

| Sessions and Events | Thursday, June 8 2023 | Friday, June 9 2023 | Saturday, June 10 2023 |
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| Morning Session | 19 Tracks (Session A: 8.30 am to 10.00 am) | 19 Tracks (Session A: 8.30 am to 10.00 am) | 19 Tracks (Session A: 8.30 am to 10.00 |
| Mid Morning Session | 19 Tracks (Session B: 10.30 am to 12.00) | 19 Tracks (Session B: 10.30 to 12.00) | 19 Tracks (Session B: 10.30 am to 12.00) |
| Early Afternoon Session | 18 Tracks (Session C: 1.30 pm to 3.00 pm) | 19 Tracks (Session C: 2.00 pm to 3.30 pm) | |
| Mid Afternoon Session | 19 Tracks (Session D: 3.30 om to 5.00 pm) | 19 Tracks (Session D: 4.00 pm to 5.30 pm) | |
| Special Events | Meet the Editors Session #1 (3pm to 4:30pm) | Meet the Editors Session #2 (8:30 am to 10 am) | |
| | ISMS Board Meeting (12:15 pm to 1:30 pm) | ISMS Fellows "Breakfast" (private event) (7:30 am to 8:30 am) | |
| | Plenary Session: ISMS Board Update & Awards (4:45 pm to 5:45 pm) | Women in Marketing Science Lunch "Chair: Claudia Townsend" Sponsored by Cornerstone Research (12.00 noon to 2.00 pm) | |
| | Conference Welcome Reception (5:45 pm to 7 pm) Dinner on your own | Conference Dinner (6:30pm to 8:30pm) | |