



May 10-13, 2015 • The University of Texas at Austin

Dear Colleagues,

On behalf of the ICMC Steering Committee we would like to welcome you to the 4th International Choice Modelling Conference, organized by Resource Systems Group, Inc. (RSG) and the Center for Transportation Research (CTR) at The University of Texas at Austin. This is the first ICMC to be held in North America, and we're pleased to have you here in beautiful Austin, Texas! In addition to enjoying the conference and the stimulating company of your colleagues in choice analysis, we hope you'll have an opportunity to experience some of what this vibrant and fun city has to offer. Thank you for your participation, and we look forward to the sharing of ideas, leading-edge development discussions, networking, and collective learning that will take place this week.

Sincerely,



Chandra Bhat

Center for Transportation Research, UT Austin



Tom Adler

Resource Systems Group, Inc.

Co-Chairs, 4th International Choice Modelling Conference

Organized by:



THE UNIVERSITY OF TEXAS AT AUSTIN
CENTER FOR TRANSPORTATION RESEARCH



RSG

the science of **insight**

With support from:



ICMC 2015 Keynote Speakers



Professor Kenneth Train teaches econometrics and public policy at the University of California, Berkeley, and serves as vice-president for the economics firm NERA, Inc. His book, *Discrete Choice Methods with Simulation*, is widely used as a textbook for the field. He has published extensively on methodological issues in choice modelling and has applied these methods to examine vehicle demand, energy efficiency programs, water service valuation, recreational travel, telecommunications, and a host of other topics. He is an editor of the *Journal of Choice Modelling* and the 2002 recipient of the Richard Stone Prize in applied econometrics.



Dr. Wagner A. Kamakura is the Jesse H. Jones Professor of Marketing at the Jones Graduate School of Business, Rice University. Prior to joining the Jones school, Professor Kamakura taught at Duke University, University of Iowa, University of Pittsburgh, and Vanderbilt University. Before joining academia, he worked in market analysis, forecasting, and planning at Duratex S.A. and Massey-Ferguson of Brazil. Professor Kamakura holds a PhD in

Marketing from The University of Texas at Austin, a Doctor Honoris Causa from Universidad de Granada, a MS in Industrial Engineering from Universidade de São Paulo (Brazil), an EMBA from Fundação Getúlio Vargas (Brazil), and a BS in Mechanical Engineering from Instituto Tecnológico de Aeronáutica ITA (Brazil). He has co-authored *Estratificação Socioeconômica e Consumo no Brasil* and *Market Segmentation: Conceptual and Methodological Foundations*, as well as over a hundred articles in leading academic journals in marketing and other disciplines. His publications received best-paper awards from the *International Journal of Research in Marketing*, *Journal of Marketing Research*, and *Journal of Retailing*. He has served as the Editor of the *Journal of Marketing Research*, Area Editor of *Marketing Science*, and Associate Editor of the *Journal of Consumer Research*. He is currently a member of the editorial boards of the *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Marketing Research*, *Journal of Retailing*, and *Marketing Science*. His current research interests are in marketing analytics, consumption and time-use analysis, efficiency analysis, customer relationship management, market segmentation, and market structure.



Dr. Fariba Alamdari, Vice President of Marketing for Boeing Commercial Airplanes, leads a broad team of experts who support Boeing's product strategy and sales of aircraft and services.

From 2010 to 2013, as vice president of Marketing and Value Analysis, Alamdari was responsible for Boeing Commercial Airplanes' go-to-market strategies in regions around the world, as well as analytics, modeling, and simulation in support of sales and product development. From 2006 to 2010, as vice president of Future Markets, Alamdari led the Current Market Outlook forecast team and was responsible for economic and financial analysis, airline revenue analysis, and network fleet planning. She also led the operation and development of the Customer Experience Center.

Alamdari is an expert in the marketing and economics of the aviation industry, with a specific focus on the strategic implications of airline deregulation. In 2006, she joined Boeing from Cranfield University in the United Kingdom, where she served as chair of the university's Department of Air Transport, professor of Air Transport Management, and Dean of the Faculty of Engineering, Manufacturing, and Science. In those roles, she worked closely with airlines to help make them more profitable, productive, and innovative and also consulted with airports, aircraft manufacturers, regulatory bodies, and service providers.

In addition to publishing more than 70 articles and reports on aviation-related issues, Alamdari has chaired and spoken at many international conferences. She is a Fellow of the Royal Aeronautical Society and received the Industry Professional Achievement Award from Women of Color in 2011, Professional Practice Recognition Award from the State University of New York—Institute of Technology in 2010, and The Sorenson Best Paper Award in 2000.

Alamdari received a PhD from Cranfield University on the economic impact of airline deregulation in 1988, a Masters degree in transport economics from Cranfield University, and an undergraduate degree in politics and economic studies from Tehran University. Alamdari is on the advisory board of the University of Washington-Bothell and is a visiting professor at Cranfield University. She also serves on the executive board of Neighborcare Health and is a member of the Boeing Leadership Development Excellence Executive Council.



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ICMC 2015 Itinerary

SUNDAY, May 10

1:30-3:30 PM

Registration

3:30-5:00 PM

Welcome & Plenary Keynote-Dr. Kenneth Train
Welfare Analysis When Perceptions Differ from Reality

Amphitheater 204

6:00-8:00 PM

Welcome Reception

Interior Courtyard

MONDAY, May 11

8:30-10:00 AM- Session 1

Topic	Session	Title	Authors	Presenter
Decision Processes for Consumer Choice - Part 1 Chair: Cristian Guevara	1A Room 107	Modeling Choice Reversal Due to the Decoy Effect	Mitsuyoshi Fukushi, Cristian Angelo Guevara	Cristian Angelo Guevara
		Investigating Alternative Non-Attendance and Other Decision Processing Strategies in Food Choice	Ole Bonnichsen, Danny Campbell, Morten Raun Mørkbak, Søren Bøye Olsen	Søren Bøye Olsen
		Disentangling the Influence of Knowledge on Preferences and Processing Strategies	Erlend Dancke Sandorf, Danny Campbell, Nick Hanley	Erlend Dancke Sandorf
		Extending ICLV Models by Accounting for Endogeneity and Counterfactual Thinking	George Chryssochoidis	George Chryssochoidis
Stated Preference Elicitation and Information Processing - Part 1 Chair: Seda Erdem	1B Room 101	Uncertainty in Choice Experiments: Will Eye-Tracking Provide Useful Measures?	Kennet Uggeldahl, Catrine Jacobsen, Thomas Lundhede, Søren Bøye Olsen	Kennet Christian Uggeldahl
		Information Processing in Stated Preference Tasks: An Eyetracking Analysis	Martin Meissner, Joel C. Huber, Harmen Oppewal	Harmen Oppewal
		A New Method for Preference Elicitation: A Comparison of Trio-Wise and Best-Worst Scaling	Seda Erdem, Danny Campbell	Seda Erdem
		Assessing the Impact of Opt-Out Definitions in Stated Choice Experiments - a Case Study on Food Safety	Danny Campbell, Morten Raun Mørkbak, Søren Bøye Olsen	Danny Campbell
Emerging Considerations in Travel Choice Models - Part 1 Chair: Hani Mahmassani	1C Room 102	Modelling Travelers' Choice between Park-and-Ride and Other Modes of Travel to Work in the Context of Uncertainty	Ying Huang, Brett Smith, John Taplin, Doina Olaru	Doina Olaru
		Incorporating Social Media Data in Travel Choice Models: Conceptual Framework and Exploratory Analysis	Ying Chen, Andreas Frei, Hani S. Mahmassani	Hani S. Mahmassani
		Inter-Person or Intra-Person Variation: The Value of Multi-Day Data in Modeling Travel Behavior Decisions	Kathleen Deutsch-Burgner	Kathleen Deutsch-Burgner
		Behavioral Change Monitoring: Experiment with Electric Bicycles	Nikoleta Krousouloudi	Amalia Polydoropoulou
On Specifying Alternatives Chair: Thijs Dekker	1D Room 108	The Effect of Choice Set Misspecification on Welfare Measures in Random Utility Models	Lianhua Li, Vic Adamowicz, Joffre Swait	Vic Adamowicz
		Goals Constrain Choices: The Role of Goals in Choice Set Formation	Flavio Freire Souza, Joffre Swait, Jr., Christine Eckert	Flavio Freire Souza
		A Bayesian Approach to Sampling of Alternatives	Thijs Dekker	Thijs Dekker
Investigating New Methods for Choice Model Estimation - Part 1 Chair: Taha Rashidi	1E Room 202	The Use of Firth Penalized-Likelihood Estimates for Individual-Level Discrete Choice Modeling and Market Segmentation	Roselinde Kessels, Bradley Jones, Peter Goos	Roselinde Kessels
		Testing the Use of Indirect Influence for Large Scale Modelling	Stephane Hess, Andrew Daly, Mark Bradley, Maren Outwater, Thijs Dekker	Stephane Hess
		Investigating Bagging Predictors Method in Multinomial Logit Model	Milad Ghasri, Taha Hossein Rashidi	Taha Hossein Rashidi

10:00-10:30 AM **BREAK**

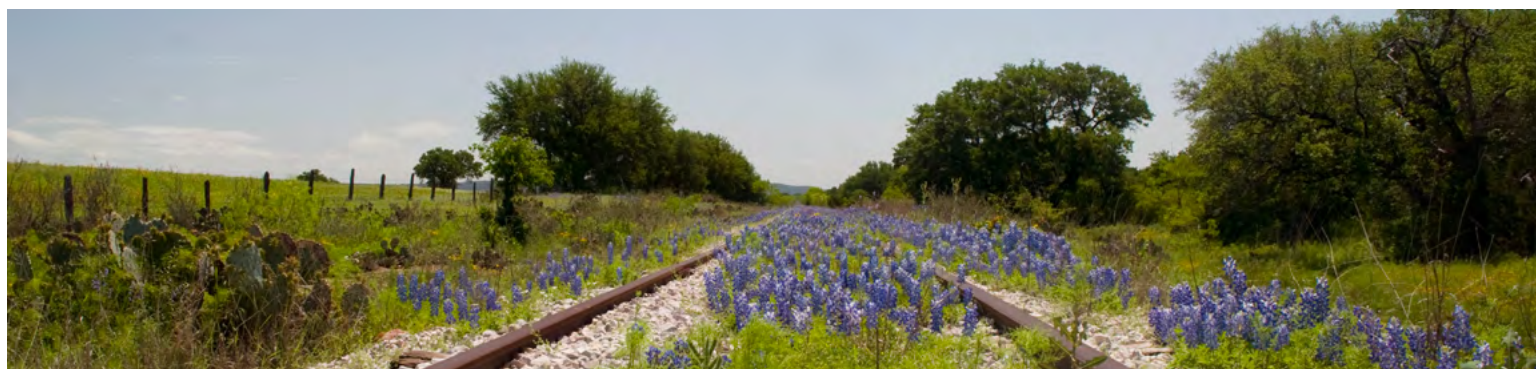
10:30 AM-12:00 PM- Session 2

Topic	Session	Title	Authors	Presenter
Decision Processes for Consumer Choice - Part 2 Chair: Simone Cerroni	2A Room 107	The Next Step in Random Regret Modelling: New Insights, New Models, New Empirical Results	Sander Cranenburgh, Cristian Angelo Guevara, Caspar G. Chorus	Sander Cranenburgh
		Are We Standard or Non-Standard Expected Utility Maximizers? Discrete Mixture Models of Choice Over Food-Safety Policies with Risky Outcomes	Simone Cerroni, Sandra Notaro, Roberta Raffaelli	Simone Cerroni
		Modes of Deciding Effort Invested in the Illegal Bushmeat Trade in the Kilombero Valley, Tanzania: Maximizing Utility or Minimizing Regret?	Martin Reinhardt Nielsen, Jette Bredahl Jacobsen, Bo Jellesmark Thorsen	Jette Bredahl Jacobsen
		Testing Random Utility Using Falmagne's Conditions Directly	William James McCausland, Clinton Davis-Stober, A.A.J. Marley, Sanghyuk Park, Nicholas Brown	William McCausland
Stated Preference Elicitation and Information Processing - Part 2 Chair: John Rose	2B Room 101	Incorporating a Budget Constraint into Discrete Choice Experiments	John Rose	John Rose
		Empirical Analysis of Hypothetical Bias in Stated Preference Experiments	Li Tang, Xia Luo, Yang Cheng, Fei Yang, Bin Ran	Li Tang
		Around and Beyond the Cheap Talk Script in Choice Experiments	Roberta Raffaelli, Sandra Notaro	Sandra Notaro
		Does Prelec Bayesian Truth Serum Prevent Social Desirability Bias in Choice Experiments?	Luisa Menapace, Roberta Raffaelli	Roberta Raffaelli
Emerging Considerations in Travel Choice Models-Part 2 Chair: Séverine Maréchal	2C Room 102	A Model of Two-Destination Choice in Trip Chains with GPS Data	Arthur Huang, David Levinson	Arthur Huang
		A Recursive Logit Model for Routing Policy Choice	Xinlian Yu, Tien Mai, Jing Ding-Mastera, Song Gao, Emma Frejinger	Xinlian Yu and Tien Mai
		An Instance-Based Learning Model for Network Route Choice with Experimental Data	Yue Tang, Song Gao	Yue Tang
		Back to the Source: Modelling Information Sources Acquisition and Use for Travel Choice with a Revealed-Preference Study	Séverine Maréchal, John Polak, Aruna Sivakumar	Séverine Maréchal
Preferences Through Time and Behavioral Change Chair: Kostas Goulias	2D Room 108	Mixed Logit Specifications for Testing Preference Stability: A Four-Wave Panel Analysis	Leonard Coote, Towhidul Islam, Jordan Louviere, Thomas Magor	Thomas Magor
		Triggers of Behavioral Change	Konstadinos Goulias, Jae Hyun Lee, Adam Wilkinson Davis	Jae Hyun Lee
		The Temporal Transferability of Mixed Logit Mode-Destination Choice Models	James Fox, Stephane Hess, Andrew Daly	James Fox
Investigating New Methods for Choice Model Estimation - Part 2 Chair: Ram Pendyala	2E Room 202	The Use of Heuristic Optimization Algorithms to Facilitate Maximum Simulated Likelihood Estimation of Random Parameter Logit Models	Arne Risa Hole, Hong Il Yoo	Hong Il Yoo
		Detection and Measurement of Latent and Manifest Heterogeneity of Familiarity, Perceptions, and Attractiveness of Places using Multilevel Analysis	Konstadinos Goulias, Jae Hyun Lee, Kate Deutsch-Burgner, Adam Wilkinson Davis, Fang Wu	Adam Davis
		An Integrated Latent Construct Modeling Framework for Predicting Physical Activity Engagement and Health Outcomes	Megan Hoklas, Subodh Dubey, Chandra Bhat, Venu M Garikapati, Ram M. Pendyala, Dae Hyun You	Subodh Dubey

12:00-1:30 PM

Lunch

Tejas Dining Room



1:30-3:00 PM- Workshops and Knowledge Transfer Sessions			
Topic	Room	Title	Presenter
Workshop I	101	'Behavioral' Choice Modeling: Much Ado About Nothing?	Caspar Chorus & Stephane Hess
Workshop II	108	Developing Contemporary Guidelines for Stated-Preference Valuation	Vic Adamowicz, Robert Johnston & Christian Vossler
Workshop III	102	Emerging Activity—Travel Data Collection Methods	Maren Outwater, Kate Deutsch-Burgner, Will Neafsey, Hani S. Mahmassani, Jacek Pawlak, Naveen Eluru
KTS	202	Multiple Discrete Choice Processes: Modeling & Applications	Abdul Pinjari, Venu. M. Garikapati & Dae Hyun You

3:00-3:30 PM BREAK

3:30-5:00 PM- Workshops and Knowledge Transfer Sessions (Continued)			
Topic	Room	Title	Presenter
Workshop I	101	'Behavioral' Choice Modeling: Much Ado About Nothing?	Caspar Chorus & Stephane Hess
Workshop II	108	Developing Contemporary Guidelines for Stated-Preference Valuation	Vic Adamowicz, Robert Johnston & Christian Vossler
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KTS	202	Multiple Discrete Choice Processes: Modeling & Applications	Abdul Pinjari, Venu. M. Garikapati & Dae Hyun You

TUESDAY May 12

9:00-10:00 AM

Plenary Keynote 2-Wagner Kamakura Using Voter-Choice Modeling to Plan the Final Campaign in a Two-Stage Election	Amphitheater 204
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10:00-10:30 AM BREAK

10:30 AM-12:00 PM- Session 3

Topic	Session	Title	Authors	Presenter
Decision Mechanisms and Mental Representations Chair: Benedict Dellaert	3A Room 108	Decomposing the Utility of Alternatives from Mental Representations of Decisions: Bridging Choice Experiments and Means-End Chain Elicitation	Benedict G.C. Dellaert, Theo A. Arentze, Oliver Horeni, Harry J.P. Timmermans	Benedict Dellaert
		A Two-Stage Choice Model for Daily Activity Patterns with Customized Choice Sets	Siyu Li, Francisco Camara Pereira, Der-Horng Lee, Moshe Ben-Akiva	Siyu Li
		Comparing Regret Minimization and Utility Maximization for Route Choice Using the Recursive Logit Model	Tien Mai, Emma Frejinger, Fabian Bastin	Tien Mai
		Does Using a Different Decision Rule of Discrete Choice Change the Dependence Structure Between Discrete Decision and Continuous Outcome?	Behzad Karimi, Noosheen Nazari, Mahmoud Javanmardi, Kouros Mohammadian	Kouros Mohammadian
Stated Choice Responses and Behavior Chair: Jeff Dumont	3B Room 101	WTP for Strawberries: A Study of the Choice Overload Paradox in Food Products.	Marco Palma, Daniel E. Chavez	Daniel Chavez
		The Influence of Time of Day on Decision Fatigue in Stated Choice Experiments	Søren Bøye Olsen	Morten Raun Mørkbak
		Measuring Attribute Non-Attendance in Stated Choice Experiments using Statements, Inference and Eye-Tracking - Does Presentation Format Matter?	Søren Bøye Olsen, Kennet Uggedahl, Catrine Jacobsen, Thomas Hedemark Lundhede	Thomas Lundhede
		An Analysis of the Impact of Screen Size on Stated Choice Behavior for Credit Card Applications	Jeff Dumont, Katlin Gnojek	Jeff Dumont
Vehicle Choice Models Chair: David Brownstone	3C Room 202	A Hybrid Choice Model for Alternative Fuel Vehicle Purchase	Ioannis Tsouros, Amalia Polydoropoulou, Athena Tsirimpa	Amalia Polydoropoulou
		Power and The Illusion of Control: Do Individuals Correctly Anticipate How Much Influence They Have Within a Household Choice?	Matthew John Beck, John Mathew Rose	Matthew John Beck
		Aggregation Bias in Discrete Choice Models with an Application to Household Vehicle Choice	David Brownstone, David S. Bunch, Timothy Wong	Timothy Wong
		Feature Trade-Offs in Choices among Alternative Vehicle Powertrains	Daniel Weinstein, Thomas J. Adler, Jeff Keller, William C. Neafsey	Daniel Weinstein

10:30 AM-12:00 PM- Session 3

Topic	Session	Title	Authors	Presenter
Spatial Location Choices Chair: Simona Rascuite	3D Room 107	The Investment Location Choices of Multinational Enterprises: An Application of the Latent Class Random Parameters Model	Simona Rascuite	Simona Rascuite
		Using Choice Modelling for Inferring Latent Spatial Demand: Estimation of a Market Demand Model for the Mobile Consumer	Ari Pramono, Harmen Oppewal	Ari Pramono
		Does the Place of Residence Affect Land Use Preferences? Evidence from a Discrete Choice Experiment in Germany	Julian Sagebiel	Julian Sagebiel
		A Longitudinal Investigation of Residential Location: Fuzzy Logic-Based Choice Set Generation and Panel Location Choice Models	Mahmudur Rahman Fatmi, Muhammad Ahsanul Habib, Subeh Chowdhury	Muhammad Ahsanul Habib
Spatial-Social Influences and Psychological Constructs in Choice Analysis Chair: Amalia Polydoropoulou	3E Room 102	An Integrated Choice and Latent Variable Model Quantifying the Impact of Physical Activity Propensity, Environmental and Safety Consciousness on Mode-to-School Choice Behavior	Maria Kamargianni, Subodh Dubey, Chandra Bhat, Amalia Polydoropoulou	Subodh Dubey
		Accounting for Spatial-Social Influence in Environmental Management Decisions and Endogeneity in a Panel Discrete Choice Model	Habtamu Tilahun Kassahun, Bo Jellesmark Thorsen, Jette Bredahl Jacobsen	Habtamu Tilahun Kassahun
		Introducing Non-Normality of Latent Psychological Constructs in Choice Modeling with an Application to Bicyclist Route Choice	Chandra Bhat, Subodh Dubey, Kai Nagel	Chandra Bhat
		Integrated Choice and Latent Variable Models: Holy Grail, or Not?	Akshay Vij, Joan L. Walker	Akshay Vij

12:00-1:30 PM

Lunch

Tejas Dining Room

1:30-3:00 PM- Session 4

Topic	Session	Title	Authors	Presenter
Multiple Discrete Model Applications Chair: Andrew Daly	4A Room 202	Introducing Relations Between Activities and Goods Consumption in Microeconomic Time Use Models	Sergio R. Jara-Díaz, Sebastián Astroza, Chandra R. Bhat, Marisol Castro	Sebastian Astroza
		Modelling the Impact of Multi-Buy Promotions on Alcohol Purchasing Behaviour: A Comparison of Estimation and Implementation of Sample Selection Models and the Multiple Discrete-Continuous Extreme Value (MCDEV) Model	Andrew Daly, Stephane Hess, Hui Lu, Charlene Rohr	Andrew Daly
		A Simultaneous Model of Intensity of Activity Opportunities on Supply Side and Destination & Departure Time-of-Day Choices on Demand Side	Rajesh Paleti, Naveen Eluru, Hsi-Hwa Hu, Guoxiong Huang	Rajesh Paleti, Naveen Eluru
		Allowing Heterogeneity in the Sensitivity to Exogenous Variables in the Multiple Discrete-Continuous Probit Model	Sebastian Astroza, Chandra Bhat	Sebastian Astroza
Experimental Designs and Accuracy Assessments Chair: Søren Bøye Olsen	4B Room 101	Model-Robust Designs for Efficiently Capturing Consumers' Choice Behavior	Deniz Akinc, Martina Vandebroek	Deniz Akinc
		Statistical Versus Response Efficiency—The Non-Neutrality of the Choice of an Underlying Experimental Design	Juergen Meyerhoff, Søren Bøye Olsen	Søren Bøye Olsen
		A Unified Theory of Experimental Design For Stated Choice Studies	John Rose, Michiel Bliemer	John Rose
		Assessing the Accuracy of Market Structure Models	Spring Sampson, Cam Rungie, Leonard Coote	Spring Sampson
Activity Participation Analysis Chair: Theo Arentze	4C Room 108	Effects of Task Complexity and Time Pressure on (Activity-Travel) Choice Behavior: New Models and Empirical Evidence	Chao Chen, Caspar Chorus, Eric Molin, Bert van Wee	Eric Molin
		The Role of Dynamic Needs in Tourists' Activity Choice: Design and Results of a Stated Choice Experiment	Theo Arentze, Astrid Kemperman, Petr Aksenov	Theo Arentze
		Social Networks and Trip Behavior in Insular Areas—A Latent Class Model Application	Ioanna Kourounioti, Amalia Polydoropoulou, Athena Tsimpa	Amalia Polydoropoulou
		The Multiple Dimensions of Activity Participation: How Are the Choices Related?	Venu M Garikapati, Dae Hyun You, Sebastian Astroza, Ram M Pendyala, Chandra Bhat	Venu Garikapati

1:30-3:00 PM- Session 4

Topic	Session	Title	Authors	Presenter
Location, Mode, Route and Scheduling Models Chair: Aliaksandr Malokin	4D Room 102	Does Travel-based Multitasking Influence Commute Mode Choice? An Investigation of Northern California Commuters	Aliaksandr Malokin, Patricia L. Mokhtarian, Giovanni Circella	Aliaksandr Malokin
		Revisiting the Route Choice Problem: A Modeling Framework based on Mental Representations	Evanthia Kazagli, Michel Bierlaire	Evanthia Kazagli
		Train Commuters' Scheduling Preferences: Evidence from a Large-Scale Reward Experiment in the Netherlands	Stefanie Peer, Jasper Knockaert, Erik Verhoef	Stefanie Peer
		Imputing Socioeconomic Attributes for Movement Data by Analysing Patterns of Visited Places and Google Places Database: Bridging between Big Data and Behavioural Analysis	Jacek Pawlak, Alireza Zolfaghari, John Polak	Jacek Pawlak
Mixed Dependant Variables Modeling Chair: Aiste Ruseckaite	4E Room 107	Flexible Mixture-Amount and Mixture-Process Variable Models for Choice Data	Aiste Ruseckaite, Dennis Fok, Peter Goos	Aiste Ruseckaite
		A New Generalized Heterogeneous Data Model (GHDM) to Jointly Model Mixed Types of Dependent Variables	Chandra Bhat	Chandra Bhat
		A Discrete-Continuous Choice Model with Perfect and Imperfect Substitutes	Abdul Pinjari, Vijayaraghavan Sivaraman	Abdul Pinjari
		Incorporating a Multiple Discrete-Continuous Outcome in the Generalized Heterogeneous Data Model: Application to Residential Self-Selection Effects Analysis in an Activity Time-Use Behavior Model	Subodh Dubey	Subodh Dubey

3:00-3:30 PM BREAK

3:30-4:30 PM

Workshop Reports

Amphitheater 204

6:30-10:00 PM

Banquet Dinner

Bob Bullock Texas State History Museum



Join us across the street from the AT&T Center for the banquet dinner at the Bullock Texas State History Museum. Featuring a sweeping four-story rotunda and three floors of highly interactive exhibits, the museum is truly "Texas-sized." The Museum's mission is to recognize the power of history to inspire present and future generations, and to interpret the continually unfolding Story of Texas through meaningful educational experiences.

Currently, the main exhibit is *La Belle: The Ship That Changed History*. Plagued by piracy, murder, and miscalculation, La Salle's North American colonization expedition seemed destined for failure. Setting sail from King Louis XIV's France in 1684, La Salle intended to land at the mouth of the Mississippi River. Instead, he sailed into Matagorda Bay. By 1686, bad weather and human incompetence had left the expedition's one remaining ship, La Belle, listing and abandoned in the bay's shallow waters. It eventually sank into the mud and took all of its stories with it—until 1995.

The extraordinary discovery and archaeological resurrection of La Belle in the 1990s gave new insights into Texas history. The ship's unprecedented conservation and preservation pushed science and technology to new frontiers. And now, the rebirth of La Belle at the Bullock Museum adds a long-awaited and history-changing chapter to the Story of Texas.

All three floors of the museum will be open during the banquet. Please take some time to explore and see a little of "The Story of Texas."

Bob Bullock Texas State History Museum • 1800 Congress Ave • Austin, TX 78701 (corner of MLK Blvd. and Congress Ave.)

WEDNESDAY May 13

9:00-10:00 AM

Plenary Keynote 3-Fariba Alamdari

Aviation Market Overview

Amphitheater 204

10:00-10:30 AM BREAK

10:30 AM-12:30 PM- Session 5

Topic	Session	Title	Authors	Presenter
Willingness to Pay Analysis Chair: Mark Bradley	5A Room 101	Willingness to Pay-Inference in the Absence of Rejected Propositions	Caspar Chorus	Caspar Chorus
		Generalised Multinomial Logit with Posterior Analysis: Exploring Willingness-to-Pay for Grid Resilience	Laura-Lucia Richter, Melvyn Weeks	Laura-Lucia Richter
		Empirical Comparison of the Construction of Confidence Intervals for Willingness-to-Pay	Esther Chiew, Ricardo A. Daziano	Esther Chiew
		Do Varying Attributes in a DCE Form a Context Influencing People's WTP?	Priska Johanna Weller, Julian Sagebiel, Jette Bredahl Jacobsen, Jürgen Meyerhoff	Priska Weller
		The Influence of Anchoring on Value of Time Estimation in Stated Preference Experiments	Mark Bradley, Stephane Hess, Tom Adler, Mark Fowler	Mark Bradley
Environmental Economics and Evaluation Chair: Ricardo Daziano	5B Room 102	Impulsivity and Task Complexity in a Latent Variable Choice Model Applied to Environmental Valuation	Petr Mariel, Jürgen Meyerhoff	Petr Mariel
		Disentangling the Status Quo and Zero Price Effect in Stated Choice Experiments	Ulf Liebe, Jürgen Meyerhoff, Andreas Kontoleon	Jürgen Meyerhoff
		Uncovering Complexity-Induced Status Quo Effects in Discrete Choice Experiments for Environmental Valuation	Malte Oehlmann, Priska Weller, Jürgen Meyerhoff	Matle Oehlmann
		Characterizing Outcome Uncertainty in Discrete Choice Experiments: Implications for Modeling and Questionnaire Design	Christos Makriyannis, Robert J. Johnston	Christos Makriyannis
		Response to Hurricane Track Forecast Cones: An Examination of Map Attributes that Trigger Risk Perceptions and Evacuation Intentions	Ricardo A. Daziano, Yutaka Motoaki, Clifford Scherer, Jonathon Schuldt, Gina Eosco, Laura Rickard	Ricardo Daziano
Accommodating Preference Heterogeneity Chair: Elisabeth Huynh	5C Room 108	Response Error in HB Choice Models	Keith Chrzan	Keith Chrzan
		Are Preferences Inherent or Constructed? Examining the Degree of Context Sensitivity on Preference Heterogeneity	Elisabeth Huynh, Joffre Swait	Elisabeth Huynh
		Preferences for Policy Options for Deceased Organ Donation for Transplantation	Kirsten Howard, S. Jan, J. M. Rose, G. Wong, J.C. Craig, M. Irving, A.S. Chadban, R. Allen, A. Cass	Kirsten Howard
		Fully Non-Parametric Discrete Mixture Models for Choice Analysis	Akshay Vij	Akshay Vij
Multi-Stage, Multidimensional and Dynamic Models Chair: Matthew Beck	5D Room 202	A Dynamic Discrete Choice Approach for Static Discrete Choice Models	Tien Mai, Emma Frejinger, Mogens Fosgerau, Fabian Bastin	Tien Mai
		Stated Preference Modelling of Intra-Household Decisions: Can You Approximate the Preference Space?	Matthew John Beck, John Mathew Rose	Matthew John Beck
		Long-Term Average Utility in Dynamic Discrete Choice Models	Oskar Blom Västberg, Anders Karlström	Oskar Blom Västberg
		The Impact of Salient Missing Information and Evaluation Mode in Multidimensional Choices	Ann Wallin, Leonard V. Coote	Ann Wallin
		A Novel Dual-Choice Experiment in the Evaluation of Air Traveler Itinerary and Seat Preferences	Jeff Keller, Rachelle Ornan, Daniel Weinstein	Jeff Keller

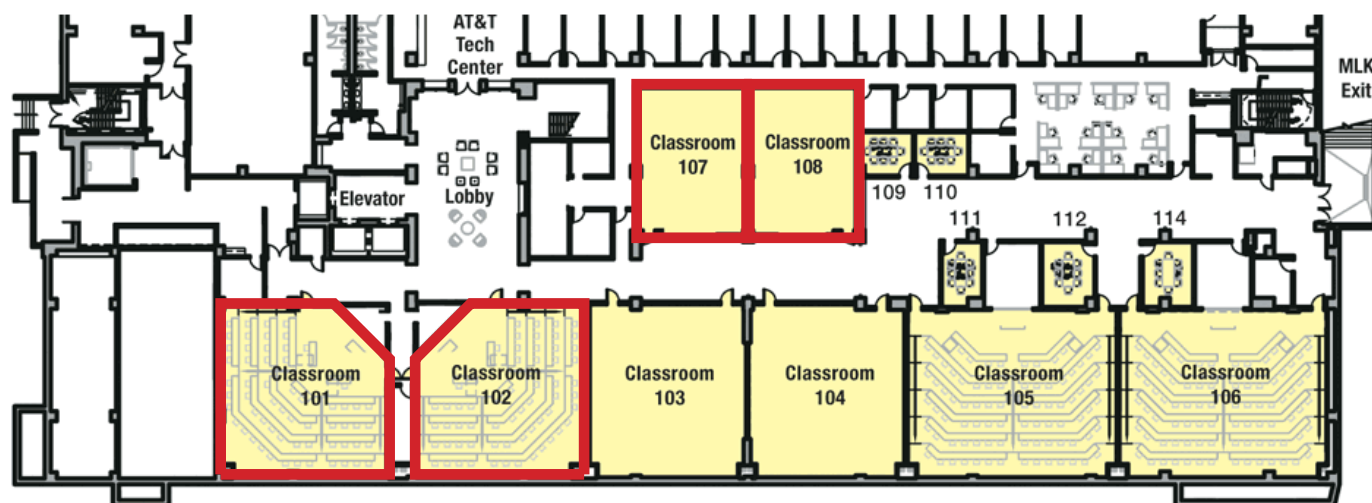
10:30 AM-12:30 PM- Session 5

Topic	Session	Title	Authors	Presenter
Attribute Effects on Choice Behavior Chair: Ipek Sener	5E Room 107	Modeling Choice When Price is a Cue for Quality: A Case Study on Chinese Wine Preferences	David Esteban Palma, Juan de Dios Ortúzar, Luis Ignacio Rizzi, Cristian Angelo Guevara, Gerard Casaubon, Huiqin Ma	David Palma
		Salient Attributes in Choice Experiments	Davide Contu, Elisabetta Strazzera	Davide Contu
		Relationships between the Online and In-Store Shopping Frequency of Davis, California Residents	Ipek N. Sener, Richard J. Lee, Patricia L. Mokhtarian, Susan L. Handy	Ipek Sener and Richard Lee
		Privacy Paradox: Does Privacy Concern Influence E-Shoppers' Choices for Online Retailers?	Juan Palacios, Dimitris Potoglou, Claudio Fejoo	Juan Palacios
12:30 - 1:00 PM				
Closing Remarks			Amphitheater 204	

AT&T Center Venue Map

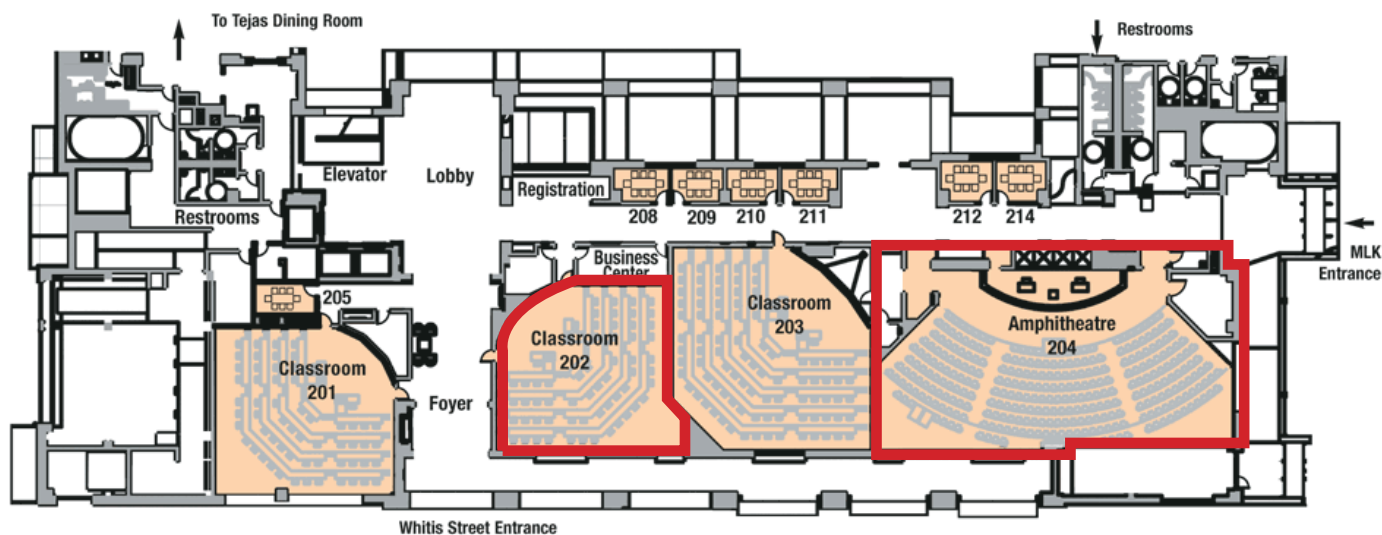
AT&T CONFERENCE CENTER

MEETING LEVEL ONE



AT&T CONFERENCE CENTER

MEETING LEVEL TWO WHITIS STREET ENTRANCE



Getting Around Downtown Austin

CAPITAL METRO

The Capital Metro mainline bus system provides access to many different parts of the Austin area, including Austin-Bergstrom International Airport.

-Schedules & Maps: <http://www.capmetro.org/schedmap/>

-Trip Planner: <http://www.capmetro.org/planner/>

TAXI

The following taxi cab services operate in the Austin area:

-Yellow Cab Austin – (512) 452-9999

-Lone Star Cab – (512) 836-4900

-Austin Cab Company – (512) 478-2222

LYFT

Lyft matches drivers with passengers who request rides through their smartphone app, and passengers pay automatically through the app.

<http://www.lyft.com/cities/austin>

UBER

The Uber app allows consumers to submit a trip request, which is routed to crowd-sourced taxi drivers. Uber automatically uses GPS and Wi-Fi to set your pickup location. <https://www.uber.com/cities/austin>

B-CYCLE

B-cycle is Austin's bike-share system. These bike share stations are conveniently placed throughout the downtown area near all the places you want to be. Austin B-cycle is another fast, easy way to get around day or night. Day access passes are available at each B-station; all you need is a credit card! Adjusts to fit size and comes equipped with baskets, lights, and gears. <http://austinbicycle.com/>

PEDICABS

Pedicabs are a common sight in the downtown Austin area and operate for a pre-negotiated tip. Flag one down for shorter trips between downtown destinations.

Eating Around Austin

Austin Favorites

CHUY'S

There's usually a wait, but many Austinites will tell you this is their favorite Tex-Mex joint. Chuy's opened on April 16, 1982 in an old, abandoned Texas Barbecue joint on iconic Barton Springs Road.

1728 Barton Springs Rd.

Tel: (512) 474-4452

<https://www.chuys.com/>

GÜEROS TACO BAR

Güero's Taco Bar is an Austin landmark. A former 1800's feed store, Güero's sits right in the heart of the South Congress neighborhood. Serving traditional Mexican food and strong margaritas. Enjoy live music on the patio—the festive vibe attracts plenty of locals and out-of-town visitors.

1412 S Congress Ave.

Tel: (512) 447-7688

<http://www.guerostacobar.com/>

HULA HUT

A tropical Texas paradise... in Austin since 1993, Hula Hut overlooks beautiful Lake

Austin. This is traditional Tex-Mex with a Polynesian twist that culminates into the finest "Tiki-Mex" cuisine. Hang loose and groove to some tunes in any of their three bars.

3825 Lake Austin Blvd.

Tel: (512) 476-4852

<http://www.hulahut.com/#menu>

SHADY GROVE

Nestled under the shade of the tall pecan grove, Shady Grove has been serving up Austin-inspired home-cooking, cocktails, sunshine, and smiles since 1992.

1624 Barton Springs Road

Tel: (512) 474-9991

STUBB'S BAR-B-Q

More than a famous barbecue joint, Stubb's is a favorite local entertainment venue that hosts regional and nationwide acts like Weezer, Los Lonely Boys, and Adele.

801 Red River

Tel: (512) 480-8341

www.stubbsaustin.com

THREADGILL'S

Portions of classic Southern dishes are generous at Threadgills, the restaurant/music venue where Janis Joplin once waited tables.

6416 N. Lamar

Tel: (512) 451-5440

<http://www.threadgills.com/>

Near AT&T Conference Center

EL MERCADO (distance = .4 miles. About a 9 minute walk)

Established in 1984, El Mercado is a local mini-chain for Tex-Mex staples & drinks in a cheery setting, with happy hour.

1702 Lavaca St.

Tel: (512) 477-7689

http://www.elmercadorestaurant.com/El_Mercado_Restaurants/ELMercado.html

OLAMAIE (distance = .4 miles. About a 7 minute walk)

Olamaie, a modern Southern restaurant, was named a semifinalist for 2015's James Beard Foundation Best New Restaurant and Rising Star of the Year (Chef Grae Nonas) awards.

1610 San Antonio St.

Tel: (512) 474-2796

<http://olamaieaustin.com/>

TEXAS CHILI PARLOR (distance = .4 miles. About a 9 minute walk)

An Austin institution since 1976, TCP has become a landmark, a not-to-be-missed bit of local color. Featuring great chili (and lots more), a full bar, lively staff and funky atmosphere

1409 Lavaca Street

Tel: (512) 472-2828

<http://www.txchiliparlor.com/webdev/>

Additional Options

AUSTIN'S TOP 25 RESTAURANTS

Featuring critic's picks for the Top 25 restaurants in Austin, as well as 100 other places to have in your pocket as suggestions for a night out.

<http://projects.statesman.com/features/top-restaurants/>

FOOD CARTS, TRUCKS & TRAILERS

Brick-and-mortar businesses are only half the fun; no Austin visit is complete without a park-and-eat experience. Many of Austin's food carts change locations daily with their whereabouts being blasted via Twitter. However, Austin also features a large number of stationary carts, always parked in the same locale. Austin's top food carts will satisfy almost any palate.

<http://www.foodtrailersaustin.com/cat/region/>

<http://www.travelchannel.com/destinations/us/tx/austin/articles/austins-best-food-carts>

Sightseeing Around Austin

Visitor Favorites

ANN RICHARDS CONGRESS AVENUE BRIDGE BATS

Congress Avenue Bridge shelters the largest urban bat colony in North America. Between 750,000 and 1.5 million bats fly out near dusk. Best viewing dates: April-Oct. 100 S. Congress Avenue
www.batcon.org/our-work/regions/usa-canada/protect-mega-populations/cab-intro

LADY BIRD LAKE HIKE AND BIKE TRAIL

10 miles of trails border Lady Bird Lake in downtown Austin and serve as a social hub for runners, walkers, and cyclists. A memorial statue at Auditorium Shores honors the late bluesman Stevie Ray Vaughan.
First Street Bridge at Lady Bird Lake, Austin TX 78701
www.austintexas.gov/department/parks-and-recreation

MOUNT BONNELL

At 785 feet, Mount Bonnell is one of the highest points in the city and also one of Austin's oldest tourist attractions.
3800 Mount Bonnell Dr., Austin TX 78731
www.austinparks.org/our-parks.html?parkid=287

TEXAS STATE CAPITOL

The granite Texas statehouse stands as a testament to the history of the Lone Star State. Free, guided tours. Mon.-Fri. 8:30-4:30p.m.; Sat. 9:30-3:30p.m.; Sun. noon-3:30 p.m.
1100 Congress Ave.
Austin TX 78701
Tel: (512) 305-8400
www.tspb.state.tx.us/spb/capitol/texcap.htm

UNIVERSITY OF TEXAS TOWER

Enjoy the spectacular view from atop UT Austin's most famous landmark. 50-minute tours offered Saturday and Sunday, 2-6 p.m. on the hour.
University of Texas Campus
East of Guadalupe, between 21st and 24th Sts.
Austin TX 78712
Tel: (512) 475-6633
www.utexas.edu/universityunions/texas-union/scene/tower-tours

Areas & Neighborhoods (Fun day or night)

6TH STREET

Likely Texas' best known street, the seven blocks of 6th Street between Congress and Interstate 35 are certainly Austin's entertainment center.

6th Street is the heart of Austin's live entertainment scene.

<http://6street.com/>

2nd STREET DISTRICT

"Where Texas Warmth Meets Austin Cool," the 2nd Street District is home to Austin City Limits Live at the Moody Theater, many dining establishments and wine bars, as well as numerous shops and boutiques.
<http://www.2ndstreetdistrict.com/>

WAREHOUSE DISTRICT

The Warehouse District, just west of the central business district, is the upscale cousin to 6th street. A bit trendier and certainly more pricey, it caters to a slightly older crowd than the other downtown entertainment areas. True to its name, the restaurants and clubs in this district have been renovated from former warehouses into trendy restaurants, top-notch concert halls, and distinctive bars. Live music is everywhere in the Warehouse District and great restaurants are easy to find.
<http://www.2ndstreetdistrict.com/>

RAINEY STREET

The Rainey Street neighborhood, a formerly sleepy area near the banks of Lady Bird Lake, has morphed into the latest hot spot for locals. Old bungalows have been fixed up and turned into bars and cocktail lounges with ample backyards and porches.
<http://www.raineystbars.com/>

RED RIVER

An eclectic three blocks of the best, and most, live music in Austin. You can see more than twenty bands in a three-block stumble on any weekend night. From Austin's best and worst homegrown indie bands to lots of almost-famous road shows, Red River is a music lovers paradise.
http://www.yelp.com/search?find_desc=red+river+bars&find_loc=Austin%2C+TX

SOUTH CONGRESS

The South Congress neighborhood begins at the Ann Richards Congress Avenue (Bat) Bridge and runs due south towards Ben White Boulevard. This hip strip features an array of eclectic shops, restaurants, boutiques, antiques, music venues and galleries.
<http://www.firstthursday.info/>





	Sun 10	Mon 11	Tue 12	Wed 13
8:30 am		Session 1		
9:00 am			Plenary Keynote 2 Wagner Kamakura	Plenary Keynote 3 Fariba Alamdari
9:30 am				
10:00 am		Break	Break	Break
10:30 am		Session 2	Session 3	Session 5
11:00 am				
11:30 am				
12:00 pm		Lunch	Lunch	
12:30 pm				Closing Remarks
1:00 pm				
1:30 pm	Registration	Workshops I, II, and III Knowledge Transfer Session	Session 4	
2:00 pm				
2:30 pm				
3:00 pm		Break	Break	
3:30 pm	Welcome & Plenary Keynote 1 Kenneth Train	Workshops I, II, and III Knowledge Transfer Session	Workshop Reports	
4:00 pm				
4:30 pm				
5:00 pm				
5:30 pm				
6:00 pm	Welcome Reception			
6:30 pm			Banquet Dinner	
7:00 pm				
7:30 pm				
8:00 pm				
8:30 pm				
9:00 pm				
9:30 pm				
10:00 pm				

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