

MARKETING SCIENCE 2025 SCHEDULE, BALLROOM LEVEL ROOMS (June 11) --- MEETING LEVEL ROOM DETAILS AVAILABLE ONLINE*

| Session | | Potomac Ballroom 1 & 2 | Potomac Ballroom 3 | Pre-Function Area | Anacostia Ballroom Salon D | Anacostia Ballroom Salon E | Anacostia Ballroom Salon F | |
|-----------------|---|------------------------|-----------------------------|---|----------------------------------|--|--|---|
| F R I D A Y | | 7.30-8:30am | Light Continental Breakfast | | | | | |
| | FA | 8:30-10am * | | | | Flash Session 1: Evidence From The Field | Flash Session 2: Big Data and Machine Learning | Invited (Special) Session: Marketing Accountability |
| | | 10-10:30am | | | Coffee Break | | | |
| | FB | 10:30am-12pm * | | | | Flash Session 3: Large Language Models and Text-Mining | Flash Session 4: Behavioral Impacts | Publishing in the Frontiers Section: Unpacking the Process |
| | | 12-1:30pm | | | Lunch | | | |
| | FC | 1:30-3pm * | | | | Flash Session 5: Competition and Game Theory | Flash Session 6: Understanding Consumers | ISMS Dissertation Award Winners |
| | | 3:00-3:30pm | | | Coffee Break | | | |
| | FD | 3:30-5pm * | | | | Flash Session 7: Social Media & Digital Marketing | Meet the Editors A | Invited Session: Digital Platforms, UGC and Online Reviews |
| | | 5:10-5:45pm | | | Plenary Session & Award Ceremony | | | |
| | | 5.45-7pm | | | Happy Hour (Dinner on Own) | Poster Session (for Friday Flash Session participants) | | |
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| S A T U R D A Y | | 7.30-8:30am | Light Continental Breakfast | MKSci ERB (starts 7.00) Invitation only | | | | |
| | SA | 8:30-10am * | | | | Flash Session 8: AI Application | Flash Session 9: Advertising and Sponsorship | Buck Weaver Award |
| | | 10-10:30am | | | Coffee Break | | | |
| | SB | 10:30am-12pm * | | | | Flash Session 10: Sustainability | Flash Session 11: User Generated Content | Invited Session: Industry Engagement and Research Exposure: Enhancing Academic Impact through MSI |
| | | 12-1:30pm | | | Lunch | Women's Lunch | | |
| | SC | 1:30-3pm * | | | | Flash Session 12: Retailing, Pricing, and Channels | Flash Session 13: Online WOM, Messaging, and Platforms | Invited Session: LLMs in Action: Human Insights, Retail Innovation, and Review Revolution |
| | | 3:00-3:30pm | | | Coffee Break | | | |
| | SD | 3:30-5pm * | | | | Invited Session: Incentive Design and Market Dynamics | Meet the Editors B | Invited Session: Marketing Analytics and Privacy |
| | | 5.00-6.00pm | | | Mini Reception | Poster Session (for Saturday Flash Session participants) | | |
| | | 6:00-8:00pm | Gala Dinner | | | | | |
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| S U N D A Y | | 7.30-8:30am | Light Continental Breakfast | | | | FELLOWS BREAKFAST (starts at 7.30) Invitation only | |
| | SuA | 8:30-10am * | | | | Reserved for Little Celebration Preparation | | |
| | | 10-10:15am | | | Coffee Break | | | |
| | SuB | 10:15-11:45am * | | | | | | |
| | | | | | | | | |
| | 12.00pm John Little Celebration of Life (Separate Registration Necessary) | | | | | | | |

* All contributed sessions and most invited (i.e., special) sessions are on the meeting room level -- see <https://submissions.miramart.com/ISMS2025/Itinerary/EventsAAG.aspx>