

GROUP for
ANALYSIS of
PERFORMANCE in
ECONOMICS and
MANAGEMENT

GRUPE d'
ANALYSE de la
PERFORMANCE en
ECONOMIE et
MANAGEMENT

Dear colleagues,

You are cordially invited to the 1st working meeting of the Marketing Application Group within GAPEM on January 22nd 2004, 14h00- 17h00 at IFRESI, 2 rue des Cannoniers, Lille.

PROGRAM

1/ Discussion of the following article:

Kamakura, W.A., T.B. Ratchford, J. Agrawal (1988) Measuring Market Efficiency and Welfare Loss, *Journal of Consumer Research*, 15(3), 289-302.

Participants should have read the article: questions & reflections are welcomed.

In case you have difficulties obtaining a copy, please contact the organisers.

2/ Fixing other reading priorities: potential topics include hedonic pricing, consumer satisfaction and (in)efficiency, quality indices, etc.

Reuben CHUMPITAZ & Kristiaan KERSTENS

For any additional information on this event please contact Reuben CHUMPITAZ (r.chumpitaz@ieseg.fr)

