

HKUST WORKSHOP ON INFORMATION AND QUALITY

PROGRAM SCHEDULE

MAY 26, 2009 (TUE)

- 9.30-10.30 BREAKFAST & REGISTRATION (RECEPTION OUTSIDE LECTURE THEATRE H)
- 10.30-10.40 **A V MUTHUKRISHNAN:** INTRODUCTION
- 10.40-12.00 **J. MIGUEL VILLAS-BOAS:** "[STRATEGIC ENTRY IN DYNAMIC MARKETS](#)"
- 12.00-14.00 LUNCH
- 14.00-15.20 **K. SUDHIR:** "[EVALUATING BONUS-BASED COMPENSATION STRUCTURES](#)"
- 15.20-15.40 TEA BREAK
- 15.40-17.00 **SOFIA BERTO VILLAS-BOAS:** "[EXPERT OPINION AND THE DEMAND FOR EXPERIENCE GOODS: AN EXPERIMENTAL APPROACH IN THE RETAIL WINE MARKET](#)"
- 18.00 SHUTTLE BUS PICKUP
- 18.30 DINNER
- 21.00 SHUTTLE BUS PICKUP

MAY 27, 2009 (WED)

- 9.30-10.40 BREAKFAST & REGISTRATION (RECEPTION OUTSIDE LECTURE THEATRE H)
- 10.40-12.00 **CHAKRAVARTHI NARASIMHAN:** "[AN EMPIRICAL MODEL OF CONSUMER LEARNING AND EVALUATION ON MULTIPLE ATTRIBUTES](#)"
- 12.00-13.40 LUNCH
- 13.40-15.00 **RAJEEV TYAGI:** "[EFFECTS OF CONSUMER UNCERTAINTY AND BIASES ON OPTIMAL PRICING PLANS](#)"
- 15.00-15.15 TEA BREAK
- 15.15-16.35 **JINHONG XIE:** "[THE ECONOMICS OF BUYER UNCERTAINTY: ADVANCE SELLING VS. PROBABILISTIC SELLING](#)"
- 16.35-17.00 CLOSING THE WORKSHOP
- 17.30 **[AMENDMENT] SHUTTLE BUS PICKUP
BOAT TRIP IS CANCELLED DUE TO UNDESIRABLE WEATHER**
- 19.30 DINNER AT SAI KUNG