

Stuart School of Business Friday Research Presentation Series–Spring 2010

Location: IIT Downtown campus, 565 W Adams Street (Room 470), Chicago, IL 60661

(If you have questions, please contact Siva Balasubramanian at sivakbalas@stuart.iit.edu)

Kellogg School of Management, Northwestern University	Regulating Risk and Risking Regulation: The Negative Effects of Health Messages on Health Behavior	January 15, 2010	10 - noon
Arjun Chakravarti <i>IIT Stuart School of Business</i>	How Consumer Goals and Prior Beliefs Shape Sales Interactions	January 29, 2010	10 – 11 am
Siva K. Balasubramanian <i>IIT Stuart School of Business</i>	Modeling Factors that Influence Attitude toward the Brand in Movie Product Placements		11 - noon
Navid Sabbaghi <i>IIT Stuart School of Business</i>	Green Supply Chains	February 5, 2010	10 - 11 am
Liad Wagman <i>IIT Stuart School of Business</i>	Issues of Anonymity in E-Commerce		11 - noon

		February 19, 2010	10 - noon
Nasrin Khalili <i>IIT Stuart School of Business</i>	Economics of Sustainable Strategy	March 5, 2010	10 - 11 am
John Bilson and Rick Cooper <i>IIT Stuart School of Business</i>	Trading Straddles		11 - noon
Pradeep Chintagunta <i>Booth School of Business, University of Chicago</i>			