



**PLENARY SESSION: 9:00 a.m., Tuesday, July 22, 2008**

## **Estimating Individual Preferences with Flexible Discrete Choice Models**



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Dr. Ortúzar brings a wealth of econometrics research experience in Transportation that has focussed on consumer choices based upon the perception of value. He feels that the two methodological areas of discrete choice modelling using stated preference data offer great promise and will be of interest to the field of Sensometrics. The examples presented will cover the methods and their practical applications.

For more information on the conference, please visit

<http://www.compusense.com/sensometrics2008/>