

## Stuart School of Business Friday Research Presentation Series – Fall 2009

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

Presenter	Topic		
		2009	10 - noon
<b>Kalyan Raman</b> <i>Medill School/IMC Program Northwestern University</i>	<b>Issues in Integrated Marketing Communications</b>	<b>September 4, 2009</b>	<b>10 - noon</b>
<b>Suresh Ramanathan</b> <i>Booth School of Business, University of Chicago</i>	<b>Social Influences on Evaluation of Experiences and Post-Experience Rapport</b>	<b>September 11, 2009</b>	<b>9 – 10:30 am</b>
<b>Florian Zettelmeyer</b> <i>Kellogg School, Northwestern University</i>	<b>Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets</b>	<b>September</b>	