8:15 - 9:00 Continental Breakfast
9:00 - 9:15 Introduction and Objectives of Meeting
9:15 - 10:30 A Case Study of buySAFE — Valuing the Elimination of Uncertainty
   Eric Clemons, Jeff Grass, Steve Woda
   (Paper will be distributed before session)
   Uncertainty should and indeed does reduce customers’ willingness to pay for many
   products offered for sale over eBay. buySAFE ensures that products sold over eBay
   are indeed precisely what the sellers claim they are, significantly reducing customers’
   risks. Not surprisingly, this represents a significant improvement over eBay’s rating
   systems, and not surprisingly this translates into measurable price premiums for
   sellers.

10:30 - 10:45 Coffee Break
10:45 - 12:30 Reaching the Customer — Achieving Informedness in a Cluttered
   World
   Eric Clemons, Arjun Appadurai, Steve Barnett
   (Paper will be distributed before session)
   In today’s marketplace there is an ever-increasing range of mechanisms that can be
   used to inform the customer. The role of traditional mass media broadcast advertising,
   and of semi-traditional pop-ups may be decreasing. Sampling, particularly the
   sampling of influentials, or sampling of those customers with latent innate preferences
   for particular new products may be increasingly important. Likewise, websites like
   YouTube, MyFace, and First Wives World may play an increasing role.

12:30 - 2:00 Working Lunch — Reaching the Customer: Exploring Our
   Experience, Exploring our Expectations
2:00 - 2:45 Group Presentations — Reaching the Customer: Exploring Our
   Experience, Exploring our Expectations
2:45 - 3:45 Reaching the Customer — Achieving Informedness in a Cluttered
   World
   Eric Clemons, Heinz Schimmelbusch
   (Paper will be distributed before session)
   There is strong anecdotal evidence to suggest that small companies are far more
   aggressive in pursuing opportunities for troubled businesses than are large ones;
   indeed, the return on agility realized by selling a business unit to a venture capitalist
   or private equity firm can be several hundred percent. We explore several examples
   and discuss patterns that emerge.
3:45 - 4:00  Concluding Remarks