctoral students; however, doctoral students should register using this link [here](#). We look forward to seeing you at the conference!

[Conference Schedule](#)

## Conference Hotel

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A block of rooms has been reserved at the Hyatt Regency Hotel, 701 East Campbell Road, Richardson, TX 75081. The hotel reservation number is 1-888-591-1234. Reservations may be made [here](#). The hotel rate will be \$97.00 per night which includes a full buffet breakfast, complimentary parking, complimentary internet access and complimentary shuttle service to and from the UTD campus and within a five mile radius from the hotel.

## Keynote Speaker

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The keynote speaker for the Ninth Annual UT Dallas FORMS Conference is Greg M. Allenby, Helen C. Kurtz Chair in Marketing, Professor of Marketing, and Professor of Statistics, at The Ohio State University, Fisher College of Business. You can find Dr. Allenby's CV and information about his research [here](#).