

MARKETING SCIENCE CONFERENCE
16-18 JUNE 2022

Dear Colleagues,

The 2022 Marketing Science Conference will be held virtually from 16-18 June 2022 and hosted by the University of Chicago Booth School of Business.

The conference organizers are Pradeep Chintagunta, J.P. Dubé, Günter Hitsch and Sanjog Misra.

We invite marketing scholars to submit abstracts at <https://tinyurl.com/mksci2022>

Individual abstracts should be fewer than 1,800 characters (including spaces).

We also invite special session submissions. Please email Ellen.Tralongo@informs.org for instructions on how to submit special session proposals.

Important Dates

Abstract Submission Deadline: March 1, 2022, 11:59PM EST

Special Session Proposal Deadline: February 11, 2022, 11:59PM EST

Abstract & Special Session Acceptance Notification: March 15, 2022, 11:59PM EST

Speaker Registration Deadline: March 20, 2022, 11:59PM EST

Please note that Special Session Proposal deadline is for contacting Ellen Tralongo. Final abstracts for both individually contributed and special sessions will be due on March 1. Further details on the conference are available at:

<https://www.chicagobooth.edu/research/kilts/events/isms-marketing-science-conference>

The conference will be held online with activities and special sessions to facilitate interaction and discussion. More details will be made available on the conference website soon.

We look forward to seeing you at the conference.

Best wishes,

Pradeep, J.P, Günter and Sanjog