

A word cloud featuring various expressions of farewell and gratitude. The words are arranged in a dense, overlapping manner. The colors range from light blue to dark purple. The sizes of the words vary, with 'goodbye' and 'thank you' being the largest. The words are: goodbye, coda, bye-bye, Auf-wiedersehen, adieu, cheers, Arrivederci, so long, sayonara, culmination, ciao, adios, regards, envoi, toodle-oo, conclusion, Au-revoir, leave-taking, farewell, cheerio, godspeed, and thank you.

goodbye
coda
bye-bye
Auf-wiedersehen
adieu
cheers
Arrivederci
so long
sayonara
culmination
ciao
adios
regards
envoi
toodle-oo
conclusion
Au-revoir
leave-taking
farewell
cheerio
godspeed
thank you

Two things...

- Our SMS story
- Awards of appreciation

Our SMS story



















THE CHANCELLOR
HOTEL





H.L. HEMBREE, III ROOM





A photograph of a meeting room with several people seated at a long, dark wooden table. The room has a white wall with a clock and a green exit sign. A large, semi-transparent blue rectangle is overlaid on the center of the image, containing the word "Presentations" in a dark blue, sans-serif font. In the foreground, a portion of a table with a white notepad and a pen is visible. The people are dressed in business casual attire, and some are looking towards the front of the room, while others are looking at their laptops or papers.

Presentations

EXIT


Kentucky

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com
(IPR)
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Han
- Unio
PT's
- This
prom

Introduction

- Gift certificates:
 - Longer time windows better than shorter time windows
- But can the reverse be true?
 - Shorter time windows better than longer time windows?
 - Yes, for certain goods



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- A man in a dark suit and bright orange trousers stands at the front of a conference room, presenting to a group of people seated at long tables. He is holding a small object in his hands. Behind him is a large projection screen displaying a list of questions. The room has a patterned carpet and a whiteboard on the wall to the left.
- Can we find a business context in which the gift economy is functioning?
 - If so, to what ends?
 - If not, why not?





Research Motivation

- Idea generated during Pricing and Promotion Seminar in the Fall of 2013
 - Haws and Bearden (2006) *Dynamic Pricing and Consumer Fairness Perceptions* found (among other things) that price fairness perceptions were higher when consumers paid lower prices relative to another consumer, and lower when consumers paid higher prices relative to another customer
- Primary Research Question:
 - When would consumers consider it "fair" that another consumer received a better price for the same product?



Lunch

Awards

A group of people are seated at round tables in a large room with large windows. The room has a modern design with a mix of wood and grey paneling. The people are dressed in business casual attire. The word "Awards" is overlaid in the center of the image.





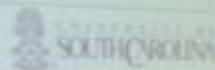
Transitioning from Doctoral Student to New Faculty Status"

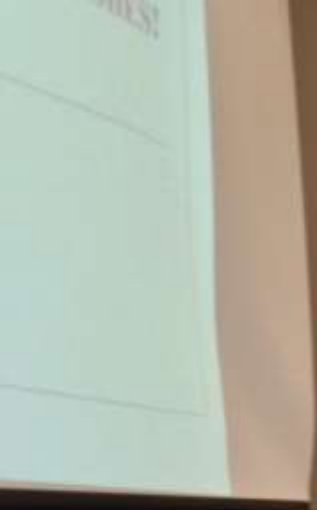
UNIVERSITY OF
SOUTH CAROLINA



Bill Bearden
University of South Carolina

"Transitioning from Doctoral Student to New Faculty Status"





A photograph of the Fred W Smith Football Center, a modern building with a red brick facade and large glass windows. The building features a prominent entrance with a set of stairs and a glass door. A black lamppost stands in the foreground, and a concrete wall runs along the base of the building. The ground is covered with patches of snow and some dry vegetation.

**FRED W SMITH
FOOTBALL CENTER**



ARKANSAS

WINNING
TRADITION

ARKANSAS

NATIONAL
CHAMPIONS



NEVER YIELD

NEVER YIELD









Brew Pub











Thank You

- Provost: Dr. Sharon L. Gaber
- Walton College: Dr. Eli Jones
- Center for Retailing Excellence: Dr. Claudia Mobley
- Department of Marketing: Dr. Jeff B. Murray
- Walmart Chair in Marketing: Dr. Scot Burton

The Team

- Dean Eli Jones
- Department of Marketing Faculty
- Marketing Doctoral Students
- Administrative Assistants: Pam Heinzel and Sandra Cox
- Walton College Conference Services

Special Thanks!



A word cloud featuring various phrases for saying goodbye in different languages. The words are arranged in a circular pattern, with 'goodbye' and 'thank you' being the largest. Other visible words include 'regards', 'farewell', 'cheerio', 'ciao', 'adieu', 'sayonara', 'so long', 'cheers', 'Arrivederci', 'Auf-wiedersehen', 'bye-bye', 'codas', 'envoi', 'conclusion', 'leave-taking', 'culmination', and 'adios'.

Have a safe trip home...