


CPR 2005: Program Overview

	Tuesday September 20, 2005	Wednesday September 21, 2005	Thursday September 22, 2005	Friday September 23, 2005	Saturday September 24, 2005
09.00 – 09.30		Paul Barrett <i>University of Auckland, NZ</i> Consumer Profiling	Denis Bratko <i>University of Zagreb, Croatia</i> Behavioral Genetics	Mick Couper <i>University of Michigan, USA</i> The Power of the Visible	Bozidar Klicek <i>University of Zagreb, Croatia</i> Knowledge Discovery
09.30 – 10.00					
10.00 – 10.30			Poster Presentations and Coffee Breaks		
10.30 – 11.00					
11.00 – 11.30					
11.30 – 12.00		Paper Session: Symbolic Congruence	Paper Session: Cultural Differences	Paper Session: Data Collection Methodology	Paper Session: Data Mining, Segmentation, and Modeling
12.00 – 12.30					
12.30 – 13.00			Lunchtime		Ph.D. paper award notification Closing Address
13.00 – 13.30					Lunchtime
13.30 – 14.00					
14.00 – 14.30				Short Course: Web-based Data Collection 	
14.30 – 15.00					
15.00 – 15.30		Social Event**: Old Town of Dubrovnik	Social Event**: Island of Lokrum		Social Event**: Cavtat and Cilipi
15.30 – 16.00					
16.00 – 16.30				Coffee Break	
16.30 – 17.00					
17.00 – 17.30	Welcoming Address	Paper Session: Consumer Personality Assessment	Paper Session: Consumer Personality and Motives	Paper Session: Advertising Research	
17.30 – 18.00			Coffee Breaks		
18.00 – 18.30	M. Joseph Sirgy <i>Virginia Tech., USA</i> Consumer Self-Concept				
18.30 – 19.00					
19.00 – 19.30	Opening Reception	Paper Session: Brand Personality	Paper Session: Brand Preference and Loyalty	Paper Session: eCommerce	
19.30 – 20.00					
20.00 – 20.30					

** Social events are organized and offered by independent private travel companies during the conference, they must be booked separately (at the registration desk)