

# Valencia

## Advanced Research in Marketing



**Professor Jie Zhang**

Professor of Marketing &  
Harvey Sanders Fellow of Retail  
Management.

University of Maryland

### Online Cart Abandonment

MK Science, JMR, Manag. Science.  
Research interests: Internet  
marketing, retail strategies, online  
purchase behavior, loyalty  
programs, mobile marketing



**Professor Michel Wedel**

Distinguished University  
Professor and PepsiCo Chair in  
Consumer Science

University of Maryland

### Bayesian Analysis of Variance

1st Marketing scholar on number  
of A-publications in 1997-2006.  
Research interests: Conjoint  
Analysis and Design, Eye Tracking  
and Visual Marketing, and Mixture  
Models

**/May/22/2017**

15:30-19:00

Registration:  
[imba@uv.es](mailto:imba@uv.es)