



Workshops Wednesday, July 5th

8:00 AM – 8:30 AM

Bus departs from Hotel Dann Carlton to Pontificia Universidad Javeriana Cali (PUJC) Campus

9:30 AM – 12:30 PM

Room: Guadales 1

Predicting Consumer Choice - Choice Based Conjoint (CBC) Analysis

Workshop Lead:

Dr. Pallavi Chitturi, Temple University

Dr. Pallavi Chitturi is a Professor in the Department of Statistical Science and the Director of the Center for Statistical Analysis at The Fox School of Business, Temple University. Dr. Chitturi's research interests are in the areas of choice based conjoint analysis, experimental design, and quality assurance.

Topics: The purpose of the workshop is to introduce beginners to certain key concepts in choice based conjoint analysis, and introduce them to the topic. The focus will be on discussing important concepts with illustrations and examples of applications. This workshop is geared towards beginners who want to learn about the design issues in choice based conjoint analysis, how to design a good CBC study, optimality criteria, reducing choice set sizes, etc.

The goal of the workshop is to discuss CBC designs and highlight potential areas of collaboration and inter-disciplinary research.

Workshop topics will include:

- CBC designs
- Pareto Optimal designs
- Sequential Experiments
- Reducing Choice Set Sizes

Information on Conjoint Analysis: In real life people reveal their preferences through choices. The aggregate of choices constitutes the demand for goods, services, the vote for political candidates, and many other phenomena of interest. Understanding how changes in the characteristics of alternatives affects preferences for them is important in many fields where predicting human choice is of interest - marketing, management, economics, environmental science, geography, recreation, and transportation. Choice-based conjoint (CBC) experiments are used when choice alternatives can be described in terms of attributes.

Room: Guadales 2

Conducting Transformative Service Research: Projects with Impact

Workshop leads:

Dr. Steven Rayburn, Texas State University

Steven is part of the Transformative Service Research group that focuses on service research for individual, collective, and societal well-being. He researches in three areas: 1) Consumer service constraints; 2) Work design, leadership, and worker well-being; and 3) The intersections of service(s), community development, and poverty.

Dr. Linda Nasr, Texas State University

Linda is part of the Transformative Service Research group. She is also interested in transdisciplinary research; in particular, the usage of technology interfaces within service deliveries, and its role in shaping service experiences.

Dr. Mario Giraldo, Universidad del Norte

Mario works with the Transformative Service Research. He is also interested in studying value creation in social communities from a practice-theoretical perspective and the understanding of eudemonic wellbeing within service contexts.

Topics: The workshop will explore the types of projects commonly engaged in the TSR approach, possible research areas for TSR, methods for conducting TSR, and disseminating results of TSR projects.

Format: presentations from workshop leads; individual and group exercises.

Requirement: Please bring a current research challenge: an article from a literature review, research design, data collection instrument, data excerpt (field note entry, interview passage, image, film clip, object), paper in process, or a perplexing comment from a journal review.

Examples of projects from the coordinating team has published and ongoing TSR research will be the platform for exploring the research possibilities within the TSR movement. One additional goal of the workshop is to provide time and space for the development of new TSR projects among and with workshop participants. The coordinating team will act as facilitators and participants in these new projects.

The Journal of Service Theory and Practice (JSTP) is hosting a Special Section for Transformative Service Research in Latin America - research completed in Latin America.

As co-editors of the special section, the leads of the workshop would select and recommend worthy papers to be considered for the special section. All papers will go through the normal double peer review process. Please note that participation in the workshop does not guarantee publication.

12:30 PM – 2:00 PM

[Lunch in Campus](#)

2:00 PM – 4:30 PM

Room: Guadales 1

[Qualitative Consumer and Market Research – Connecting, Translating, Publishing, Engaging](#)

Workshop Lead:

Dr. Lisa Peñaloza, Professor of Marketing, Kedge Business School, Bordeaux, France and Egade Business School, Monterrey, Mexico

Lisa's ethnographic research exploring how consumers and marketers collectively produce identity and community and negotiate economic value appears in academic journals, and in the films, *Generaciones: Cultural Identity, Memory and the Market*, and *Inside the Mainstream: Credit and Debt in the White U.S. Middle class*.

Topics: This workshop will build upon participants' skills in the collection, analysis, academic publication, and practical application of qualitative data regarding consumer behavior and marketing practice.

Format: individual and group exercises.

Requirement: Bring a current research challenge: article from a literature review, research design, data collection instrument, data excerpt (fieldnote entry, interview passage, image, film clip, object), paper in process, or a perplexing comment from a journal review (only one).

Exercises will touch upon the following topics:

1. Diverse philosophies and expanding practices characterizing qualitative consumer and marketing research.
2. Methodological skills in formulating research designs; designing data collection instruments; analyzing textual, visual, and material data; and developing empirical categories and processes.
3. Theory building abilities, to include reading related research critically, formulating an appropriate theoretical gap, organizing and presenting empirical findings, and developing theoretical contributions, to include responding to reviewers.
4. Consumption and market strategic insights useful in marketing applications, for consumer well-being, and for more effective governmental/public policy.

Room: Guadales 2

Conducting Transformative Service Research: Projects with Impact – Part II

Workshop leads:

Dr. Steven Rayburn, Texas State University

Dr. Mario Giraldo, Universidad del Norte

Dr. Linda Nasr, Texas State University

4:30 PM – 5:00 PM

[Visit to Marketing Lab - Los Guayacanes 1](#)

5:15 PM – 5:45 PM

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Campus to Hotel Dann Carlton](#)