



October 10, 2008

Marketing-Finance Conference

Conference Program

9:00 – 9:30	Welcome and registration
9:30 – 9:40	Opening and Welcome Prof. Dr. Ir. Joost M.E. Pennings Department of Finance & Department of Marketing, Maastricht University
9:40 – 10:00	Efficacy perceptions and online investor performance: A MF perspective Prof. Dr. Ko de Ruyter Department of Marketing, Maastricht University
10:00 – 10:20	Household finance & private retirement provision: A MF Perspective Prof. Dr. Piet M.A. Eichholtz Department of Finance, Maastricht University
10:20 – 11:00	M-F interface from a marketing perspective Prof. Dr. Rajendra K. Srivastava Provost and Vice President for Academic Affairs, Singapore Management University & Roberto C. Goizueta Chair in Marketing and e-Commerce, Emory University
11:00 – 11:20	Coffee break
11:20 – 12:00	Marketing-Finance interface: From theory to practice Drs. Jos M.A. Clijsters Member of the Supervisory Board of Fortis Bank
12:15 – 13:15	Lunch
13:15 – 14:00	M-F interface from a finance perspective Prof. Dr. Dr. H.C. Martin Weber Chair of Business Administration and Finance, esp. Banking University of Mannheim
14:00 – 15:00	Marketing-Finance interface: From theory to practice Dr. Gerben P. Algra Program Director Excellerate and Product Launch DSM
15:00 – 15:30	Coffee break
15:30 – 15:45	The Marketing-Finance Interface: A new Master program at UM Dr. Arvid O. I. Hoffmann Department of Finance, Maastricht University
15:45 – 16:30	The Marketing-Finance Interface: New frontiers Prof. Dr. Ir. Joost M.E. Pennings Department of Finance & Department of Marketing, Maastricht University
16:30	Reception