2024 ISMS Marketing Science Conference at ICC Sydney



Thursday June 2	hursday June 27					
7:30am - 5pm	Registration at Ground Level					
7:30am - 8:20am	Breakfast (The Gallery); Mkt Sci AE/SE/AB Breakfast Meeting (VIP Boardroom; Invitation Only)					
8:20am - 8:50am	Plenary Indigenous Welcome to Country in Pyrmont Theatre					
9am - 10:30am	Session TA: MASS in Pyrmont Theatre; 22 Parallel Sessions					
10:30am - 11am	Coffee and Tea Break & Welcome to First-time Conference Attendees in Room C4.5					
11am - 12:30pm	Session TB: MASS in Pyrmont Theatre; 22 Parallel Sessions					
12:30pm - 1:30pm	Lunch (The Gallery) / ISMS Board Lunch (VIP Boardroom; Invitation Only)					
1:30pm - 3pm	Session TC: 18 rooms; Practice Prize in Pyrmont Theatre					
3pm - 3:30pm	Coffee & Tea Break					
3:30pm - 5pm	Session TD: Practice Prize in Pyrmont Theatre; 22 Parallel Sessions					
5:15pm - 6:15pm	Plenary Award Ceremony in Pyrmont Theatre					
6:15pm - 9pm	Reception followed by 3-Course Conference Dinner in Grand Ballroom (Australian Food and Beverages)					

Friday June 28	
7:30am - 5pm	Registration at Ground Level
7:30am - 8:30am	Breakfast (The Gallery); Mkt Sci ERB Breakfast Meeting (Parkside 1; Invitation Only)
8:30am - 10am	Session FA: 21 Parallel Sessions
10am - 10:20am	Coffee & Tea Break
10:20am - 11:50am	Session FB: 21 Parallel Sessions
11:50am - 1pm	Lunch (The Gallery) / Women in Marketing Science Lunch (Parkside 1)
1pm - 2:30pm	Session FC: 21 Parallel Sessions (Meet the Editors I)
2:30pm - 2:50pm	Coffee & Tea Break
2:50pm - 4pm	Session FD: 21 Parallel Sessions (Meet the Editors II)
4:10pm - 6:30pm	Sunset Sydney Harbour Cruise on the Starship Sydney and Starship Aqua, including a reception with canapés. Both vessels offer the same route, food, and drinks. Boarding for first (second) vessel starts at 4:10pm (4:25pm) from the Convention Jetty near ICC, and arrival at the Convention Jetty is around 6:15-6:30pm.
6:30pm	Dinner on your own

Saturday June 2	aturday June 29				
7:30am - 12pm	Registration at Ground Level				
7:30am - 8:30am	Breakfast (Levels 3 and 4)				
8:30am - 10am	Session SA: 17 Parallel Sessions				
10am - 10:30am	Coffee & Tea Break				
10:30am - 12pm	Session SB: 17 Parallel Sessions				
12pm	Conference Ends (No Lunch)				
12:00pm - 1:15pm	ISMS Fellows' Lunch (Room C4.6; Invitation Only)				

Please note that the schedule is subject to change and may not be 100% accurate. In case of a discrepancy with the online version of the program, the online version prevails.

Room	09:00 AM - 10:30 AM TA01	TB01	01:30 PM - 03:00 PM TC01	03:30 PM - 05:00 PM
Pyrmont Theatre	TA01 Special Session MASS:	TB01 Special Session	TC01 Special Session:	TD01 Special Session:
	The Past, Present and Future of Marketing Analytics	MASS: Generative Al in Marketing	Practice Prize Competition 1	Practice Prize Competition 2
Meeting Room C2.1	TA02 Pricing: Economics- based Approaches	TB02 Analytical Pricing Models	TC02 Algorithmic Pricing	TD02 Game Theory for Pricin
Meeting	TA03	TB03	TC03	TD03
Room C2.2	Salesforce Management and Personal Selling: Theory and Models	Salesforce Management and Personal Selling: AI, Digital Channels and Training	B2B Marketing 1	B2B Marketing 2
Meeting Room C2.3	TA04 Measuring and Modeling Emotions	TB04 Special Session: Frontiers of Preference Measurement with Unstructured Data	TC04 Choice Models 1	TD04 Choice Models 2
Meeting Room C2.4	TA05 Marketing Strategy: Advertising	TB05 Marketing Strategy: Disruptive Technology	TC05 Marketing Strategy: New Products and Diffusion	TD05 Marketing Strategy
Meeting Room C2.5	TA06 Analytical Models for Digital Platform	TB06 Analytical and Empirical Models	TC06 Analytical Models for Consumer Behavior	TD06 Analytical Models for Retailing
Meeting	Interactions TA07	for CSR TB07	TC07	TD07
Room C2.6	Charitable Giving / Donations: Empirical Analysis	Consumer Behavior: Charitable Giving and Donations	Consumer Behavior: Gift Giving and Planning	Conspicuous Consumption, Luxury Marketing and Indulgence
Meeting Room C3.3	TA08 Customer Relationship Management: Targeting Dormant/Churned Customers	TB08 Customer Relationship Management: Advanced Methods	TC08 Customer Lifetime Value Models	TD08 Special Session: Marketing-mix Adjustments in Times of Market Turbulence
Meeting Room C3.4		TB09 Privacy	TC09 User Generated Content: Insights from Field- and Quasi- Experiments	TD09 User Generated Content: Insights from Machine Learning
Meeting Room C3.5	TA10 Music Marketing	TB10 Movie Marketing	TC10 Tourism and Sport Marketing	TD10 Better Marketing for a Better World
Meeting Room C3.6	TA11 Online Reviews: Factors Driving Persuasivenes and Helpfullness 1	TB11 Online Reviews: Factors Driving Persuasivenes and Helpfullness 2	TC11 Social Media Engagement 1	TD11 Social Media Engagement 2
Meeting Room C4.1	TA12 Special Session: Marketing and Social Impact	TB12 Special Session: Marketing and Policy 1: Grocery Retail	TC12 Special Session: Marketing and Policy 2: Financial Decision Making	TD12 Financial Decision Making
Meeting Room C4.2	TA13 Special Session: Game Theory	TB13 Game Theory for Product Offerings and Choice Sets	TC13 Game Theory for (Online) Retailing	TD13 Game Theory and Analytical Models for Fake News
Meeting Room C4.3	TA14 Consumer Behavior: Advertising 1	TB14 Consumer Behavior: Advertising 2	TC14 Marketing Communication	TD14 Advertising: Machine Learning Approaches
Meeting Room C4.4	TA15 Retailing: Location	TB15 Special Session: Reshaping Retail Analytics: Habits, Patterns and Narratives Impacting Consumer Choice	TC15 Special Session: Research Based on AiMark Data: Unlocking Insights from International Household and Retail Panel Data	TD15 Influencer Marketing: Inferences from Quasi Experiments and Big Data
Meeting Room C4.5	TA16 Livestreaming 1	TB16 Livestreaming 2	TC16 Livestreaming 3	TD16 Livestreaming 4
Meeting Room C4.6	TA17 Health Care Marketing: Patient Outcomes 1	TB17 Health Care Marketing: Patient Outcomes 2	TC17 Health Care Marketing: Prescription Drugs	TD17 Health Care Marketing Provider Decision Making and Insurance
Meeting Room C4.7	TA18 Consumer Behavior: Promoting Broad Sustainable Behavior	TB18 Consumer Behavior: Promoting Specific Sustainable Behavior	TC18 Consumer Behavior: Generational and Individual Differences in Sustainable Behavior	TD18 Game Theory and Sustainability
Meeting Room C4.8	TA19 Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 1	TB19 Platforms/Two- Sided Markets: Insights from Structural Models and Experiments 2	TC19 Special Session: Emerging Research on Platforms, Service Arrangement, and Revenue Sharing Programs	TD19 Special Session: Digital Platforms: Pricing, Data and User Experience
Meeting Room C4.9	TA20 Consumer Behavior: Branding 1	TB20 Consumer Behavior: Branding 2	TC20 Consumer Behavior: Brand Activism	TD20 Private Labels and Branding
Meeting Room C4.10	TA21 Consumer Behavior: Response to Al 1	TB21 Consumer Behavior: Response to Al 2	TC21 Consumer Response to Al: Real-world Data	TD21 Consumer Behavior: Response to Algorithm
Meeting Room C4.11	TA22 Special Session: Consumer Finance and Lending	TB22 Special Session: Four Applications of Natural Experiments in Marketing: Online Gambling, Corporate Political Positioning, Food Shopping Carbon Footprint, and Open Innovation	TC22 Special Session: Behavioral Economics and Marketing	TD22 Special Session: Applied Theory: New Considerations for Products

Room	28 08:30 AM - 10:00 AM	10:20 AM - 11:50 AM	01:00 PM - 02:30 PM	02:50 PM - 04:00 PM
Meeting	FA01	FB01	FC01	FD01
Room C2.5	Pricing: Inflation and Perception	Pricing: Advanced Methods	Price Discrimination and Willingness to Pay	Recommendation Systems
	Perception	Methods	Willingness to Pay	Systems
Meeting	FA02	FB02	FC02	FD02
Room C2.6	Game Theory for	Game Theory for	Game Theory for	Game Theory for
	Competitor Strategy 1	Competitor Strategy 2	Platforms	Channels
Cockle Bay	FA03	FB03	FC03	FD03
Room 1	Sharing Economy 1	Sharing Economy 2	Special Session: Al for Marketing	Special Session: Generative AI in
			A for Munccing	Marketing:
				Opportunities, Risks, and Practical
				Applications
Cockle Bay	FA04	FB04	FC04	FD04
Room 2	Special Session: Generative AI/Content	Special Session: Panel on Al-Driven	Special Session: Meet the Editors 1	Special Session: Meet the Editors 2
	Creation in Marketing	Marketing in a Digital		
		World		
Meeting	FA05	FB05	FC05	FD05
Room C3.1	Marketing Strategy:	Marketing Strategy:	Marketing Finance	Special Session:
	Innovation	Alliances, Mergers and Acquisitions	Interface	Moving Beyond Return on Marketing: New
		Acquisitions		Perspectives on the
				Marketing-Finance Interface
Meeting	FA06	FB06	FC06	FD06
Room C3.2	Modeling Consumer	Retailing: Store	Online Retailing:	Loyalty Programs
	Shopping Behavior	Choice/Loyalty/Shopping Behaviors	Tackling Abandoned Shopping Carts	
Meeting	FA07	FB07	FC07	FD07
Room C3.3	Special Session:	Special Session:	Special Session:	Public Policy
	Marketing Implications of Responsible AI	Causal Inference and Public Policy	Public Policy Applications of Causal	
	,		Inference	
Meeting	FA08	FB08	FC08	FD08
Room C3.4	Special Session: Gender, Markets, and	Special Session: Marketing, Digitization,	Diversity, Equity, Inclusion (DEI)	Marketing and Education
	Society	and Society	LUCION (UEI)	
Meeting	FA09	FB09	FC09	FD09
Room C3.5	Branding and Logos	Brand Management	Channels	Qualitative Consumer
		Using AI and Text Analysis		Research
		Analysis		
Meeting	FA10	FB10	FC10	FD10
Room C3.6	Social Media	Social Media Marketing	Special Session: The Spread of Political	Search Engine Marketing
			Information on Social	
Meeting	FA11	FR11	Media FC11	FD11
Room C4.1	Special Session:	Special Session:	Models for Targeting	Models for Targeting
	Theory and Practice in	Machine Learning for	and Personalization 1	and Personalization 2
	Marketing	Personalization and Marketing Measurement		
Meeting	FA12	FB12	FC12	FD12
Room C4.2				
1100111 0412	Customer Journey 1	Customer Journey 2	Multichannel Shopping	MultiChannel: Driving
100111 0412	Customer Journey 1		Multichannel Shopping Behavior	
		Customer Journey 2	Behavior	MultiChannel: Driving Sales
Meeting Room C4.3	Customer Journey 1 FA13 Online Display/Banner			MultiChannel: Driving
Meeting	FA13	Customer Journey 2 FB13	Behavior FC13	MultiChannel: Driving Sales FD13 Game Theory for Online Reviews and Consumer
Meeting	FA13 Online Display/Banner	Customer Journey 2 FB13 Advertising: Measuring	FC13 Advertising	MultiChannel: Driving Sales FD13 Game Theory for Online
Meeting Room C4.3	FA13 Online Display/Banner Advertising	Customer Journey 2 FB13 Advertising: Measuring Effectiveness FB14	Behavior FC13 Advertising Optimization FC14	MultiChannel: Driving Sales FD13 Game Theory for Online Reviews and Consumer Search FD14
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Saturday June Room	08:30 AM - 10:00 AM	10:30 AM - 12:00 PM
Cockle Bay Room 1	SA01 Special Session:	SB01 Special Session:
	Emerging Research on	Reducing Discrimination
	DEI in Corporate and Brand Strategy	and Inequities through Interventions
Cockle Bay	SA02	SB02
Room 2	Influencer Marketing: Insights from	Influencer Marketing: Network, Quality and
	Text/Image/Video Analysis	Content Effects
Meeting Room	SA03	SB03
C3.2	Online Retailing: Payment and Credit	Consumer Behavior: Payment Options
Meeting Room	SA04	SB04
C3.3	Chatbots	Online Reviews: Biases
Meeting Room		SB05
C3.4	Qualitative Research: Avatars and Virtual Influencers	Qualitative Research: Supplier Perspectives
Meeting Room	SA06	SB06
C3.6	Crowdfunding	Games and Gamification
Meeting Room	SA07	SB07
C4.1	Marketing Mix Modeling	Empirical Models for Competition
Meeting Room	SA08	SB08
C4.2	NFTS 1	NFTs 2
Meeting Room	SA09	SB09
C4.3	Consumer Behavior: Influencer Marketing	Consumer Behavior: Online Behaviors
Meeting Room C4.4	SA10 Sales Promotion 1	SB10 Sales Promotion 2
Meeting Room	SA11	SB11
C4.5	Retailing: Category/Brand Choice 1	Retailing: Category/Brand Choice 2
Meeting Room C4.6	SA12 International Marketing Research	
Meeting Room	SA13	SB13
C4.7	Sustainability: Modeling and Predicting Sustainable Behavior	Sustainability: Insights from Conjoint/Choice Models
Meeting Room	SA14	SB14
C4.8	Special Session: Dynamic Model of Learning, Pricing, and Competitive Strategies in the Digital Economy	Crisis Management
Meeting Room	SA15	SB15
C4.9	Customer Satisfaction	Customer Service
Meeting Room	SA16	SB16
C4.10	Consumer Behavior: Product Information	Consumer Behavior: Understanding Product Preferences
Meeting Room C4.11	SA17 Mobile Apps	SB17 Mobile and Location-

		sion TA, 09:00 AM - 10:3		Second Brassmanting	Third Descentation	Family Brownships
Track TA01	Pyrmont Theatre	Special Session MASS: The	First Presentation** MC:	Second Presentation Panel	Third Presentation Panel	Fourth Presentation Fifth Presentation Panel
	Chu		Jennifer Killian (XPON) Keynote: Pradeep Chintagunta (University of Chicago)	Kusum Ailawadi (Tuck School of Business at Dartmouth College)	Jadanne Dare (KPMG Australia)	Wendy Mak (MUFG Pension & Market Services)
TA02	C2.1 Chair(s): Madhu	Pricing: Economics-based Approaches	Advertising and Leader-follower Pricing between an Off- patent Drug and its Generic Counterpart - A Dynamic Model Estimated	Optimal Bundling Design: The Case of Gym Training Sessions <u>Oinxin Chen (Washington University in St. Louis)</u> , Yijun Chen (Imperial College London), Tat Chan (Washington University in	Renting Regret Madhu Viswanathan (Indian School of Business), Manish Gangwar (Indian School of Business), Pranav Jindal (Indian	Postponement Sludge: How Much Does It Cost to Cancel at a Later Date? Matthew Fisher (Southern Methodist University)
	Viswanathan		Abhik Roy (Quinnipiac University)	St. Louis)	School of Business), Abhinav Uppal (Indian School of Business)	
TA03	Meeting Room C2.2 Chair(s): Xiangyin Kong	Salesforce Management and Personal Selling: Theory and Models	Income Tax and Salesforce Performance: A Micro Perspective Yuxin Chen (New York University - Shanghai), <u>Yi Xiang (China-Europe International Business School)</u> , Fang Yu (China-Europe International Business School)	Exploring the Impact of Psychological Distance on the Ethical Behavior of Sales Managers <u>Tobias Heußler (Wiesbaden Business School)</u> , Lea Schwehn (Wiesbaden Business School)	Under What Circumstances Does a Convex Sales Compensation Plan Make Sense? James Lattin (Stanford University)	Optimal Quota-Bonus Contract with Bayesian Learning: Early Success Bias and Late Success Fonouragement Xiangyin Kong (University of Science and Technology of China), Lina Bao (Zhejiang University), Yimin Yu (City University of Hong Kong)
	Meeting Room C2.3 Chair(s): Mohammad Hosein Tavakoli	Measuring and Modeling Emotions	Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behavior Elena Yifei Zhao (Syarcuse University). Zoe Ziqi Zhong (London School of Economics and Political Science)	Consumers' Motivations and Preferences in Entertainment Media Consumption: Love vs. Hate and Suspense vs. Surprise lan Weaver (National University of Singapore), Jiwoong Shin (Yale School of Mangement), Vanya Klenovskiy (Yale School of Mangement), Vanya (Yale School of Mangement), Van	Beyond Positivity: Investigating the Contagiousness of Mixed Emotions on Facebook Brand Pages Chedia Dhaoui (UNSW Business School). Cynthia Webster (Macquarie University)	Political Parties' Stance on Different Topics Impacting Parties' Anticipated Future Success Mohammad Hosein Tawkoli (University of Warwick). Thomas Gruca (University of Iowa), Vahid Karimi Motahhar (Sabanci University)
TA05		Marketing Strategy:	Firm Life Cycle, Managerial Ability and Accounting	Mangement) Trade Secret Protection and its Impact on Advertising	Advertising and the IPO Price Revision Process	Near and Influential: Unraveling the Geographic Peer Effect in
	C2.4 Chair(s): Qiaowei Shen	Advertising	Conservatism: Implications for Advertising Spend and Shareholder Returns Steven D'Alessandro (Edith Cowan University), Domenic Gasbarro (Murdoch Universitiy), Hong Miao (Colorado State University), Kenton Zumwalt (Colorado State University)	Spending Sungkyun Moon (Singapore Management University), Jacqueline Chang (Singapore Management University), Kapil Tuli (Singapore Management University)	Michal Herzenstein (University of Delaware), Dan Horsky (Simon School of Business University of Rochester), <u>Vi-Lin Tsai</u> (<u>University of Melbourne</u>). Tzachi Zach (Ohio State University)	Advertising Spending Ruichang Lu (Guanghua School of Management Peking University), Qiaowel Shen (Guanghua School of Management Peking University), Jingmeng Zhang (Guanghua School of Management Peking University), Xiaojun Zhang (Guanghua School of Management Peking University)
	C2.5	Analytical Models for Digital Platform Interactions	Quality Signaling in Rewards-Based Crowdfunding: The Role of Deferred Payments Jiancheng Lyu (University of Science and Technology of China), Xiaobei Shen (University of Science and Technology of China), Xiaoting Xie (University of Science and Technology of China) (Thina)	Creative Marketplaces for Humans and Machines Lijuan Luo (Renmin University of China), Emaad Manzoor (Cornell University), Nathan Yang (Cornell University)	Generative Al Adoption by Creator Platforms Di Yuan (University of Illinois Urbana-Champaign), Manmohan Aseri (Katz Graduate School of Business at University of Pittsburgh), Vibhanshu Abhishek (UCI Paul Merage School of Business), Kartik Hosanagar (University of Pennsylvania)	
TA07	Meeting Room C2.6 Chair(s): Daniel Winkler	Charitable Giving / Donations: Empirical Analysis	Words Matter: When and Why Direct Speech Appeal Promotes Charity Crowdfunding Project Success <u>Ziqi Zhang (Renmin University of China)</u>	Be More Generous on Computers or Smartphones? A Device Effect on Donations Shengru Nen (Renmin University of China), Jun Pang (Renmin University of China)	Echoes from the Past: Too Costly or Worth Gaining to Be Nice Again? <u>Guangkin Yang (Peking University)</u> , Qiaowei Shen (Guanghua School of Management Peking University)	B-DiDi: A Novel Bayesian Approach to Difference-in-differences Estimation with an Application to Organ Donation Policy Changes <u>Daniel Winkler (University of Economics and Business-Vienna)</u> , Pascal Güntrikin (University of Economics and Business-Vienna)
	Meeting Room C3.3	Customer Relationship Management: Targeting Dormant/Churned Customers	Engaging the Aiready (diskingaged: A Customer Relationship Management Field Study in an Emerging Market Peren Ozturan (Coperhagen Business School), Aysegul Ozsomer (Koç University CAS), Gurkan Saman (furkcell Technology), Ferraz Alimogliu Sar (furkcell Technology), Aytac Yapici (Turkcell Technology), Eman Adali (Turkcell Technology), Gokce Yavuz (Turkcell Technology)	Big Data or Big Brother: For Whom does Personalized Recontacting Work? Yin Bai (Ttaniu University), Min Zhang (Tianjin University), Qingmei Tan (Tianjin University)	How to fiss the Sleeping Beauty: Dynamic Retargeting Strategy in Non-contractual Service Setting YuXuan Zhao (Fudan University), Chen Lin (Fudan University), Zhen Fang (Fudan University)	Sensory Stimulation in Customer Churn Management: an Empirical Study of Reactivation Effectiveness Yo <u>lkann Zhao (Foddan University)</u> , Chen Lin (Fudan University), Yuntu Yin (Fudan University)
	Meeting Room C3.5 Chair(s): Alexander Zhou	Music Marketing	Reinventing Music Consumption: A Comparative Study of the Impact of Metaverse Concerts and Physical Concerts on Piracy and Legal Downloading Gang Lu (University of Sydney), Ranjit Voola (University of Sydney), Jiang Qian (University of Sydney), <u>Zhenyu Wang</u> (University of Sydney)	User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption Qi Xie (University of Minnesota). Linli Xu (University of Minnesota), George John (University of Minnesota)	Optimal Playlist Design Strategies over the Product Life Cycle Zhaokun Li (University of New South Wales Sydney NSW). Junbum Kwon (UNSW Business School), Jack Cadeaux (UNSW- Sydney)	Does Diversity Lead to Thrive? Exploring the Impact of Acoustic Differences on Music Success Tingting Fan (The University of Hong Kong), <u>Alexander Zhou (The University of Hong Kong)</u>
	C3.6	Driving Persuasivenes and Helpfullness 1	Location (Location Control Con	An Empirical Investigation of Factors Affecting, a Consumer's Decision to Read Move Reviews and to Make a Purchase <u>Stantistay Stathnovoth (Monash University)</u> , Askash Mayur Shah (La Trobe University)	Is This Review Really Useful?: Using Topic Modeling and Opinion Mining Modules to Measure Movie Review Usefulnes. Some of the Company of the	The Impact of Lack of Reviewer Anonymity on the Quantity and Quality of Product Reviews: Evidence from a Mobile Application Market Sandeep Arora (University of Manitoba), <u>Charan Bagga (University of Calizary)</u>
	Meeting Room C4.1 Chair(s): Adithya Pattabhiramaiah, Vamsi Kanuri	Special Session: Marketing and Social Impact	Gender Stereotyping, and Advertsing Effectiveness Martina Pocchiari (National University of Singapore). Clement Bellet (Erasmus University Rotterdam)	Do Digital Payments Increase the Consumption of Vice Soods? Evidence from the Introduction of UPI Payments in India Sariam (University of Michigan). Varad Deolankar (University of Michigan)	The Bole of Carbon Taxes in the Airline Industry Madhu Vinwanathan (Indian School of Business), Mauricio Varela (Indian School of Business)	School Shootings and Community Economic Activity Muzeeb Shalk (Indiana University) Biloomington), Mike Palazzolo (University of Edinoria – Davis), Adithuy Pattabbiramaiah (Georgia (University of Notre Dame), Shirihan Sridhar (Teusa A&M University) University)
TA13	Meeting Room C4.2 Chair(s): Yi Zhu, Krista Li	Special Session: Game Theory	Content Provision on UGC Platforms Woochoel Shin (University of Florida), Wilfred Amaldoss (Duke University)	Optimal News Search and Reporting Yi Zhu (University of Minnesota), Weize Yin (University of Minnesota)	Paying for Effort Not Luck: When Should Firms use Compensation Plan Decelerators? Rob Waiser (University of Kansas), David Soberman (University of Toronto)	Retention or Acquisition? Behavior-Based Quality Disclosure Krista Li (Indiana University), Jianqiang Zhang (Jiangsu Normal University)
	Meeting Room C4.3 Chair(s): Matthew Tingchi Liu	Consumer Behavior: Advertising 1	Conveying Advertising Affection with Virtual Enforcers: The Interactive Impact of Affection Appeals and Endorser Types on Advertising Effectiveness Cheming Hail Histonge University of Science and TechnologyChina). Jun Yan (Huarbong Univ. of Sci. & Tech. China), Shaowei Chai (Huarbong Uni. of Sci. & Tech. China), Shaowei Chai (Huarbong Uni. of Sci. & Tech. China)	Effectiveness of Necro-Advertising in Ethical Sashion Engagement Fusuam Jia Ulniversity of New South Wales, Ka Wing Chan (University of New South Wales), Chris Baumann (Macquarie University Seoul National University Osaka University)	Nativeness Backfire: Unraveling the Dynamics of Design and Content Nativeness in In-Feed Ad Shaowed Chail Husahone University of Science and Tachnology China. Jun Van Husahone University of Science and Technology China.), Vaping Chang (Husahong University of Science and Technology China), Chenying Hai (Husahong University of Science and Technology China).	The Interplay Between Color Temperature and Psychological Distance Mingxia Zhu (University of Macau), Matthew Tingchi Liu. (University of Macau), Xi Song (University of Macau)
	Meeting Room C4.4 Chair(s): YUTIAN LIU	Retailing: Location	Electric Vehicle Charging Availability and Retail Store Performance Ka Wing Chan (University of New South Wales), Hauke Wetzel (University of New South Wales), Ljubomir Pupovac	An Experiential Multipurpose Shopping Model to Assist Retail Location Decisions Harmen Oppewal (Monash University), Ari Pramono (Monash University), Benedict Dellaert (Erasmus University)	Structure Analysis with Customer Trajectories in Shopping Malls Yulin Hao (University of Rochester), Dai Yao (The Hong Kong	Unveiling Store Network Dynamics: A Graph Perspective of Offline Retailing Activities Yutian Liu (University of Wisconsin - Madison), Oing Liu (University of Wisconsin-Madison), Cheng He (University of Wisconsin
TA16	Meeting Room C4.5 Chair(s): Wenyu Jiao	Livestreaming 1	(University of New South Wales) Cool Thinking or Hot Feeling: The Role of Cognitive Empathy and Affective Empathy in Philanthropic Live-streaming Sales Ying Ho (University of Macau), Ying Yu (University of Macau)	The Effect of Speed Volatility on Consumer's Engagement in Live-streaming: Evidence from TikTok Game Live-streaming Ximyue Xia (Beithang University), Chenxi Li (Beithang University), Anghong Wu (Beithang University), Yi	Polytechnic University) Product Search and Sourcing in Live-Commerce: Evidence from a Quasi-Experiment Chu (Ivy) Dang (University of Hong Kong), <u>Halu Liu (Shanghai</u> Jiaotong University)	Madison) Unlocking Sales Potential: The Impact of Livestreaming Hosts and Brand Origin on Consumer Choices in E-commerce Wenvu Jiao (University of Science and Technology of China)
	Meeting Room C4.6 Chair(s): Fang Fang	Patient Outcomes 1	Enhancing Cancer Outreach Effectiveness through Monetary vs. Time Incentives: Insights from a Randomized Field Experiment Sig Dai (Zhejiang University), Zheshuai Yang (Zhejiang University), Xiuping Li (National University of Singapore)	Were Consumers Eating Healthler During the Covid Pandemic? It Was a Mixed Bag Huong Nayuen (Stockholm School of Economics), <u>Min Kim</u> (NUS Business School National University of Singapore). Sara Rosengern (Tockholm School of Economics), ile Zhang (Robert H. Smith School of Ensiness University of Maryland)	Marketing for Good: Fostering Positive Doctor-Patient Relationships through Social Media Interactions between Doctors and Patient Doctors and Pati	Nudging Patients' Choices to Cost-Effective Providers to Reduce Healthcare Expenditures Fang Fang (Edilonis State University Los Angeles), Mili Mehrotra (University Of Illinois Urbana Champaign), Hari Natarajan (University of Mami)
	Meeting Room C4.7 Chair(s): Lawrence Sze Lok Choi	Consumer Behavior: Promoting Broad Sustainable Behavior	From Limited Control to Green Empowerment: The Motivational Synergy of Fresh Starts in Predicting Environmental Collective Actions Seon Min Lee (Korea University)	Regulatory Focus and Eco-Friendly Product Preferences in Mountain and Ocean Environments Shengmin Si (Hongik University), Tom van Laer (The University of Sydney) UNDERLINE, <u>Hyunii Lee (Hongik University)</u> , Morgan Smith (The University of Sydney), Nara Youn (Hongik University)	Responsibilizing the Net-Zero Hero? Creation and Implications of a Tragic Subject Position Lawrence Choi (Hong Kong Baptist University), Kimmy Chan (Hong Kong Baptist University), Henry Fock (Hong Kong Baptist University), Howard Ling (Hong Kong Baptist University), Howard Ling (Hong Kong Baptist University)	
	C4.8	Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 1	Optimizing Human Capital Signals in Online Contract Markets <u>Frank Harvay (McGill University)</u> , Kim Strunk (University of Passau), Marina Fiedler (University of Passau)	Bidding or Allocation? The Design of Dispatch Systems in the Rüde-Halling Market Halling Market Legisle Than (Swigel Paring Waller Manner (Swigel Paring Waller), Wel Miao (University College London), Junhong Chu (Hong Kong University)	When Consumers Reflect Business Models: The Influence of Digital Platform Remuneration Models on Consumers' Decision Making and Market Outcome. Sevent User (University of Hamburg). Rouven Seifert (University of Boscok), Michel Clement (University), Patrix (University of Boscok), Michel Clement (University), Patrix Wilkstrom (Queenaband University of Technology), Farqois Moreau (Université Paris-Nord), Frederik Juu Jensen (Université Paris-Nord), Ola Hampaland (Inland Norway University of Applied Sciences)	
	Meeting Room C4.9 Chair(s): Sami Al Battashi	Consumer Behavior: Branding 1	Shape My Choice: How Iconicity and Nostalgia Marketing Influence Brand Preference Ashish Sadh (Indian Institute of Management Indore). Mayukh Mukhopadhyay (Indian Institute of Management Indore)	Deciphering the Role of Anthropomorphic Marketing in Consumer-Brand Relationships Huminin Wang (BNU-HKBU United International College), Mingiing Zhang (BNU-HKBU United International College), Peng Wang (BNU-HKBU United International College)	Consumer Responses to Brand Ethicality: The Roles of Brand Credibility, Brand Trust and Emotional Attachment Mahmud Hassan (North South University School of Business & Economics), Tawasif Abrar Faivaz (North South University)	Brand Coolness: Exploring Consumer's Psychological Needs and Motives <u>Sami Al Battashi (RMIT)</u> , Ashish Kumar (RMIT), Kaleel Rahman (RMIT)
	Meeting Room C4.10 Chair(s): Fangyu Zhong	Consumer Behavior: Response to Al 1	Human-Al Moral Relation: When Would People Regard Al as Moral Patent? Mingeia Zhu (University of Macau), Matthew Tingchi Liu (University of Macau), Xi Song (University of Macau)	Evolution of Service Robots from Mechanical to Humanoid Forms: An Examination between Utilitatina and Hedonic Service Settings. Service Settings Yungi (Milly) Sai (NEOMA Business School), Yiping (Army) Song (NEOMA Business School), Pergia (NEOMA Business) of International Business and Economics)	How do Consumers Respond to Chatbot Anthropomorphism on a Cosmetic EC Website Militial Igrantial (Dasla University), Shohel Hasegawa (Hosei University), Hiroshi Onishi (Chuo University), Osamu Sakai (Hosei University)	Preference for Al Avatar Versus Human Interpreters in Digital Interpretation Platforms Fanguu Zhong (SiChuan University)
TA22	C4.11 Chair(s): Pranav Jindal	Consumer Finance and Lending	Credit Failures and Entrepreneurial Risk Aversion Przemylaw Jeziorski (University of California-Berkeley), Ganesh Iyer (Haas School of Business University of California Berkeley) d **Underlined for speaker	Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Change Zhenling Jiang (University of Pennsylvania), Yanhao Wei (University of Southern California), <u>Tat Chan (Washington University)</u>	Costs and Benefits of Buy Now, Pay Later (BNPL) Prevas Desai (Duke University). Pranav Jindal (Indian School of Business)	Buy Now, Ponder Later: The Impact of the Textual Analysis of BNPL on Consumer Purchase Decisions Sunnyoung Lee (Dongguk University), Moonjung Kim (Dongguk University), Minjun Chol (Dongguk University)

Thursday	luno 27	Soccion TD	11.00 AM	12.20 DM

rack B01	Room Pyrmont Theatre	Event Name* Special Session MASS:	First Presentation** MC:	Second Presentation Fireside Chat	Third Presentation Panel Discussion	Fourth Presentation Fifth Presentation Panel Discussion
	Chair(s): Mathew Chylinski, Nicolas	Generative AI in Marketing	Jennifer Killian (XPON) Keynote:	Sameer Chopra (Benhamou Global Ventures), Nicholas Chu (Sinorbis, UNSW)	Koen Pauwels (Northeastern University), Sameer Chopra (Benhamou Global Ventures)	Lan Luo (University of Southern California) Moderator:
302	Chu Meeting Room	Analytical Pricing Models	Koen Pauwels (Northeastern University) Price Cues vs. Service Cues; Drivers of Retailer's Strategic	NFT Royalties and Art Market Efficiency	Customer Segmentation and Priority Queues	Natalie Stanbury (IAB) Licensing Mechanisms for Product Lines
	C2.1 Chair(s): Maxim Sinitsyn		Choice and Their Impact Sajeesh Sajeesh (University of Nebraska-Lincoln), <u>Preethika</u> Sainam (Thunderbird School of Global Management at Arizona State University)	Xinyu Cao (Chinese University of Hong Kong), <u>Jieteng Chen</u> (<u>Chinese University of Hong Kong</u>), Tony Ke (Chinese University of Hong Kong)	Qian Wang (Lingnan University)	Maxim Sinitsyn (Northwestern University)
B03	Meeting Room C2.2 Chair(s): Siddharth Singh	Salesforce Management and Personal Selling: AI, Digital Channels and Training	Introducing a Deep Hypergraph-Learning Approach for Modeling Salesperson Networks Qiamyin Xia (Georgia State University), Yi Zhao (Marketing Department Georgia State University), Sarang Sunder (Indiana University)	Sales Skill Development and Coaching in a Post Generative AI World Howard Dover (University of Texas at Dallas)	How does Feedback Design Motivate the Next Generation of Salespeople? Theory and Evidence from an Experimental Study Ying Yang (University of Washington Bothell), Xiaofei Pan (Bryant University), Christine Lai-Bennejean (Emlyon Business School)	Effect of Product and Sales Skills Training, Engagement with Training, and Training Spillover on Sales Performance Siddharth Singh (Indian School of Business), Raghu Bommaraju (Indian School of Business), Sharad Borle (Rice University)
B04	Meeting Room C2.3 Chair(s): Jia Liu, Ryan Dew	Special Session: Frontiers of Preference Measurement with Unstructured Data	Adaptive Preference Measurement with Unstructured Data Ryan Dew (Wharton)	Understanding Consumers Fast: Meta-learned Temporal Processes for Modeling Consumption Dynamics Mingzhang Yin (University of Florida), Khaled Boughanmi (Cornell University), Asim Ansari (Columbia University)	Solicol) The Impact of Facial Femininity and Gender Identity on Perceptions and Behavior: Using AI for Controllable Stimuli Generation Lan Luo (Columbia Business School), Olivier Toubia (Columbia Business School)	User Preferences for Influencer Debunking Zilin Tain (Washington University in St. Louis). Boya Xu (Duke University), Tong Guo (Duke University), Tong Guo (Duke University) of Science and Technology Kohel Kawaguchi (Hong Ko University of Science and Technology). Too I (Hong Kong University of Science and Technology). Too I (Hong Kong University of Science Technology). Too I (Hong Kong University of Science Technology).
305	Meeting Room C2.4 Chair(s): Hongyu DUAN	Marketing Strategy: Disruptive Technology	The Relationship Between IT Capabilities, Agility, and Organizational Performance: A Meta-Analysis Jerry Jin (The University of New South Wales), Ting Yu (The University of New South Wales)	Technological Disruption in the Fashion, High Tech and Packaged Goods Industries: A Quasi-Experimental Analysis Saieev Nair (University of Kansas), Francesca Bonetti (HEC Montreal), Gerard Tellis (University of Southern California)	The Spillover Effect of Supply Chain Related Blockchain Announcements on Supplier's Market Value Dimitri Simonin (UTS Business School), Atva Zeb (University of Adelaide). Ljubomir Pupovac (UNSW), Manjunath Padigar (Macquire University), Mahima Hada (Baruch College CUNY)	Impact of Disruptive Digital Technologies on Long-Term Firm Performance Hongeu Duan (Hong Kong Baptist University), Danny T. Wang (F Kong Baptist University), John Qi Dong (Nanyang Technological University), Mengxiang Li (Hong Kong Baptist University)
B06	Meeting Room C2.5 Chair(s): Sumitro Banerjee	Analytical and Empirical Models for CSR	Stock Market Responses to Negative Word of Mouth: Moderating Roles of Corporate Social Responsibility Initiatives Jaihvun Jeon (Syracuse University), Guiyang Xiong (Syracuse University)	The Strategic Failure of Climate Targets Yuxin Chen (New York University - Shanghai), Zheng Gong (Chinese University of Hong Kong - Shenzhen), Jin Huang (NYU-Shanghai)	Consumer Learning of Corporate Social Responsibility: The Hyped and the Understated Sumitro Baneriee (Grenoble Ecole de Management)	
B07	Meeting Room C2.6 Chair(s): Natalina Zlatevska	Consumer Behavior: Charitable Giving and Donations	Ending Temporal Landmarks Increase Charitable Donation Yuxuan Liu (Tsinghua University), Rong Chen (Tsinghua University)	Too Painful to Donate: Why Don't People Donate to Critical Illness Causes? Jingjing Ma (Peking University), <u>Yuanije Zhao (Peking University)</u> , Yitian Liang (Tsinghua University)	Helping Type and Recipients' Facial Expressions Jointly Impact Charitable Responses Phyllis Wang (Remmin University of China), Michael Jia (The University of Hong Kong), Sara Kim (The University of Hong Kong), Ce Liang (The Hong Kong Polytechnic University)	Understanding the Effect of Psychological Distance in Prosoci Cause Appeals Aimee Smith (University of Technology Sydney), Natalina Zlates (University of Technology Sydney)
B08 B09	Meeting Room C3.3 Chair(s): Akihiro Inoue Meeting Room C3.4 Chair(s): Yuan Yuan	Customer Relationship Management: Advanced Methods Privacy	Large N., Small T, Multiple P: A Causal Matrix Completion Method for CRM Panel Data Zhongming Jiang (Harvard Business School), Longxiu Tian (UNC Kenan-Flagler Business School), Fred Feinberg (University of Michigan Ross Business School) Profiling, Personalisation, Data Analytics and Martech: Developing Frames of Consumer Expectations and the Lagging Response of Privacy Regulation Peter Leonard (University of New South Wales)	Enhanced Model Coordination Through Multi-Task Learning: An Application to Customer Base Analysis Swengbin Kim (Emory University), Daniel McCarthy (Goizueta Business School Emory University), Dokyun Lee (Boston University) Pricing with Differential Privacy Yanessa Alwan (University of Chicago Booth School of Business)	Expanding B28 Customer Churn Model - Identifying Dormant and Churned Customers Hoying Chiang (National Chung Hsing University), Shihyu Chou (National Tawan Normal University), Ming Chih Tsai (National Chung Hsing University) Privacy Risk and Competitive Data Protection Investment with Behavior-Based Pricing Weining Bao (University of Connecticut), Yuxin Chen (New York University - Shanghai), Ping Xiao (University of Melbourne)	An Approach to Develop Scales Simultaneously for Multiple Objects Akthro Inoue (Keio University), Hanako Imai (Otsuya Inc.), Naol Ogawa (Otsuya Inc.), Kozue Ogawa (Otsuya Inc.) Clean Up the Act: Impact of Privacy Regulation on Live Strean Influences Yuan Yuan (Carnegie Mellon University), Nikhil Malik (USC Marshail), Wen Wang (University of Maryhaid College Park), Kannan Srinivasan (Carnegie Mellon University)
B10	Meeting Room C3.5 Chair(s): Khaled Boughanmi	Movie Marketing	The Price of Streaming Franco Berbeglia (Purdue University), Timothy Derdenger (Carnegie Mellon University), Sridhar Tayur (Carnegie Mellon University)	Global Cinema Dynamics: Analyzing Non-Tariff Barriers in Film Distribution Hongve Sun (University of Utah), Tianyu Gu (University of Utah)	The Impact of Review Bombing on Film Revenue Across Channels Francisco Zuloaga Cosme (University of Kansas), <u>Paul Parker (University of Kansas)</u> , Jonathan Beck (University of Kansas)	Partially Interpretable AI for Market Research Khaled Boughanmi (Cornell University), Kamel Jedidi (Columbia University)
B11	Meeting Room C3.6 Chair(s): Badr- Eddine LAHSINI	Online Reviews: Factors Driving Persuasivenes and Helpfullness 2	Fine-Grained Attribute-Level Approach for Consumer Reviews: Investigating the Effectiveness of Hotel Service Attributes on Consumer Experience Vladislava lakovleva (Pusan National University), Jiwon Baek (Pusan National University), Tae Ho Song (Pusan National University)	Research on the Characteristics and Differences of Consumer Reviews on Different Network Platforms <u>Jüngving Wu (Fudan University)</u>	Unravelling the Helpfulness of Online Consumer Reviews: The Moderating Roles of Product Development Stages and Reviewers' Characteristics Pei Yu Chien (National Tsing Hua University), <u>Ava Yu (The University of Western Australia)</u> , Jacky Mo (UNSW), Daren Smith (National Tsing Hua University)	Does Receiving Managerial Responses Influence Travellers' Subsequent Engagement? A Textual Analysis Perspective Badr-Eddine Lahsini (University Mohammed VI Polytechnic), Ra Prakash Ranjan (University Mohammed VI Polytechnic)
B12	Meeting Room C4.1 Chair(s): Mike Palazzolo	Special Session: Marketing and Policy 1: Grocery Retail	The Effects of Temporary Grocery Store Closures Julia Levine (Carey School of Business at Johns Hopkins University). Sylvia Hristakeva (Cornell University)	Retiring the Store Flyer? Effects of Dropping Print Store Flyers on Household Grocery Shopping Behavior Arjen van Lin (Tilburg University), Jonne Guyt (University of Amsterdam Business School). Kristopher Keller (Kenan-Flagler Business School)	Taste and Nutrition Information <u>Beatriz Pereira (Monash University)</u> , Mike Palazzolo (University of California - Davis)	Price Variation and Store Choice: The Welfare Implications of EDLP-HiLo Pricing Kristina Brecko (University of Rochester), <u>Avery Haviv (Universit Rochester)</u> , Paul Ellickson (University of Rochester)
B13	Meeting Room C4.2 Chair(s): Zhe Yang Meeting Room	Game Theory for Product Offerings and Choice Sets Consumer Behavior:	Optimal Design of Recommended Choice Sets Chi-Ying Wang (Yale School of Management)	Vertical Line Extensions and Counterfeits in a Status Goods Market Yuetao Gao (Xiamen University) Open-Mindedness and Consumer's Response to Religious	Multistage Joint Selling Strategy for Probabilistic and Deterministic Products Considering Irrational Consumers Budin Wang (Shanghai Business School). Yi Bu (Shanghai Business School) White Noise Makes You Yourself: The Effect of White Noise	The Dark Side of Personalized Product Recommendation in Online Marketplaces with Sponsored Advertising <u>2he Yang (Tianiin University)</u> , Zhaofang Mao (Tianjin University) Yunchuan Liu (University of Illinois at Urbana-Champaign), Jie N (Tianjin University)
B15	C4.3 Chair(s): Song Ha Lee Meeting Room C4.4 Chair(s): Tirtha Dhar	Advertising 2 Special Session: Reshaping Retail Analytics: Habits, Patterns and Narratives Impacting Consumer Choice	ChatGPT Recommended: Product Placement Advertising in Al Knowledge Search Machine Product Placement Advertising in Although (University of Michigan Ross School of Business). Aradina Krishna (University of Michigan) Changing Patterns: (In)consistent Purchasing of Food Items Wei-Lin Wang (Ontario Tech University). Demetrios Vakratsas (McGill University)	Cues in Advertings Solving the Paradox Vacqing Bao (LUAH), David Allen (LUAH), Shi Sang (LUCLA), Sa'arah Alhout (Penn State Abington) Bad vs Good Habits: Investigating the Role of Different Types of Habits on Consumers' Response to Healthy Eating Nudges Fare Belkhiria (McGill University), Necati Ertekin (University of Minnesota), Mehmet Gumus (McGill University), Laurette Duble (McGill University)	on Preference Song Ha Lee (Yonsei Univ), Jae Young Lee (Yonsei Univ), Tae- Hyung Pyo (University of Idaho) Word of Mouth as A Network of Narratives: A New Framework to Study Public Discourse's Impact on Product Performance Tirtha Dhar (University of Guelph), Poorya Selkghafari (University of Guelph)	Modelling Commercial and Societal Drivers and Impacts of Consumer Food Choice within a Multi-layered Digital Ecosyst Catherine Paquer (Université Laval), Antonia Gieschen (Universit of Edinburgh), Farase Belkhira (McGill University), Jaja Sengupti (McGill University), Laurette Dubé (McGill University)
B16	Meeting Room C4.5 Chair(s): Ivy C. Dang	Livestreaming 2	Value of the Seller Agency: Evidence from the Live Streaming Platform Shuwen Jiang (University of International Business and Economics). Hongju Liu (Guanghua School of Management Peking University), Joseph Selner (Guanghua School of Management Peking University).	A Deep Dive into Live-Streaming Sales Pitch Zining Wang (University of British Columbia), Yanwen Wang (University of British Columbia), Yanwen Wang (University), Hongju Liu (Peking University)	Consumers' Visual Behaviors on Livestreaming Shopping Videos through Eye-Tracking and Machine Learning Keran Zhao (Pennsylvania State University), Ming Chen (University of North Carolina at Charlotte), Wael Jabr (Pennsylvania State University), Shi Wang (The Ohio State University), Shi Wang (The Ohio State University), Milyan Lee (Northwestern University)	A Structural Model of Shoppertainment Salesforce in Live- Commerce Chu (Ivv) Dang (University of Hong Kong), Arwen Zhou (Chinese University of Hong Kong)
B17	Meeting Room C4.6 Chair(s): XIUMEI TANG	Health Care Marketing: Patient Outcomes 2	Engagement and Well-Being as Outcomes of Perceived Social Support in Digital Health Services: A Meta-Analysis Karen Tian (The University of New South Wales), Ting Yu (The University of New South Wales), Ko de Ruyter (King's College London), Debbie Isobel Keeling (University of Sussex)	Enhancing Patient Engagement and Adherence in Healthcare: The Role of Al-Driven Pre-Consultation Interactions Hamid Shridastian (Bishop's University), Behzad Seyfi (Bishop's University)	Source Credibility and the Adoption and Valuation of Risk- Mitigating Services Anima Nivsariar (InCcombs School of Business University of Texas at Austin), <u>Vedha Ponnappan (Indian Institute of Management Usdiapur)</u> , Prakash Satyavageeswaren (Indian Institute of Management Udaipur), Sundar Bharadwaj (University of Georgia)	Influence of Marketing Communication on Awareness and Engagement of Patients in Online Health Communities: Online Field Experiment Myrthe Kuipers (University of Amsterdam). Umut Konus (University of Amsterdam)
B18	Meeting Room C4.7 Chair(s): Jiming Wu	Consumer Behavior: Promoting Specific Sustainable Behavior	The Effect of Package Size on Eating of Restrained Eaters <u>Haruka Kozuka (Seikel University)</u>	New Nutritional Label Effectiveness: The Case of the Inclusion of Adde Sugar Daily Value on the Nutritional Facts Panel Hamzeh Ravei (Concordia University), Kamila Sobol (Concordia University), SunAh Kim (UNSW Sydney)	Beyond Beauty: Exploring the Primacy of Freshness in Consumer Selection of Natural Fresh Foods Jaming Wu (NEOMA Business School), Viping (Army) Song (NEOMA Business School), Peng Zuo (Shanghai University of International Business and Economics), Keein Yan (Shanghai University of International Business and Economics)	Guilt-Driven Persuasion in Sustainable Fashion: The Roles of Empathic Trust Hanna Shin (Hongik University), Yan Li (Hongik University), Nara Youn (Hongik University)
B19	Meeting Room C4.8 Chair(s): Xinbo Wang	Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 2	Participation Inequality in Online Content Contribution and Platform Incentives Amy Wenxuan Ding (Emlyon Business School), Shibo Li (Indiana University Bloomington)	Catch Me if You Can: Punishing Disintermediation in the Gig- Economy Grey Market Yingkang Xie (Washington University in St. Louis)	Feedback Design in Content Market Nan Chen (Department of Information Systems and Analytics National University of Singapore). Xinbo Wang (Department of Economics National University of Singapore)	
B20	Meeting Room C4.9 Chair(s): Nader Tavassoli	Consumer Behavior: Branding 2	How to Promote Local Specialty that Encourages Travel to the Production Area: Focusing on the Effects of Presenting the Product's Production process as a Story Takanori Suda (Toyo Gakuen University), Hiroaki Ishii (Waseda University), Ikumi Hiraki (Tokyo International University), Nacto Onzo (Waseda University)	Beyond Hashtags: Do Social Media Callouts and Shoutouts Echo in Brand Performance? Mithila Guha (San Jose State University), Daniel Korschun (Drexel University), Trina Andras (Drexel University)	How Warmth and Competence Language Cues Impact Human Brands: The Case of Business Leaders Valeria Noguti (University of Technology-Sydney), Valentyna Melnyk (UNSW Sydney)	Categorization and Horizontal Versus Vertical Brand Differentiation Nader Tavassoli (London Business School)
	Meeting Room C4.10 Chair(s): Joyce Chua	Consumer Behavior: Response to AI 2	Bias in Generative AI Mi Zhou (University of British Columbia), Kannan Srinivasan (Carnegie Mellon University), <u>Vibhanshu Abhishek (UCI Paul</u> <u>Merage School of Business)</u>	Say "Hi" to Al Colleague: How Al Influence Organizational Decision Making and Knowledge Transformation Ru Yu (Fudan University), YuXuan Zhao (Fudan University)	Complementarity Neglect: When People Select Disadvantageous Partners with Overlapping Mistakes Moritz Jörling (EM Lyon Business School), Meng Zhu (Virginia Tech), Ye Li (University of California Riverside)	Emerging Technologies Affect the Use of Specific Language in Consumer Reviews Joyce Chua (Singapore Management University), Hannah Chang (Singapore Management University)
B22	Meeting Room C4.11 Chair(s): Wayne Taylor	Special Session: Four Applications of Natural Experiments in Marketing: Online Gambling, Corporate Political Positioning, Food Shopping Carbon Footprint, and Open Innovation	The Impact of Online Gambling on Risky Behavior and its implications for Demarketing Wayne Taylor (Southern Methodist University), Daniel McCarthy (Goizueta Business School Emory University), Kenneth Wilbur (University of California - San Diego)	Corporate Political Positioning and Sales: Evidence from a Natural Experiment Kitty Wang (University of Houston), Shijie Lu (University of Notre Dame)	Household Food Carbon Footprint and Club Store Shopping Lu Yan (Hong Kong Polytechnic University), Ting Zhu (Purdue University), Li Song (Purdue University)	The Impact of Large Language Models on Open-source Innovation: Evidence from GitHub Copilot Raveeth Mayva (NYU Stem School of Business). Doron Yeverechyahu (TAU), Gal Oestreicher-Singer (Tel Aviv University

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Track TC01	Pyrmont Theatre	Event Name* Special Session:	First Presentation** Modelling Customer Lifetime Value in the Retail Banking	Second Presentation Business Policy Experiments using Fractional Factorial	Third Presentation	Fourth Presentation Fifth Presentation
	Chair(s): Lan Luo	Practice Prize Competition 1	Industry Greig Cowan (NatWest Group), Salvatore Mercuri (University	Designs: Consumer Retention on DoorDash <u>Yixin Tang (DoorDash)</u> , Yicong Lin (DoorDash), Navdeep Sahni		
rc02	Meeting Room	Algorithmic Pricing	of Edinburgh), Raad Khraishi (NatWest Group) Welfare Cost of Fair Prediction and Pricing in the Insurance	(Stanford University) Price Competition Under Information (Dis)Advantage	Sponsored Products Ads, Algorithmic Pricing, and More	
	C2.1 Chair(s):		Market Hajime Shimao (University of New South Wales), Fei Huang	Nan Chen (National University of Singapore), Tiffany Tsai (National University of Singapore)	Harmless Collusion Hangcheng Zhao (Wharton School University of Pennsylvania)	
TC03		B2B Marketing 1	(University of New South Wales) Effectiveness of Sales Visits over the Business Cycle	Buyer-driven Financial Aid and Technology Assistance on	Exploring the Antecedents of Distributor Whistleblowing: A	Identifying the Drivers of Review Generation in Business-to-Business e
	C2.2 Chair(s): Uyen		Hernan Bruno (University of Cologne), <u>Christian Pescher</u> (<u>Universidad de los Andes Chile</u>), Shantanu Dutta (University	Marketing Capabilities Development of Global Suppliers in Emerging Markets	Cognitive Approach Jing Zhou (Dalian University of Technology)	Commerce Uyen Uyen Banh (University of Manitoba), Sandeep Arora (University of
TC04	Uyen Banh Meeting Room	Choice Models 1	of Southern California) The Role of Emotions in Consumer Decision Making Across	Tianjiao Qiu (California State University Long Beach) Theory-driven Deep Learning-Based Consumer Choice	Modelling Individual and Group Travel Behavior for After-	Manitoba)
	C2.3 Chair(s): Sicheng		Different Categories John Roberts (University of New South Wales), Songting Dong	Models Dongcheng Zhang (Emory university), Kunpeng Zhang	work Activities via Metro Data Sicheng Song (Chinese University of Hong Kong)	
	Song		(University of New South Wales), Karen Hansen (Forethought Research)	(University of Maryland Robert H. Smith School of Business), David Schweidel (Emory university)		
TC05	Meeting Room C2.4	Marketing Strategy: New Products and Diffusion	Understanding the Effects of Uncertainty on NPD Speed: A Temporal Perspective	Does Breaking News Break Investors' Attention? Reo Song (California State University Long Beach), Eunho Park	To 'Make'; or 'Source' New Product Innovation Assets Integrated with Emerging General-purpose-technology?	Word-of-Mouth Life Cycle: Exploring Antecedents, Process, and Consequences
	Chair(s): Yuhsiang Lin		Qing Ye (Hunan University), Fue Zeng (Wuhan University in China), Cheng Lu Wang (University of New Haven)	(University of Texas at San Antonio), Andre Martin (University of Notre Dame), Tarun Kushwaha (George Mason University)	Evidence from Preannouncements of New Products Integrated with Artificial Intelligence	Yuhsiang Lin (University of Taipei)
					Manjunath Padigar (Macquarie University), Ljubomir Pupovac (UNSW), Ashish Sinha (University of Queensland), Abhishek	
TC06	Meeting Room	Analytical Models for	Consumer Search and Product Line Length: The Role of the	Product Reviews, Prices, and Profits in Markets Driven by	Borah (INSEAD) Multitasking and Goal-Setting	Modeling Mental Accounting with Two-stage Budgeting and Bounded
	C2.5 Chair(s): Alan	Consumer Behavior	Consumer-Product Fit Distribution Mohammad Zia (Chapman University), Dmitri Kuksov (The	Randomness: The Null Model Steven Shugan (University of Florida), Man Xie (Arizona State	Yao Yao (Tianjin University), <u>Dong Wook Chae (Indiana</u> <u>University)</u> , Krista Li (Indiana University)	Rationality Nicholas Pretnar (Carnegie Mellon University), Christopher Olivola
	Montgomery		University of Texas at Dallas)	<u>University</u>)		(Carnegie Mellon University), <u>Alan Montgomery (Carnegie Mellon</u> <u>University)</u>
TC07	Meeting Room C2.6	Consumer Behavior: Gift Giving and Planning	The Gift of Cultural Capital: How Culturally Mixed Gifts Strengthen Giver-recipient Bonds	A Study on the Repulsion of Gift Givers to the Recommendation Function of Algorithms	An Intertemporal Choice Model for Sustainable Consumption: Role of Connectedness to the Other's Future	The Multidimensional Planning Scale: Assessing Whether and Why Consumers Plan
	Chair(s): Jason Stornelli		Qianying Huang (School of Business Sun Yat-Sen University), Zhuomin Shi (School of Business Sun Yat-Sen University)	Yueyan Zhang (Southwest Jiaotong University)	Self Anas El Assadi (Mohammed VI Polytechnic University), Ravi	<u>Jason Stornelli (Oregon State University)</u> , Colleen Bee (Oregon State University)
TC08	Meeting Room	Customer Lifetime Value	Revisiting "A Seasonal Model with Dropout …": A	Valuing Customers in the Insurance Industry: A Joint Model	Prakash Ranjan (Mohammed VI Polytechnic University) Predicting and Explaining Customer Purchases: A Joint	Effects of Recommendation Timing in Media Customer Lifecycle
	C3.3 Chair(s): Sibo Zhang	Models	Simple Model with Seasonal Effects for Noncontractual Settings	for Claims and Churn Yumo Dong (Australian National University)	Model of Attrition, Transaction, and Spending Behavior in Non-contractual Settings	Sibo Zhang (University of New South Wales), Yu-Ting Lin (University of New South Wales), Maggie Dong (University of New South Wales)
			Peter Fader (Wharton School/Univ of Pennsylvania), <u>Bruce</u> <u>Hardie (London Business School)</u> , Daniel McCarthy (Goizueta		Patrick Bachmann (ETH Zurich), Jeffrey Naef (Inria University of Montpellier), Markus Meierer (University of Geneva)	
TC09	Meeting Room	User Generated Content:	Business School Emory University) Dynamics in Knowledge Contributions - Evidence from a	The Impact of Paywalls on Content Generation and User	The Impact of Social Exclusion on User-Generated Content:	The Causal Effect of Attention and Recognition on the Nature of User-
	C3.4 Chair(s): Rupali	Insights from Field- and Quasi- Experiments	Field Experiment Yikun Jiang (University of California-Berkeley)	Engagement on UGC Platforms Chuang Tang (Peking University)	Evidence from a Quasi-Experiment on a Mobile Karaoke Singing App	Generated Content: Experimental Results from an Image-Sharing Social Network
	Kaul				Xiaochi Sun (Nanjing University of Aeronautics and Astronautics), Banggang Wu (Sichuan University), Xuebin Cui	Justin Huang (University of Michigan Ross School of Business), <u>Rupali</u> <u>Kaul (Stanford University)</u> , Sridhar Narayanan (Stanford University)
					(Nanjing University), Andreas Eisingerich (Imperial College London), Zhiling Yang (City University of Hongkong)	
TC10	Meeting Room C3.5	Tourism and Sport Marketing	Improved Technology Acceptance Model (DL-TAM) for Measuring Tourist Satisfaction on Digitalised Facilities of	How do New Technologies Reshape the Travel Experience? Chin-Ching Yin (National Taipei University of Technology)	How Consumers Use Their Consumer Credit for Travel in Inflation Surge?: Intertemporal Consumption Perspective	The Effect of Temporal Distance on Consumers' Experiential Unexpected Impacts of Unexpected Games: The
	Chair(s): Peng Wang		the Hospitality & Tourism (H & T) Industry Samanthi Konarasinghe Wiriththamulle Gamage (Western		<u>Darren Kim (Macquarie University)</u> , Jenny Lee (UNSW Sydney)	Baskets in the Context of Trip Implication of Game Outcomes on Planning Sports Events Advertising
			Sydney University), Edward Mariyani-Squire (Western Sydney University), Francine Garlin (Western Sydney University)			Muru Chen (Monash University), Harmen Oppewal (Monash Business School), Peng Wang
						University), Bhoomija Ranjan (Monash University), Jill Lei (The Management and Economics),
						University of Melbourne) Cheng Zhang (Fudan University School of Management)
TC11	Meeting Room C3.6	Social Media Engagement	Live vs. Post Comments: Empirical Analysis of Their Differential Effects on Consumers' Evaluation of Video	The U-shape Effect of Online Exposure to Nature on Customer Engagement	More Anthropomorphism, More Engagement? The Effect of Matching Anthropomorphic Cues and FGC Ad Appeal on	How Value-expressive Language Shapes Brand Posts on Social Media Jason Weismueller (The University of Western Australia), Jo Sneddon
	Chair(s): Jason Weismueller	•	Quality Di Huo (Harbin Institute of Technology), Peng Zou (Harbin	liaqi Wang (Harbin Institute of Technology), Peng Zou (Harbin Institute of Technology), Bo Yu (Harbin Institute of	Social Media Engagement Xiaorong Fu (Southwestern University of Finance and	(The University of Western Australia)
			Institute of Technology), Ning Fu (California State University Northridge), Qi Wang (China Europe International Business	Technology), Hao Qin (Changzhou Omni Education and Consulting Studio), Furong Wang (Harbin Five-star Waterproof	Economics), Zihui Mao (Southwestern University of Finance and Economics), Junjie Kuang (Southwestern University of	
TC12	Meeting Room	Special Session:	School) Modeling Scale Attraction Effects: Optimal Laddering in a	Material Co.Ltd) Nonparametric Bayesian Counterfactual Inference for One-	Finance and Economics) Enabling Consumer Financial Data Exchange in Marketing	Game Over? Assessing the Impact of Gamification Discontinuation on
1012	C4.1 Chair(s): Mike	Marketing and Policy 2: Financial Decision Making	Charity Panel Field Experiment	Shot Field Experiments: Evidence from a Large-Scale Donation Drive	Research and Practice Linda Salisbury (Boston College), Simon Blanchard	Mobile Banking Behaviors Mike Palazzolo (University of California - Davis), Simon Blanchard
	Palazzolo	Financial Decision Waking	Kee Yeun Lee (UNIST)	Kee-Yeun Lee (UNIST), Gwen Ahn (Leeds School of Business), Arnaud De Bruyn (ESSEC Business School), Fred Feinberg	(Georgetown University), Kelly Martin (Colorado State University)	(Georgetown University)
TC13	Mastina Dasm	Game Theory for (Online)	Designing Marketplace Analytics for Sellers: Platform-	(University of Michigan Ross Business School) Which Free Rider Would Be Better? The Strategies and		Examining Bargaining Power in the Distribution Channel under
ICI3	Meeting Room C4.2 Chair(s): Yuichiro	Retailing	offered vs. Third-party Providers Yi Liu (University of Wisconsin - Madison), Fei Long (University	Decision-Making of Multiple Stakeholders in Anti-Piracy Initiatives	The Influence of Copycat Appearance Period on the Brand- name Supply Chain with Different Sales Models	Possible Price Pass-through Behaviors of Retailers Tomoki Matsumoto (Nara Institute of Science and Technology),
	Kanazawa		of North Carolina at Chapel Hill)	Xiaotong Du (Tianjin University)	Jie Miao (Tianjin University), Zhe Yang (Tianjin University), Zhaofang Mao (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign)	Tomohito Kamai (RAPPORT Co. Ltd.), <u>Yuichiro Kanazawa (International</u> Christian University)
TC14	Meeting Room C4.3	Marketing Communication	Perception of Dissonance and Self-persuasion: A Study of	Perception of Artificial Intelligence in Email Marketing H G (University of Regensburg), Herbert Endres (University of	Can Messaging Lead to More Effective Subscription Signus? Insights from a Field Experiment	Short and Sweet or Short and Sour: The Influence of Text Message Abbreviations on Relational Outcomes
	Chair(s): David Fang		Multidimensional Consumer Engagement in Computational Advertising	Regensburg)	Kirthi Kalyanam (Santa Clara University), Raphael Thomadsen (Washington University in St Louis), Nan Zhao (Washington	David Fang (University of Toronto), Yiran Zhang (University of Toronto), Sam Maelio (University of Toronto)
			Zhonghuan Wu (South China University of Technology), Chunlin Duan (South China University of Technology)		University in St Louis)	Summing to the safe of the saf
	Meeting Room C4.4	Special Session: Research Based on	Why and When to Launch New Products During a Recession Koen Pauwels (Northeastern University)	Evolution of Marketing Mix Effectiveness over Time: A Global Investigation	How Loyalty Programs Influence Consumer Response to Marketing Crises	The Impact of Product Strategies on Market Share and the Moderating Role of Country Characteristics
	Chair(s): Bernadette van	AiMark Data: Unlocking Insights from	NOTIFIED (NOTIFIED CITY)	Katrijn Gielens (University of North Carolina-Chapel Hill), Jan- Benedict Steenkamp (University of North Carolina-Chapel Hill)	Samuel Staebler (Tilburg University), Hannes Datta (Tilburg University), Marnik Dekimpe (Tilburg University)	Bernadette van Ewijk (University of Amsterdam Amsterdam Business School), Harald van Heerde (University of New South Wales), Marnik
	Ewijk	International Household and Retail Panel Data		, , , , , , , , , , , , , , , , , , , ,		Dekimpe (Tilburg University), Jan-Benedict Steenkamp (University of North Carolina-Chapel Hill)
TC16	Meeting Room C4.5	Livestreaming 3	Leveraging Influencer Networks for Successful Event Marketing	Modeling Creative Selling in the Streaming Economy: Leveraging Streamers' Verbal, Vocal, and Visual Features	Diligent Teller or Skillful Teaser? An Empirical Analysis of Influencer Pre-announcement Strategies in Live-streaming	Can Brands use Toxicity to their Advantage? Toxicity on Engagement in Live Streaming
	Chair(s): Kane Koh		Yiwei Li (Lingnan University), Jisu Kim (Auburn University), Robert Palmatier (University of Washington)	Through Predictive, Interpretable, and Generative AI Xueming Luo (Temple University), Yu (Eric) Kou (Temple	Zifei Li (Harbin Institute of Technology), Shaohui Wu (Harbin Institute of Technology)	Kane Koh (The University of Melbourne), Liliana Bove (The University of Melbourne), Jill Lei (The University of Melbourne), Fang-Chi Lu (The
TC17	Meeting Room	Health Care Marketing:	Getting the Price Right: Heterogeneous Pricing of Over-the-	University), Zheng Fang (Sichuan University) Does Advertising Content Regulation Work? Evidence from	IDN: Impeding Drug Newcomers? How Vertical Integration	University of Melbourne) Metaphors for Dry Eyes: How the Tackling the US Opioid Crisis: Data-
	C4.6 Chair(s): Seethu	Prescription Drugs	Counter Drugs Yeowoon Park (The University of Texas at Dallas), Joonhwi Joo	Canadian DTCA June Lee (McGill University), Demetrios Vakratsas (McGill	in Healthcare Industry Affects Physician New Drug Adoption Siyi Yu (Purdue), Hongju Liu (Peking University), Qiang Liu	Attention to Metaphors in Driven Detection of Suspicious Patients' Narratives on their Retail Buyers
	Seetharaman		(The University of Texas at Dallas), Yufeng Huang (University of Rochester)	University)	(Purdue University)	Experiences with Dry Eyes Could Make Commercials for Eye Drops St. Louis), Seethu Seetharaman
			,			More Effective (Washington University in St. Louis), Antonio Sardella
						Klagenfurt Austria), Ralf Terlutter (Washington University in St. (University of Klagenfurt Austria), Louis), Michael Wall (Washington
						Sandra Diehl (University of University in St. Louis), Abeyakaran Klagenfurt Austria) University (Washington University
TC18	Meeting Room	Consumer Behavior:	Adolescent's Sustainable Food Consumption Behavior: The	Factors Influencing Millennnials' Purchase Intentions	Individual Sophistication and Learning	in St. Louis)
.010	C4.7 Chair(s): Ashish	Generational and Individual Differences in	Adolescent's Sustainable Food Consumption Behavior: The Effect of Parental Influence, Peer Influence, Ethical Sensitivity and Consumer Effectiveness	Towards Vegan Products in South Africa Siphiwe Dlamini (University of Cape Town), Keina Mehta	Ashish Sachdeva (Indian Business School), Pranav Jindal (Indian School of Business)	
	Sachdeva	Sustainable Behavior	Yan-Jun Huang (National Chung Cheng University), Yih-Jen Lu (Fu Jen Catholic University), Hsi-Chieh Lin (Fu Jen Catholic	(University of Cape Town)		
			Universsity), <u>Long-Chuan Lu (National Chung Cheng University)</u>			
TC19	Meeting Room C4.8	Special Session: Emerging Research on	Platform Competition with Multihoming on Both Sides: the Exclusive Dealing Agreements	The Impact of Teaming and Revenue Sharing on the Productivity of Financial Advisors in the Wealth	Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach	Incentivizing Mass Creativity: An Empirical Study of Online Publishing Market
		Emerging Research on Platforms, Service Arrangement, and	Exclusive Dealing Agreements Mantian Hu (The Chinese University of Hong Kong)	Productivity of Financial Advisors in the Wealth Management Market Bicheng Yang (Hong Kong Polytechnic University)	Pan Cheng (Tsinghua University), Jingbo Wang (Chinese University of Hong Kong), Xinyu Cao (Chinese University of	Market Xiaolin Li (London School of Economics and Political Science), Mengze Shi (Hong Kong University of Science and Technology), Clarice Zhao (McGill
	3-A	Arrangement, and Revenue Sharing Programs		Search and thoughous knig rolytechnic University)	Hong Kong New York University), Zuo-Jun Shen (JD.com & University of Hong Kong New York University) Then (JD.com & University of Hong Kong), Yuhui Zhang (Tsinghua University)	(Hong Kong University of Science and Technology), Clarice Zhao (McGill University)
TC20	Montine Dec	Concumor Behavia	Percentions of Group Catalaganian and trade-	Cornerate Activism and the Effects of Control March C.		
TC20	Meeting Room C4.9 Chair(s): Sohyun	Consumer Behavior: Brand Activism	Perceptions of Group Gatekeeping and Inclusivity <u>Evan Weingarten (Arizona State University)</u> , Rachel Gershon (University of California Berekely), Amit Bhattacharjee	Corporate Activism and the Effects of Sociopolitical Debate Strategies on Customer Responses Janne Skamel (University of Augsburg), <u>Michael Paul</u>	The Effect of Political Ideology on Consumers' Reactions to Highly Competent but Politically Opposite Service Providers Sohyun Bae (National Cheng Kung University)	
TC21	Bae Meeting Room	Consumer Response to AI:	(University of Colorado Boulder) Transforming Market Dynamics and Consumer Preferences:	(University of Augsburg) Blending and Winning: How Generative Al is Redefining	Exploring the Use of Generative Al in Ad Copy Design: A	Propensity to Use AI Agents as Companions: The Mediating Role of
	C4.10 Chair(s): Iqbal	Real-world Data	The Impacts of AIGC on Human-Made Counterparts in the Audiobook Industry	Social Media Marketing with Innovative Content Strategies Yuan Feng (Northeastern University), Junbum Kwon (UNSW	Pilot Study Li Xiao (Fudan University), Xinlan Li (Fudan University)	Propensity to Use AI Agents as Companions: The Mediating Role of Social Stigma <u>lgbal Ahmed (Virginia Tech)</u> , Dipankar Chakravarti (Virginia Tech)
	Ahmed		Ning Wan (Peking University), Yingjie Zhang (Peking University)		Annual El (Luddi University)	Dipolikol Ciloxiavdi (Vilgilid (2011)
TC22	Meeting Room C4.11	Special Session: Behavioral Economics and	Interest Rate Misperception in the Credit Card Market Tianyu Han (University of California-Berkeley), Xiao Yin	Shopping Addiction Zijun (June) Shi (HKUST), Chen Cao (HKUST), Xuhang Fan	Authenticity Matters: The Persuasive Power of Self- vs. Other-Focused Product Recommendations Posts on Social	Income Misreporting in the Credit Card Market Xiao Yin (University College London), Tianyu Han (University of California-
	Chair(s): Zijun (June) Shi, Tianyu	Marketing	(University College London)	(Duke University), Xiao Liu (New York University)	Media Platforms Chong Yu (CUHK Business School), Leilei Gao (Chinese	Berkeley)
	Han				University of HK), Xinyu Cao (Chinese University of Hong Kong New York University)	
*The tra	ocks are color-coded b	assed on their tonic or metho	od **Underlined for speaker			

Thursday	luna 27	Section TD	02:20 DM	OE-OO DAA

Thursd	lay, June 27 , Ses	sion TD, 03:30 PM - 05:	00 PM	1	1	
Track TD01	Room Pyrmont Theatre Chair(s): Lan Luo	Event Name* Special Session: Practice Prize Competition 2	First Presentation** Sales Automation Salesuan Hu (Hunan University), Juanjuan Zhang (MIT Sloan School of Management), Yuting Zhu (National University of Singapore)	Second Presentation Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Insights Christopher Amerial (University of Bath). Ceren Kolsarici (Louen's University), Lina Bionen (University of Bath), Nicole Robtalile (Queen's University)	Third Presentation	Fourth Presentation
	C2.1 Chair(s): Julie Wang	Game Theory for Pricing	Unveiling Optimal Trial-Based Pricing Strategies in Subscription Models: A Game Theory Analysis Chicheng Wu (National Sun Yat-sen University)	Clandestine Information Gathering about Competitors' R&D: Good or Bad? Yuanfang Lin (University of Guelph), Amit Pazgal (Rice University), David Soberman (University of Toronto)	A Model of Two Learning Processes Jin Huang (NYU Shanghai), <u>Zheng Gong (Chinese University of Hong Kong - Shenzhen)</u>	Impact of the Invisibles: Personalized Pricing on Platform with Anonymous Users Julie Wang (Carnegie Mellon University), Zoey Jiang (Carnegie Mellon University), Param Singh (Carnegie Mellon University) University)
	Meeting Room C2.2 Chair(s): Adnan Yusuf	B2B Marketing 2	Customer Pull for Eco-Design: How Do SMEs Respond? Ralph Kauffman (University of Houston-Downtown), Faiza Khoja (Texas A&M University-Central Texas), Jeffery Adams (Roosevelt University), Mikayel Yegiyan (University of Houston-Downtown)	Contagion of Failure: Paths and Curbing Mechanisms of Successive Store Failure Within Franchise Networks Yajing Fan (Guangxi University of Finance and Economics), Xu Zheng (City University of Hong Kong), Erik Mooi (The University) of Melbourne), Stephan Ludwig (Monash University)	Effect of Digital Marketing Strategy on Franchisor and Franchisee Performance Jun Wang (Monash Univesity), Sudha Mani (Monash Univesity), Bhoomija Ranjan (Monash Univesity)	Solution Orientation and B2B Firm Performance <u>Adnan Yusuf (Deakin University)</u> , Ujwal Kayande (Melbourne Business School)
	Meeting Room C2.3 Chair(s): I Hsuan Chiu	Choice Models 2	A Solution to the Problem of High Dimensionality in Market Structure Analysis <u>Leonard Coote (University of Queensland)</u> , Edward Wei (University of Sydney)	Duplicated Information and Price Sensitivity Haosheng Fan (NEOMA Business School), Ralf van der Lans (Hong Kong University of Science and Technology)	Modeling Reference Dependence Effect and Regulatory Ories I Hsuan Chiu (University of Wisconsin-Milwaukee), Gary Russel	
	Meeting Room C2.4 Chair(s): Eugene Pavlov	Marketing Strategy	From Words to Metrics: Measuring Digitalization from Corporate Reports Mayank Nagpal (Indian Institute of Management Bangalore), Andrew Petersen (Penn State University), Arvind	Navigating Uncertainty: A Mixed-Methods Analysis of Marketing Strategies for Growth in Chinese Firms Rui Wang (Peking University)	Brand Political Positioning: Implications of the 2016 US Presic <u>Eugene Pavlov (University of Miami)</u> , Natalie Mizik (University of Miami)	
	Meeting Room C2.5 Chair(s): Nanda Kumar	Analytical Models for Retailing	Rangaswamy (Pennsylvania State University) Bargaining in Live Streaming Commerce with Online Celebrity Qianqian Chen (Zhejiang University), Shouchang Chen (Zhejiang University), Lin Liu (Beihang University), Yi Yang (Zhejiang University)	On The Profitability of Loyalty Ying Lei (New York University Shanghai), Ji Shen (Peking University), Ei Yang (Shanghai University of Finance and Economics), Xin Zhai (Peking University)	Points and Dollars: Strategic Competition in two Currencies Ammol Madan (The University of Texas at Dallas), <u>Nanda Kumar</u> (Washington University)	(The University of Texas at Dallas), Chakravarthi Narasimhan
	Meeting Room C2.6 Chair(s): Damaris Gomez Calvo	Conspicuous Consumption, Luxury Marketing and Indulgence	Conspicuous Consumption and Optimal Return Policies John Park (Pepperdine University), Changhwan Lee (Ajou University)	An Indulgence Framework: Conceptualization, Operationalization, and Measurement Connie Chang (Musashino University), Yu Hsu (Meiji University), Shane Mathews (Queensland University Technology)	Too Luxury Level and CSR Me Activities <u>Damaris Gomez Calvo (Pusan National University)</u> , YongHee Kir University)	
	Meeting Room C3.3 Chair(s): Marnik Dekimpe	Special Session: Marketing-mix Adjustments in Times of Market Turbulence	Price Oynamics in the Wake of Store Exits: An In-Depth Analysis of Market Impact Satrin Gielens (University of North Carolina-Chapel Hill), Zhiling Bei (University of Missouri)	Don't Panic: Predicting the Likelihood and Duration of Retail Brand Crises <u>Kelly Hewert (University of Tennessee)</u> , Raoul Kubler (ESSEC), Koen Pauwels (Northeastern University), Meike Eilert (University of Nebraska-Lincoln)	Product Price Level and Retail Price Promotion. An Empirics- First Analysis of Fromotion Effectiveness and Implications for Theory and Practice <u>Kristopher Keller (Kernan-Flagler Business School)</u> . Rajagopalan Sethuraman (Southern Methodist University)	How to Market Investment Products to Micro-Investors: Should One Spend More or Less When the Stock Market is Booming? Jake An University of Technology Sydney), Harald van (University of New South Wales), Marnik Dekimpe (Tilburg University), Darren Kim (Macquarie University)
	Meeting Room C3.4 Chair(s): Ning Zhong	User Generated Content: Insights from Machine Learning	Optimizing Release Cadence of Successive Digital Content Hambing Xue (University of Science and Technology of China). Quantubo Bu (University of Science and Technology of China). Natasha Foutz (University of Virginia)	Are Multi-Images Really Better than the Single Image? Investigating the Key User-generated Multi-Image Features Influence on Customer Engagement 1st 2hao (Academy of Mathematics and Systems Science Chinnee Academy of Sciences), Howay Wang (Chinese Academy of Sciences), He Zhu (Institute of Geographic Sciences and Natural Resources Research Chinese Academy of Sciences, Juling II (Chemical Industry Press), Mingil Zhang (Behang Uliversity).	A Combined Topic Model for Unstructured and Structured Data Scatar Katsumata (Osaka University), Kazuki Takahashi (Dentsu linc.)	Visualizing the Competitive Market Structure: A Dynamic Latent Factor Model for Mapping Products and Brands using Gnline Review State University), Ning Zhong (Penn. State University)
	Meeting Room C3.5 Chair(s): Jarrod Vassallo	Better Marketing for a Better World	From Cash to Taps: Exploring the Pain of Payment in Mobile Transactions Kelko Yamaguchi (Nagoya University), Satoshi Takahashi (Kanto Gakuin University)	David vs Goliath: Can Disintermediation Level the Playing Field for Microsuliness Owners in the UK Food Delivery Market? Xiaolan Chen (Bayes Business School (Formerly CASS)), Wanqing Zhang (Purdue University), Shual Qin (Aston University), Pradeep Chintagunta (University of Chicago)	Energy-Saving Competition among Young Children: A Field Experiment Shiwen Gao (Wenthou-Kean University), Xiuping Li (National University of Singapore), Leonard Lee (National University of Singapore), Yan Zhang (National University of Singapore), Yih Hwai Lee (National University of Singapore), Yih	Market Expansion and Targeting While Balancing Social and Financial Objectives: Evidence from Microfinance Organizations in Bangladesh Jarrod Vassallo (University of Sydney), Ahmed Khwaja (University of Cambridge), Jaideep Prabhu (University of Cambridge)
	Meeting Room C3.6 Chair(s): Işıl Büdeyri Turan	Social Media Engagement 2	Music-Motion Synchronicity: A Crossmodal Transformer Model of Multi-level Customer Engagement with Social Media Videos . <u>Erva Obvang (Temple University)</u> . Wen Wang (University of Maryland College Park), Xueming Luo (Temple University)	Unhealthy and Healthy Choices: Exploring the Impact of Food Visuals on Social Media Engagement in the Grocery Industry Fuxuan Jia (UNSW Business Schoot), Tianle Chen (UNSW Business Schoot), Chuglao Liang (UNSW Business Schoot), Chuglao Liang (UNSW Business Schoot), Diputan Liang (UNSW Business Schoot), Diputan Liang (UNSW Business Schoot) Junbum Kwon (UNSW Business Schoot)	Age Stereotype of Celebrity Endorsement Xiaodan Zhang (University of Science and Technology Beijing), Mei Huang (University of Science and Technology Beijing), Fang Wan (University of Manitoba), <u>Nan Zhang (University of Science and Technology Beijing)</u> , Victor Chen (University of Manitoba)	The Impact of Extremely Hot and Cold Temperatures on User Ingagement User Ingagement (State of the Cold of the C
	Meeting Room C4.1 Chair(s): Savannah Shi	Financial Decision Making	Who Pays the Price for Bad Advice? The Role of Consumer Vulnerability, Learning and Confirmation Bias Julie Agnew (Raymond A. Mason School of Business William and Marn), Hastal Batternan (Business School University of New South Wales Sydney), Christine Eckert (EBS European Business School), Fedor Isthiakov (School of Economics Australian National University Canberra), Susan Thory (University of Sydney Business School). Volumera Sydney Business School University of Sydney)	Identifying the Value of Consumption Features in FinTech lending Xiaodan Zhang (University of Science and Technology Beiling), Maily Guo (Zhongnan University of Conomics and Lay, Yanlai Chu (Remini University of China), Guoqun Fu (Peking University)	Banks are No Longer the Only Players: Measuring M- Banking Service Quality from Online Reviews Sunnyoung Lee (Dongguk University), Seorgoung Lee (Dongguk University), Minkyu Ku (Dongguk University)	In the Eyes of Investors: The Role of Attention in Investors' Reaction to Earnings Announcements Savannah Shi (Santa Clara University), Siqi II (Santa Clara University), Amanda Badger (Santa Clara University)
	Meeting Room C4.2 Chair(s): Birger Wernerfelt	Game Theory and Analytical Models for Fake News	Modeling Misinformation Spread for Policy Evaluation: A Parsimonious Framework Yiting Deng (University College London), <u>Richard Staelin (Duke University)</u>	Navigating Rumors: Firm Defense and Regulation Yifang He (University of Pittsburgh), Yue Wu (University of Pittsburgh)	The Origin and Function of Arbitrary Signals: Making False Sta Birger Wernerfelt (MIT)	tements, Having Long Hair, and Smoking Virginia Slims
	Meeting Room C4.3 Chair(s): Fatemeh Gheshlaghpour	Advertising: Machine Learning Approaches	An Image Deep Learning Analysis on Movie Posters to Optimize the Localization Effect of Advertising <u>Jongdae Kim (Chonnam National University)</u> , Youseok Lee (Myongji University), Junhee Seok (Chonnam National University)	Exploring the Interrelations of Music on Advertising and Chart Performance Yana Asenova (KLU). Jan Becker (KLU)	Strategic Personalization Fatemeh Gheshlaghpour (University of Chicago Booth School of Pradeep Chintagunta (University of Chicago)	
	Meeting Room C4.4 Chair(s): Mengjie (Magie) Cheng	Influencer Marketing: Inferences from Quasi Experiments and Big Data	Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content Junii Chen (Shanghai University of Finance and Economics), Gqi Pei (Shanghai University of Finance and Economics), Sqi Pei (Shanghai University of Finance and Economics), Yong Liu (University of Arizona)	Sponsorship Disclosure and Influencer Marketing <u>Feier Li (Peking University)</u> , Qingfu Chen (Peking University), Hongju Liu (Peking University)	Fanning the Flames: Content Recreation and the Emergence of Mengile (Magie) Cheng (Harvard Business School). Jeremy Yan	
	C4.5 Chair(s): Ziyi Wang	Livestreaming 4	Value Co-creation in Live Streaming E-commerce <u>Dingning Liu (Monash University)</u> , Shanfei Feng (Monash University), Junzhao Ma (Monash University)	Persuasive Storytelling in Live Streaming: A Dual-Route Approach to increasing E-Commerce Sales Per l'u Chien (Rustional Tsing Hua University), <u>Yutian Shen</u> (Shenzhen Technology University), Mel-Chih Hu (National Tsing Hua University), Ching-Yan Wu (National Tsing Hua University)	Now or Never: Time Pressure in Livestream Shopping Sophia Yiu (RMIT). Ashish Kumar (RMIT), Daniel Rayne (RMIT)	I am Being There: Will the Background Influences Purchase Intention in Live Streaming E-commerce? Insights from Physical Presence Perspective Ziyi Wang (Renmin University of China)
	Kim	Health Care Marketing: Provider Decision Making & Insurance	Prescribing Sustainability: How ESG Impacts Physicians' Drug Choices Minjung Kwon (Syracuse University), SI Cheng (Syracuse University)	Balancing Q and EQ: A Field Experiment on Human-Al Collaboration Ting Hou (University of Science and Technology of China), Qiang Li (Wilfrid Laurier University), Meng Li (University of Houston), <u>Huazhong Zhao (City University of Hong Konel</u>	Impact of Influencers and Microgrant in the Adoption and Valuation of Subscription-based Services Madhur Mohan (University of Georgia), Vedha Ponnappan (Indian Institute of Management Udaipur'), <u>Prakash</u> Sativayaeewara, Indian Institute of Management, <u>Udaipur</u>), Raghunath Rao (University of Texas-Austin)	Health Insurance and the Dynamics of Patient Decision Making Jone Yeob Kim (Nanyang Technological University), Masakazu Ishihara (New York University), Vishal Singh (New York University)
	Meeting Room C4.7 Chair(s): Jiaxuan Li	Game Theory and Sustainability	How Should a Platform Promote Sustainable Products? Push versus Pull Chen Cao (Hong Kong University of Science and Technology). Mengze Shi (Hong Kong University of Science and Technology)	Sustainable Consumption: A Strategic Analysis Siddharth Prusty (Duke University), <u>Wilfred Amaldoss (Duke University)</u>	Audit Dilemmas: Responsible Procurement Amidst Supplier- <u>Haxuan Li (Tianjin University)</u> , Xiaopei Zhao (Tianjin University), University)	
	Meeting Room C4.8 Chair(s): Yi Zhu, Lei Zhuang	Special Session: Digital Platforms: Pricing, Data and User Experience	Buy Now, Pay Later: Integrated Versus Disintegrated Consumer Installment Services Buqing Ma (University of Science and Technology of China), Bo Zhou (University of Maryland College Parly, Ving-Ju Chen (The Hong Kong University of Science and Technology), Xiabling Zheng (University of Science and Technology of China)	Strategic Data Disclosure by an Intermediary with Partial Responsibility Zibih Xu (City University of Hong Kong), Wang Xu (University of Science and Technology of China)	Enhancing User Experience: Unveilling the Role of the Quality Score Metrics 250tk Attona (University of California Berkeley), Yi Zhu (University of Minnesota), <u>Lei Zhuang (Fudan University)</u>	How do Peer-to-Peer Platforms Affect Durable Asset Prices? Theory and Evidence from a Natural Experiment Andreas Kraft (University of Chicago), <u>Baghunath Rao</u> , (<u>University of Texas at Austin</u>), Garrett Sonnier (University of Texas at Austin)
	C4.9 Chair(s): Kaye Chan	Private Labels and Branding	Private Label Supply Strategies of Dual Branders: A Generalizable Empirical Analysis Kusum Allawadi Tuck School of Business at Dartmouth College). Mercedes Martos-Partal (University of Salamanca), Yu Ma (McGill University), Oscar Gonzalez-Benito (University of Salamanca)	The Role of Consumer-based Brand Equity on the Prolongation of Trademarks Louisa Perfeir (University of Hamburg), Thomas Schreiner (University of New South Wales), Henrik Sattler (University of Hamburg)	From Store Shelves to Screens: How Platform Private Label Entry Affects Consumer Engagement Wenyan Tou (University of Arizona), Xinying Hao (University of Arizona), Yong Liu (University of Arizona)	The Impact on Branded Consumption Behaviour Due to Environmental Turbulence Kaye Chan (University of Technology Sydney)
	Meeting Room C4.10 Chair(s): Ivan Ho	Consumer Behavior: Response to Algorithms	Algorithms are Gendered: The Masculine Algorithms and Their Influence on Consumers: Yegou Han (IE Business School). Sang Kyu Park (HKUST), Chris Janiszewski (University of Florida)	When It Comes to Love, Do You Belleve in Fate or Choices? Consumer Reactions to Algorithm (vs. Human) Dating Recommendation Agents 32 Song (University of Macau), Matthew Tingchi Liu (University of Macau), Mingula Zhu (University of Macau), Zaying Mo (International Business School Jinan University)	Please Give High Priority to My Data:The Effect of Self-data Priority Belief on Perceived Algorithm Recommendation Quality YI LI (Macquarie University), Ivan Ho (Macquarie University)	Educating on the Spot: The Use of Chatbot in Driving Consumer Motivation to Support Sustainable Causes <u>Ivan Ho (Macquarie University)</u>
TD22	Meeting Room C4.11 Chair(s): Z. Eddie Ning	Special Session: Applied Theory: New Considerations for Products	Retail Bundling of Competing Manufacturers' Products: Should Manufacturers Worry? Samir Mamadehussene (University of Texas-Dallas), Nanda Kumar (University of Texas-Dallas), Vithala Rao (Cornell	Communicating Attribute Importance under Competition Jae-Yun Lee (KAIST), Jiwoong Shin (Yale School of Mangement), <u>Jungiu Yu (KAIST)</u>	Reputation for Privacy <u>Jesse Yao (Chinese University of Hong Kong)</u>	Signaling through Commitment to Product Equity Kinshuk Jerath (Columbia University), Z. Eddie Ning (Sauder School of Business University of British Columbia)

rack		on FA, 08:30 AM - 10:00 Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation Fifth Presentation
	Meeting Room	Pricing: Inflation and	How Soaring Inflation Impacts Consumers' Spending	Heterogeneity in Internal Referencing Price Formation: The	Are Consumers Price Trapped in a Spiral of Concentration in	Shrinkflation: Evidence on Product Downsizing and Consumer
	C2.5 Chair(s): Youngeun	Perception	Patterns Ada Choi (University of New South Wales), Harald J. van	Role of Ego Involvement <u>Drs L.I. Son MBA (Leiden University)</u> , Prof.dr. J. I. van der Rest	Grocery Markets? Lisa Asher (University of Sydney), Catherine Sutton-Brady	Response Youngeun Lee (Boston College)
	Lee		Heerde (University of New South Wales), Marnik Dekimpe (Tilburg University), Jake An (University of Technology Sydney)	(Leiden University)	(University of Sydney), Satheesh Seenivasan (Monash University)	
A02	Meeting Room C2.6	Game Theory for Competitor Strategy 1	How Does Oligopolies Competition affect Exploration vs. Exploitation?	Color Substitution, the Lipstick Effect, and Optimal Advertising	Why Would Firms Add Excess Information to Advertising Messages?	Equilibrium Refinement for Asymmetrical Stackelberg Leadersh Duopolies
	Chair(s): Arjang Nikbakht		Yaping Li (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign), Jianxiong Zhang (Tianjin	Norris Bruce (University of North Carolina), Anand Krishnamoorthy (University of Central Florida), Ashutosh	<u>David Soberman (University of Toronto)</u> , Yi Xiang (China Europe International Business School)	<u>Arjang Nikbakht (University of Alberta)</u> , Paul Messinger (Universi of Alberta), Bora Kolfal (University of Alberta)
			University)	Prasad (University of California-Riverside)		
A03	Cockle Bay Room 1 Chair(s): Thomas	Sharing Economy 1	Exploring the Sharing Paradox in Collaborative Consumption: Conceptualizing and Measuring Paradoxical	What Influences Behavioral Loyalty on Airbnb? Analyzing the Factors Affecting Repurchase of Listings	Customer Responses to Platform Exploitation Attempts by Service Providers in the Sharing Economy	How to Communicate Physically Shared Offerings in the Sharing Economy
	Schreiner		Sharing Behaviors	Xiaoting Xie (University of Science and Technology of China), Xiabing Zheng (University of Science and Technology of China),	Prithwiraj Mukherjee (Ahmedabad University)	Franziska Volckner (University of Cologne), Harald van Heerde (UNSW Sydney), Thomas Schreiner (UNSW Sydney), Valentyna
			Choi (Hong Kong Baptist University), Howard Ling (Hong Kong	Xiaobei Shen (University of Science and Technology of China)		Melnyk (UNSW Sydney), Tobias Hinze (University of Cologne),
A04	Cockle Bay Room 2	Special Session:	Baptist University) Predicting Predictability: Quantifying Movie Predictability	Using Multimodal LLM to Extract and Discover Features	Product Design Using Generative Adversarial Network: An	Magdalena Bekk (Seeburg Castle University) Using Generative AI for More AI in Disguise: AI-generated
	Chair(s): Hortense	Generative AI/Content	from Video Trailers using Generative AI Hortense Fong (Columbia Business School), George Gui	from Ad Images Jeremy Yang (Harvard University), Qianyun Zhang (Meta),	Application in Artistic Template Design	Generalized Consumer Research: Stimuli Sampling through Large made Ads if They Don't Lool
	Fong	Creation in Marketing	(Columbia Business School)	Saurabh Verma (Meta), Audrey Burgess (Meta), Ethan Meng	Hui Li (The University of Hong Kong), Jian Ni (Virginia Tech), Fangzhu Yang (Johns Hopkins University)	Language Models Like AI
				(Meta), Shawndra Hill (Microsoft)		Liu Liu (University of Colorado Boulder), Nicholas Reinholtz University of Munich), Joche
						(University of Colorado Boulder) Hartmann (Technical University of Munich), Oded
						Netzer (Columbia University)
						Shunyuan Zhang (Harvard Business School)
A05	Meeting Room C3.1	Marketing Strategy:	Enhancing Open Innovation Success: Exploring the Role of	The Effect of Big Data Comprehensive Pilot Zones on	CEOs with Throughput Career Experience: The Double-	Collaborative Problemistic Search Capability and Digital
	C3.1 Chair(s):	Innovation	Marketing Capability on Enhancing Success with Inbound Innovation	Corporate Innovation Efficiency Fue Zeng (Wuhan University in China), Zhixuan Yang (Wuhan	edged Sword Effect on Firm Innovation Wenting Zhu (Southwestern University of Finance and	Innovation: The Moderating Effects of IT Capability and Legal Development
	Yongchuan Bao		Sanjay Sisodiya (University of Idaho)	University in China)	Economics), Feifei Liu (Southwestern University of Finance and Economics)	Hua Liu (University of Alabama in Huntsville), Shaobo Wei (Hefei University of Technology), Yongchuan Bao (University of Alabama
A06	Meeting Room	Modeling Consumer	Beyond Home Delivery: An Empirical Examination of the	Effect of First-visit to a Merchant in an E-marketplace	Receipt Embedding and Shopping Mission Segmentation	
	C3.2 Chair(s): Yinxing Li	Shopping Behavior	Impact of Self-Pickup Stations on Online Shopping Jingcun Cao (The University of Hong Kong), <u>Chenxi Liao</u>	Xueli Zhang (Xiamen University), <u>Sadat Reza (Nanyang</u> <u>Technological University)</u>	Yinxing Li (Tohoku University), Nobuhiko Terui (Tokyo University of Science)	
			(Chinese University of Hong Kong), Ying Xie (University of Texas-Dallas)			
A07	Meeting Room	Special Session:	Reliably Detecting Increased Intercommunity Support After	Why Firms Should Want Algorithmic Accountability	You have the Right to Remain Private: The Effect of Online	How Word-of-Mouth Affects Consumer Response to Algorithmic
	C3.3 Chair(s): Kalinda	Marketing Implications of Responsible AI	Hate Acts <u>Breagin Riley (University of Notre Dame)</u> , A. Chyei Vinluan	Kalinda Ukanwa (University of Southern California), Peter Pal Zubcsek (Tel Aviv University), <u>Bill Rand (North Carolina State</u>	Privacy Legislation on Purchase Intentions <u>Andre Martin (University of Notre Dame)</u> , Katrijn Gielens	Bias Kalinda Ukanwa (University of Southern California), Roland Rust
	Ukanwa		(University of Notre Dame)	<u>University</u>)	(University of North Carolina-Chapel Hill), Tarun Kushwaha (Texas A&M University)	(University of Maryland)
A08	Meeting Room	Special Session:	Are Female-Led Trials Safer?	What Explains the Growing Gender Education Gap? The	Goodbye My Friends and Goodbye My Career: Evidence	
	C3.4 Chair(s): Andrew	Gender, Markets, and Society	Manuel Hermosilla (University of Illinois at Chicago)	Effects of Parental Background, the Labor Market and the Marriage Market on College Attainment	from the Movie Industry Xinlong Li (Nanyang Technological University), Andrew Ching	
	Ching, Daniel Goetz			Michael Keane (Johns Hopkins University), Zvi Eckstein (Reichman University), Osnat Lifshitz (Reichman University)	(Johns Hopkins University Carey Business School)	
A09	Meeting Room C3.5	Branding and Logos	An Empirical Analysis of Bundling Strategy Wei Fan (The Ohio State University), Tianqi Xue (The Chinese	Product Extension and Brand Spillover Effect in the	Do Logo Complexity Impact Souvenir Authenticity	
	C3.5 Chair(s): Jingpeng Li		University of Hong Kong)	Automotive Industry Zhengwei Zhang (The University of Texas at Austin)	Perception ? When Complex is Authentic Jingpeng Li (Southwest Jiaotong University)	
A10	Meeting Room	Social Media	Complement or Substitute? Examining the Relationship	Curate to Engage: Analyzing the Effectiveness of Content	How Can Influencers' Healthy Lifestyle Video-log Motivate	
	C3.6		between Social Media and TV Channel Consumption of Live	Curation Strategies on Digital Platforms	Public Health Behavior? The Effect of Voice-visual Matching	
	Chair(s): Xin Jiang		Sports Events <u>Yupin Yang (Simon Fraser University)</u> , Qiang Lu (University of	Pankhuri Malhotra (University of Oklahoma), Mina Ameri (University of Pittsburgh)	Xin Jiang (China University of Mining and Technology)	
A11	Meeting Room	Special Session:	Sydney), Rohan Miller (University of Sydney) How Does Firms' Social ESG Rating Influence Brand Equity	Between the Originality and Popularity: How to Create	Time Dependence and Preference: Implications for	
	C4.1	Theory and Practice in	Lingling Zhang (China Europe International Business School),	Successful Digital Content	Compensation Structure	
	Chair(s): Doug J. Chung	Marketing	Yajin Wang (China Europe International Business School), Hongyu Shan (China Europe International Business School),	Minjee Sun (University of Iowa), Kang-Pyo Lee (Manhattan College), Matthew Osborne (University of Toronto)	<u>Doug J. Chung (University of Texas at Austin)</u> , Byungyeon Kim (University of Minnesota), Byoung Park (SUNY Albany)	
			Ziqing He (China Europe International Business School)			
A12	Meeting Room	Customer Journey 1	Product Category Classification Based on the Consistency of		In Search of Balanced Metrics: Understanding the Role of	A Meta-Analysis of Financial and Non-Financial Returns on
	C4.2 Chair(s): Jing Niu		Information Geunho Baek (Keio University)	Serendipity Rei Tada (Yokohama National University), Sotaro Katsumata	Consumer Mindset Metrics in Online Interactions Kate Gunby (University of Sydney), Rahul Govind (University	Engagement Initiatives Jing Niu (University of Liverpool)
				(Osaka University)	of New South Wales), Vincent Mitchell (University of Sydney Business School)	
A13	Meeting Room C4.3	Online Display/Banner Advertising	Sequential Scroll and Search Decision Jae Hyen Chung (The Chinese University of Hong Kong)	Leveraging Generative AI in Digital Advertising: What to Generate?	Font Dynamics:Font Weight and Its Role in Crafting Digital	Predicting the Performance of Digital Advertising Andrew Prendergast (Ex. Google Nielsen // NetRatings BBDO)
	Chair(s): Andrew	Auvertising	de river chang (me chinese oniversity of florig kong)	Remi Daviet (University of Wisconsin-Madison), Yohei	Yanyan Zhu (University of Science and Technology of China),	Anulew Frendergast (Ex. Google Metsen // Nethatings BBOO)
	Prendergast			Nishimura (University of Wisconsin-Madison)	Yongjun Li (University of Science and Technology of China), Baohuan Zhou (University of Science and Technology of China)	
A14		la filosopo a Manda di con Al	Thank You for Sponsoring: The Impact of Disclosure on Social			
A14	Meeting Room C4.4	Influencer Marketing: AI and Machine Learning	Media Marketing	Graph Learning Model		
	Chair(s): Simone Wies	Approaches	Wenyi Huang (University of Michigan), Yiwei Li (Lingnan University), Justin Huang (University of Michigan Ross School	Xueming Luo (Temple University), Simone Wies (Goethe University Frankfurt)		
A15		Special Services	of Business)	·	Unconfoundedness with Network Interference	
A15	Meeting Room C4.5	Special Session: Leveraging Machine	Estimating Effects of Long-Term Treatments Shan Huang (University of Hong Kong)	DoubleMLDeep: Estimation of Causal Effects with Multimodal Data	Unconfoundedness with Network Interference Pantelis Loupos (University of California Davis)	
	Chair(s): Pantelis Loupos	Learning for Causal Inference in Marketing		<u>Sven Klaassen (University of Hamburg)</u> , Jan Niclas Teichert- Kluge (University of Hamburg), Philipp Bach (University of		
				Hamburg), Victor Chernozhukov (Massachusetts Institute of Technology), Martin Spindler (University of Hamburg), Suhas		
				Vijaykumar (Massachusetts Institute of Technology)		
A16	Meeting Room C4.6	Health Care Marketing	Is the Price Really High? Investigating the Influence of Price Unfairness Perception on Patient Engagement	The Impact of Generic Substitutability Laws on Physician Payments and Generic Adoption	The Impact of Inter-Hospital and Intra-Hospital Telemedicine Models on the Strategies of Coopetitive	Hospitals' Reactions to Patients' Reviews Nah Lee (SKK GSB), Richard Staelin (Duke University)
	Chair(s): Nah Lee		Wenjing Zhang (Harbin Institute of Technology), Mengdi Wang (Harbin Institute of Technology Weihai), Dong Li (Harbin		Hospitals Yufei Ge (Tianjin University), Yanfei Lan (Tianjin University)	
			Institute of Technology)	University)		
A17	Meeting Room C4.7	Special Session: Sustainability	Assessing B-Corp Certification's Impact on Firm Innovation: Beyond a Transient Fad, Toward a Sustainable Legacy	Can Selling Lead to Female Empower? Experimental Evidence from India	Decomposing the Demand for Sustainable New Products Youngtak Kim (University of Tennessee), Sundar Bharadwaj	
	Chair(s): Dionne		Yufan Lin (Cal Poly), Mike Nguyen (University of Southern	Rajesh Chandy (London Business School), Iris Steenkamp	(University of Georgia), Kristopher Keller (Kenan-Flagler Business School)	
	Nickerson		California), H. Erkan Ozkaya (Cal Poly)	(Bocconi University), Om Narasimhan (London Business School), Gaurav Mehta (Dharma Life)	,	
A18	Meeting Room C4.8	E-Commerce Platforms	The Value of Sharing Data through Data Analytics on Digital Platforms: Empower Small Businesses on Alibaba's Taobao	Fresh Price for the Fresh: Investigating Pricing and Demand Response on Grocery E-commerce Platform	Experience Infusion: How to Improve Customer Experience with Incidental Activities	The Impact of Label Adoptions on Sales: Evidence from Amazon' Launch of "Small Business" Badge
	Chair(s): Sudeep Kumar		Marketplace Yubo Chen (Tsinghua University), Xuebin Cui (Nanjing	Jingcun Cao (The University of Hong Kong), Tao Han (The	Ashish Sinha (University of Qeensland), Mathew Chylinski	Sudeep Kumar (University of Minnesota), Qi Xie (University of Minnesota), Linli Xu (University of Minnesota)
	nullial		University), Aishen Li (Tsinghua University), Banggang Wu	University of Hong Kong), Jia Liu (Hong Kong University of Science and Technology)	(University of New South Wales), David Lie (Monash University)	Control of whitelests of whitelestal
		Consumer Behavior:	(Sichuan University), Liu Yang (Tsinghua University) Capturing Positivity: The Influence of Visual Content on Star	The Salience of the Core-Periphery Structure and Social	Don't Leave Me on Read! How Avoidance-Based vs.	The Effect of Incongruency between Attitudes and Behaviors on
A19	Meeting Room	Social Influences and	Ratings in Online Reviews Yiyi Li (University of Texas at Arlington)	Influence in the Diffusion of New Experience Goods in	Busyness-Based Attribution of Read Receipts Influences	Social Influence
A19	Meeting Room C4.9	MOM 1	I I I I I I I I I I I I I I I I I I I	Online User Communities	Relationship Outcomes <u>Yige Wan (Stanford University)</u> , David Fang (Stanford	Yunseob Choi (Yonsei University), Youjung Jun (Yonsei University), Tae-Hyung Pyo (University of Idaho), Jae Young Lee (Yonsei
A19		WOM 1		Soobin Lee (Yonsei University), Jae Young Lee (Yonsei Univ),		University)
	C4.9 Chair(s): Yunseob Choi			Tae-Hyung Pyo (University of Idaho)	University) "Human-Technology Symbiosis": the Impact of	
	C4.9 Chair(s): Yunseob Choi Meeting Room C4.10	WOM 1 Virtual / Augmented Reality	Adapting Sense of Presence to Product Uncertainties in Crafting Augmented Reality Enhanced Experiences	Tae-Hyung Pyo (University of Idaho) Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse	"Human-Technology Symbiosis": the Impact of Technological Embodiment on Consumer Experience in	Effects of Avatar-self Similarity in Brand Metaverse MinChung (MC) Kim (Ulsan National Institute of Science and
	C4.9 Chair(s): Yunseob Choi Meeting Room	Virtual / Augmented	Adapting Sense of Presence to Product Uncertainties in Crafting Augmented Reality Enhanced Experiences Bing Han (Shanghai University of International Business and Economics). Hua Fan (Shanghai International Studies	Tae-Hyung Pyo (University of Idaho) Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse Yoonsun Jeong (University of Texas at El Paso), Nandini Nim (University of Texas at El Paso), Jessica Felix (University of	"Human-Technology Symbiosis": the Impact of Technological Embodiment on Consumer Experience in Virtual Reality Xiaorong Fu (Southwestern University of Finance and	Effects of Avatar-self Similarity in Brand Metaverse MinChung (MC) Kim (Ulsan National Institute of Science and Technology (UNIST)), Jaehyun Lee (UNIST (Ulsan National Institute of Science and Technology), Yeolib Kim (Ulsan National Institute
	C4.9 Chair(s): Yunseob Choi Meeting Room C4.10 Chair(s): MinChung	Virtual / Augmented	Adapting Sense of Presence to Product Uncertainties in Crafting Augmented Reality Enhanced Experiences Bing Han (Shangbai University of International Business and	Tae-Hyung Pyo (University of Idaho) Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse Yoonsun Jeong (University of Texas at El Paso), Nandini Nim	"Human-Technology Symbiosis": the Impact of Technological Embodiment on Consumer Experience in Virtual Reality Xiaorong Fu (Southwestern University of Finance and Economics), Yao He (Southwestern University of Finance and	Effects of Avatar-self Similarity in Brand Metaverse MinChung (MC) Kim (Ulsan National Institute of Science and Technology (UNIST)), Jaehyun Lee (UNIST (Ulsan National Institute
A20	C4.9 Chair(s): Yunseob Choi Meeting Room C4.10 Chair(s): MinChung (MC) Kim	Virtual / Augmented Reality	Adapting Sense of Presence to Product Uncertainties in Crafting Augmented Reality Enhanced Experiences Bing Han (Shanghal University of International Business and Economics). Hus Fan (Shanghal International Studies University)	Tae-Hyung Pyo (University of Idaho) Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse Yoonsun Jeong (University of Texas at El Paso). Nandini Nim (University of Texas at El Paso), Sescia Felix (University of Southern Indiana), Leah Smith (University of Arkansas)	*Human-Technology Symbiotis*: the Impact of Technological Embodiment on Consumer Experience in Virtual Reality Xiaorong Fu (Southwestern University of Finance and Economics.) 2na He (Southwestern University of Finance and Economics)	Effects of Avatar-self Similarity in Brand Metawerse Minichung (Mc). Kim (Ulsan National Institute of Science and Technology (UNST)], Jachyun Lee (UNIST) (Ulsan National Institute of Science and Technology)), Yeolib Kim (Ulsan National Institute Science and Technology)
A20	C4.9 Chair(s): Yunseob Choir Meeting Room C4.10 Chair(s): MinChung (MC) Kim	Virtual / Augmented Reality Online Reviews: Insights from Large Language	Adapting Sense of Presence to Product Uncertainties in Crafting Augmented Reality Enhanced Experiences Bing Han (Shanghai University of International Business and Economics). Hua Fan (Shanghai International Studies University) University) University) Using LUMs for Sentiment Analysis of Online Reviews Peter Danaher (Monash University). Stephan Ludwig (Monash	Tae-Hyung Pyo (University of Idaho) Customer Pyment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse Yoonsun Jeong (University of Texas at El Paso), Nandini Nim (University of Texas at El Paso), Essica Felix (University of Southern Indiana), Leah Smith (University of Arkansas) UGC or A.I GC: Can We Realily Detect Product Reviews Generated by A.I. vs. by Consumers?	*Human-Technology Symbiosis*: the Impact of Technological Embodiment on Consumer Experience in Virtual Reality Xiacorog Fu Gouthwestern University of Finance and Economics). Yach He (Southwestern University of Finance and Economics) Coping Through Precise Labeling of Emotions: A Deep Learning Approach to Studying Emotional Granularity in	Effects of Avatar-self Similarity in Brand Metawerse Minichung (McJ. Sim (Usan National Institute of Science and Technology (UNIST)). Jachyun Lee (UNIST (Usan National Institute of Science and Technology)), Yeoib Kim (Usan National Institute Science and Technology) Shifting Standards or Changing Preferences? Unraveling Review Polarization via LUMs
A20	C4.9 Chair(s): Yunseob Choi Meeting Room C4.10 Chair(s): MinChung (MC) Kim Meeting Room	Virtual / Augmented Reality Online Reviews: Insights	Adapting Sense of Presence to Product Uncertainties in Crafting Augmented Reality Enhanced Experiences Bing Han (Shanaha University of International Business and Economics). Hus Fan (Shanghai International Studies University) Using LLMs for Sentiment Analysis of Online Reviews	Tae-Hyung Pyo (University of Idaho) Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metavers Yoonsun Leong (University of Texas at EI Paso), Isadini Nim (University of Texas at EI Paso), Jessica Felix (University of Southern Indiana), Leah Smith (University of Arkansas) UGC or A.I GC: Can We Reality Detect Product Reviews	"Human-Technology Symbiosis": the Impact of Technological Embodiment on Consumer Experience in Virtual Reality Xiaorong Fu (Southwestern University of Finance and Economics). Yao He (Southwestern University of Finance and Economics) Coping Through Precise Labeling of Emotions: A Deep	Effects of Avatar-self Similarity in Brand Metaverse MinChung (MC ixim (Usian National Institute of Science and Tachnology (UniST), Jaehyun Lee (UNIST (Usian National Institut of Science and Technology)), Yeolib Kim (Usian National Institute Science and Technology) Shifting Standards or Changing Preferences? Unraveling Review

rack B01	Room Meeting Room C2.5 Chair(s): Ushio Dazai	n FB, 10:20 AM - 11:50 Event Name* Pricing: Advanced Methods	First Presentation** Neither a Picasso nor a Da Vinci: A Multi-modal Model for Pricing of Novice Artwork Sharmistha Sikdar (Dartmouth College), Ishita Chakraborty (University of Wisconsin Madison), Nika Dogonadze	Second Presentation Impact of Peak-End Effects and Consumer Heterogeneity on Reference Price Formation Hiroshi Kato (Hakuhodo DY Holdings Inc.), Ryo Kato (Hakuhodo DY Holdings Inc.)	Third Presentation Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China Han Zhong (University of Toronto), Zemin (Zachary) Zhong (University of Toronto), Nan Chen (National University of	Fourth Presentation Fifth Presentation Price Sensitivity and its Regularity in Subscription Service Ushio Dazai (Fukuoka University)
102	Meeting Room C2.6 Chair(s): Parneet Pahwa	Game Theory for Competitor Strategy 2	[University of Wisconsin Madison] How Collusion Ends: The Case of Advertising Agencies Sharon Horsky (Hebrew University at Jerusalem), Robert Zeithammer (UCLA)	The Impact of Environmental Regulations on Business Operations Xuecheng Fan (Sichuan University), Yichen Zhao (Hong Kong Polytechnic University)	Singapore) The Conditions for Competitive Offering and Segmentation to Improve Consumer Wellbeing: An Analytical Approach. Zecong Ma (St. Mary's University)	Stand on Social Issues: Should Brands Take a Position? Parneet Pahwa (University of Texas at Dallas)
303	Cockle Bay Room 1 Chair(s): Luqian Sun	Sharing Economy 2	Al Divide Versus Inclusion: Evidence from Algorithmic Task Assignment in a Food Delivery Platform Veronseo Kim (KAIST College of Business), <u>Tae Jung Yoon</u> (KAIST College of Business), Jiyong Eom (KAIST College of Business)	Investigating the Sales Impact of (In)formal Entrepreneurship in Home-sharing Platforms: The Contingent Roles of Institutional Environments Zhenxin Xiao (Xi'an Jiaotong University), Siqiu Lian (Xi'an Jiaotong University), Xiaoxiao Liu (Xi'an Jiaotong University), Xiang Gong (Xi'an Jiaotong University)	Shared Journeys, Diminished Gratuities: An Empirical Analysis of Tipping Behaviors in Shared Ride Services Lugian Sun (University of Minnesota), Linli Xu (University of Minnesota)	
304	Cockle Bay Room 2 Chair(s): Pankhuri Malhotra	Special Session: Panel on Al-Driven Marketing in a Digital World	Al-Driven Marketing in a Digital World Pankhuri Malhotra (University of Oklahoma)	Panelist Koen Pauwels (Northeastern University)	Panelist Lan Luo (University of Maryland-College Park)	Panelists Ryan Dew (Wharton), Sharmistha Sikdar (Dartmouth College) Illinois at Urbana Champaige Davide Proserpio (University o Southern California)
105	Meeting Room C3.1 Chair(s): MITSUKUNI NISHIDA	Marketing Strategy: Alliances, Mergers and Acquisitions	The Construction of State-owned Enterprises Under the Rule of Law and the Efficiency of Mergers and Acquisitions- Empirical Evidence Based on the General Legal Advisor System Ju Mao (Renmin University of China)	Consumer Switching Behaviour After Mergers: Evidence from the T-Mobile/Sprint Merger Shrabastee Banerjee (Tilburg University), <u>Lachlan Deer (Tilburg University)</u> , Jura Llaukonyte (Cornell University), Daniel McCarthy (Goizueta Business School Emory University)	When Mergers Fail: Evaluating a Role of Intangibles behind a Slowdown after an Acquisition Mitsukuni NIshidi (Johns Hopkins Carey Business School)	
106	Meeting Room C3.2 Chair(s): Sonika Singh	Retailing: Store Choice/Loyalty/Shopping Behaviors	The Relationship between Context of Creating a Shopping List and Planned Purchase Execution Takashi Teramoto (Chuo University), Satoshi Nakano (Meiji Gakuin University), Naoki Akamatsu (Meiji Gakuin University), Shin Sato (CCCMK HOLDINGS)	Do Household Life Transitions Change Store Loyalty? Fatima Madani (RMIT University), <u>Satheesh Seenivasan</u> (Monash University)	Uncovering Consumer Heterogeneity in Big Data: A Hybrid Marketing Science - Deep Learning Approach Seung-Wook Kim (Bentley University), Gary Russell (University of Iowa)	In-store Shopping - Does Fluidity of Time and Money Matter? <u>Sonika Singh (University of Technology-Sydney)</u> , Svetlana Bogomolova (Flinders University), Harmen Oppewal (Monash University)
307	Meeting Room C3.3 Chair(s): Unnati Narang, Ali Goli	Special Session: Causal Inference and Public Policy	Information Overload vs Signal Reaffirmation: Empirical Evidence from Goodreads.com Shrabastee Baneriee (Tilburg University), Roshini Sudhaharan (Tilburg University)	The Impact of Fintech in Emerging Market Retail Shreya Kankanhalli (Cornell University), Steve Anderson (Texas A&M University), Sridhar Narayanan (Stanford University), Leonardo Iacovone (World Bank)	Managing Online Responses for Optimizing Future Reviews and Demand Hulya Karaman (Singapore Management University), <u>Ishita Chakraborty (University of Wisconsin Madison)</u> , Shrabastee Banerjee (Tilburg University)	
B08	Meeting Room C3.4 Chair(s): Ziwei Cong, Yixing Chen	Special Session: Marketing, Digitization, and Society	The Value of External Data Capabilities in Search Markets: Evidence from a Field Experiment Yixing Chen (University of Notre Dame), Xiaoxia Lei (Shanghai Jiao Tong University), Ananya Sen (Carnegie Mellon University)	When the Giant Falls: The Unintended Consequences of Bud Light's LGBTQ+ Collaboration Chen Jing (Boston University), Ookyun Lee (Boston University), Shuba Srinivasan (Boston University)	Unlocking the Power of Joining a Virtual Team: The Heterogeneous Impacts of Team Signaling in Telehealth Shiyi Wang (Nanyang Technological University), Siliang Tong (Nanyang Technological University), John Dong (Nanyang Technological University), Jianjun Wang (Dalian University of Technology)	Brain Speaks Louder than Words Qi Zhao (Penn State University), Min Ding (Pennsylvania State University)
B09	Meeting Room C3.5 Chair(s): Masahiko Yamanaka	Brand Management Using AI and Text Analysis	GPT-4V: A Faster, Cheaper, More Accurate Non-brand Name Suggestiveness Coder? Larissa Ball (Ehrenberg Bass Institute for Marketing Science), Zachary Anesbury (Ehrenberg Bass Institute for Marketing Science), Peilin Phua (Ehrenberg Bass Institute for Marketing Science)	Shelf Face Synergies Among Items within the Same Brand - Leveraging POS Data for Co-selling Sales Patterns Utilizing Concurrent Selling Ppatterns of Items by POS Data Masahiko Yamanaka (KSP-SP Company Ltd.), Kazuharu Kure (KSP-SP Company Ltd.)		
B10	Meeting Room C3.6 Chair(s): Ayesha Hossain	Social Media Marketing	Individual Conformity Behavior: The Metaphorical Power of Video Brightness Yaxun Lin (School of Economics and Management Beihang University), Chemsi Li (School of Economics and Management Beihang University), Siwen Ding (School of Economics and Management Behang University), Ximyue Ma (School of Economics and Management Beihang University)	How Firms Can Steer Social Media Conversations Using Dialogic Listening Mohammad Saliouphian (University of Missouri), Kelly Hewett (University of Tennessee), <u>Harald van Heerde (University of New South Wales)</u> , William Rand (North Carolina State University)	Informative or Emotional? How MGC Impacts Consumer Engagement Across Social Platforms? Xiaoran Xie (Shanghai Jiao Tong University), Peng Liu (Santa Clara University), Suguo Du (Shanghai Jiao Tong University)	The Personal Side of Human Brands: How Human Brand Messages on Social Media Drive Brand Engagement and Brand Consumption Avesha Hossain (UNSW), Harald van Heerde (UNSW), Nils Wlöm (Vienna University of Economics & Business)
311	Meeting Room C4.1 Chair(s): Yuyan Wang	Special Session: Machine Learning for Personalization and Marketing Measurement	Personalized Algorithms and the Virtue of Learning Things the Hard Way Omid Raffelan (Cornell University), SI ZUO (Cornell University)	Interpretable Recommender System and Decision Support Using Geometric Deep Learning Yan Leng (University) of Texas at Austin). Xiao Liu (New York University), Rodrigo Ruiz (New York University)	Unified Marketing Measurement: How to Fuse Experimental Data with Marketing Mix Data? Ryan Dew (Wharton), <u>Nicolas Padilla (London Business Schooll</u>	E-Commerce Personalization Experience by Leveraging
312	Meeting Room C4.2 Chair(s): Juliana Sanchez Ramirez	Customer Journey 2	Consideration: An Integrative Rethink for a Rapidly Transforming Marketplace Pallavi Jha (Georgia State University), R Venkatesh (University of Pittsburgh), Rabikar Chatterjee (University of Pittsburgh)	Modeling Customer Journey with AI Zipei Lu (University of Maryland), P. K. Kannan (University of Maryland)	Retailer Loyalty Suh Yeon Kim (Georgetown University), Rebecca Hamilton (Georgetown University), Tongil TI Kim (The University of Texas), Michael Lewis (Emory University)	Enhancing Journey Insights through the Integration of Usage Pattern Modeling Juliana Sanchez Ramirez (IESEG School of Management), Kristof Coussement (IESEG School of Management), Arno De-Caigny (IESEG School of Management), Dries Benoit (Ghent University),
313	Meeting Room C4.3 Chair(s): Shuge Li	Advertising: Measuring Effectiveness	Native Advertising Effectiveness Under in Newsfeed Apps <u>Mengzhou Zhuang (The University of Hong Kong)</u> , Er Fang (Lehigh University)	Throw a Sprat to Catch a Whale? An Empirical Study on Automobile Product Placement in TV Shows Lingvu Lin (Nanyang Technological University), Yupeng Chen (Nanyang Technological University), Junhong Chu (Hong Kong University), Yanlai Chu (Renmin University of China), Siliang Tong (Nanyang Technological University)	Strategic Multi-Media and Cross-Channel Synergies During Economic Fluctuations Shameek Sinha (University of Auckland Business School)	The Effect of Femvertising on Consumption: A Case Study of Always Campaign Shuge Li (UNSW Sydney), SunAh Kim (UNSW Sydney), Maggie Chuoyan Dong (UNSW Sydney)
314	Meeting Room C4.4 Chair(s): Maximilian Beichert, Andreas Lanz	Special Session: Effective Influencer Marketing I: Seeding Campaigns	Spreading Seeds: Using Community Detection to Optimize Viral Marketing Campaigns And Year Land Hong Kong University of Science & Technology-HKUST), Dingli Wu (KU Leuven), Xi Chen (Erasmus University)	The Role of Crowd Engagement in Seeding Campaigns Ulrike Phieler (Vienna University of Economics and Business), Florian Dost (Fandenburg University of Technology / Alliance Manchester Business School)	Seeding Bandits Gul Liberalii (RSM Erasmus University)	Creator Incentive: The Dual Aspects of Brand Collaboration Bindan Zhang (Kellogg School of Management Northwestern University)
315	Meeting Room C4.5 Chair(s): Qiang Lu, Jian Ni	Special Session: Marketing Application of Unstructured Data	Skin Color Congruence in Access-Based Consumption: Evidence from Fashion Rentals Xlaohua Zeng (Peking University HSBC Business School), Chuang Tang (Peking University), Liyuan Wei (Brunel University)	Dynamic Fatigue Management in Customer Service: Univeiling Vocal Biomarkers for Enhanced Customer Satisfaction Ye Zheng (University of Sydney), Qiang Lu (University of Sydney), Jiang Qian (University of Sydney), Jake An (University of Technology Sydney)	Match of the Titans: The Sales Implications of Seller- Customer Communications in Online Marketplaces Jordan Truong (Melbourne University), Stephan Ludwig (Monash University), Liliana Bove (The University of Melbourne), Dennis Herhausen (University of St. Gallen), Dhruv Grewel (dhruv grewal)	Does Your Money Follow Your Ideology? An Empirical Analysis Online Crowdfunding Tao He (Virginia Tech), Paul Herr (Virginia Tech) Jian Ni (Virginia Tech), Paul Herr (Virginia Tech)
316	Meeting Room C4.6 Chair(s): Meng Zhu	Special Session: Al in Healthcare	Artificial Intelligence for Mental versus Physical Health Haiyang Yang (Johns Hopkins University)	Algorithmic Bias and Physician Liability Shubhranshu Singh (Johns Hopkins University)	Human Physicians and Their Avatars: The Effect of Varying Communication Styles on Physician-Patient Interactions Dipankar Chakravarti (Virginia Tech)	Health Inequity Implications of Digital Health Interventions (DI Adoption Sakshi Singh (Marriotts Ridge High School)
317	Meeting Room C4.7 Chair(s): Tao Luo	Antecedents of Firm ESG (Environmental. Social, and Governance) Performance	Firms? Evidence from China Qingme Tan (Tianjin University), Yani Sun (Hainan University), Peixuan Geng (Tianjin University), Can Qu (Tianjin University)	Al in the Hands of Good or Bad: Firm's ESG Performances and Inferred Corporate Social (I/Responsibility Leads to Divergent Consumer Reaction to Firm Al Adoption Suyun Mah (Singapore Management University), Michelle Kim (Liniversity of California San Diego), Hyelin Lee (Sung Kyun Kwan University Korea), TaeWoo Kim (Liniversity of Tachhology Sdwey), Sunah Kim (UNSW Sydney)	Does Social Responsibility Reform Curb Corporate Greenwashing: Evidence from a Quasi-Natural Experiment in China Tao Luo (Sichuan University)	
B18	Meeting Room C4.8 Chair(s): Olivia	Special Session: Platforms: Content, Consumer Search, and	Consumer Inferences from Search Rankings Olivia Natan (University of California), Jessica Fong (University of Michigan), Ranmit Pantle (Northwestern Kellogg)	Ad-funded Attention Markets and Antitrust: Youtube Content Market H. Tai Lam (UCLA Anderson)	The Equilibrium Impact of Generative Artificial Intelligence on Content Markets <u>Samuel Goldberg (Stanford Graduate School of Business)</u> , H.	Does Information Mitigate Behavioral Gaps Due to Market Inexperience <u>Uyen Tran (Arizona State University)</u>
319		Market Power Consumer Behavior: Social Influences and WOM 2	Consumers' Tendency to Reciprocate Online Help Is Contingent on Helpers' Name Disclosure Yunding Chen (Xiamen University), Leilei Gao (Chinese University of HK)	How Social Information Exposure Affects user Click Intention in Social Media: The Role of Emotional Value and Social Value Windows (Social Value Mohan Wang (School of Business and Management Key Laboratory of Brain-Machine Intelligence for Information Behavior (Ministry of Education and Stangha) Stanghai International Studies University), Mengting Wang (School of Business and Management Key Laboratory of Brain-Machine Intelligence for Information Behavior (Ministry of Education and Shanghai) Shanghai International Studies University), Xiangbo Kong (School of Business and Management Key Laboratory of Brain-Machine Intelligence for Information	Tai Lam (UCLA Anderson) Exploring the Dynamics of Shopping Companions on Consumer Behavior in Retail Environments Atamu Adhikari (Indian Institute of Management Kozhikode), Dev Prasad Murthy (Indian Institute of Management Kozhikode)	The Effect of Childhood Socioecomomic Status on Indulgent Consumption Chenghu Zhang (Communication University of China), Guifeng Meng (Communication University of China), Ying Yue (Communication University of China)
	Meeting Room C4.10 Chair(s): Moshe Unger	Visual Content: Insights from Eyetracking and Field Experiments	Postcolonial Acculturation Culture in South Korea: An Analysis of My Neighbor Charles, An Immigrant Reality TV Show <u>liwen Zhang (Dongguk University)</u> , Yulee Choi (Dongguk University), Seungwoo Chun (Dongguk University)	The Impact of AGI Summaries on Video Content Consumption: Insights from A Randomized Field Experiment Ray Ligh (Hong Kong Polytechnic University), Yue (Katherine) Feng (Hong Kong Polytechnic University), Dai Yao (Hong Kong Polytechnic University)	Text Message Screen Positions in Video Advertising Camila Lopez (UNSW Susiness School), Junbum Kwon (UNSW Business School), Fang Liu (University of Western Australia), Harmen Oppewal (Monash University), Eric Trinh (UNSW Business School)	Predicting Consumer Choice from Raw Eye-tracking Data using the RETINA Deep Learning Architechture Mosbe Unger (Tel Aviv University), Michel Wedel (University of Maryland), Alexander Tuzhilin (Stern School of Business NYU)
B21	Meeting Room C4.11 Chair(s): Tianyu Gu	Large Language Models: Applications 1	Enhancing Human Persuasion With Large Language Models Minkyu Shin (City University of Hong Kong), Jin Kim (Northeastern University)	Deciphering Customer Interactions with Voice Assistants using LIMs Ziting Liao (University of Maryland), Wendy Moe (University of Maryland), Liye Ma (University of Maryland)	Artificial Intelligence-Generated Content (AIGC) in Digital Marketing: The Interaction between Content Characteristics and Brand Characteristics Yang Yang (Beijing Technology and Business University). Yuduo U (Beijing Technology and Business University), Haitao Xiong (Beijing Technology and Business University)	Decoding the Language of Als: A Study on GPT's Craft of Produ Descriptions Tianyu Gu (University of Utah), Hongye Sun (University of Utah)

^{*}The tracks are color-coded based on their topic or method **Underlined for speaker

		n FC, 01:00 PM - 02:30				
			First Presentation** Optimal Price Points in Differential / Discriminatory Pricing:	Second Presentation Brand-Loyalty-Driven Competitive Price Promotions	Third Presentation Alternate Elicitations of (Maximum) Willingness to Pay	Fourth Presentation
FCU1	C2.5 Chair(s): Jared Wong	Willingness to Pay	Optimal Price Points in Universitinal of Visioninatory Pricing: Theoretical Model and Empirical Evidence Katerina Kormusheva (Australian National University)	Dan Horsky (Rochester University)		, Andrew Meyer (Chinese University of Hong Kong), Nicholas Surdel
FC02	Meeting Room C2.6 Chair(s): Michelle Lu	Game Theory for Platforms	The impact of Competitive Intelligence Services on Online Marketplaces Arcan Nalca (Smith School of Business J. Queen's University), Taner Bilgic (Bogazici University), Mehmet Gumus (McGill University), Mohammad Nikoofal (Toronto Metropolitan University)	Consumers' Subscription Mix: Menu Pricing in Two-Sided Media Platform Competition Yunhyoung Kim (Marketing University of Minnesota Twin Cities)	A Model of In-Consumption Social Interactions Michelle Lu (China Europe International Business School). Ji Shen (Peking University)	
FC03	Cockle Bay Room 1 Chair(s): Song Lin	Special Session: Al for Marketing	Competitive Model Selection in Algorithmic Targeting <u>Tony Ke (Chinese University of Hong Kong)</u> , Ganesh Iyer (Haas School of Business University of California Berkeley)	The Illusion of Interpretation: Post Hoc Explanations Aren't a Silver Bullet for Business Research Tong Wang (Yale University). Ronilo Ragodos (University Of Iowa), Feng Lu (University of Electronic Science and Technology of China), Yu Jeffrey Hu (Purdue University)	Discovering Panoramic Market Structure via Large-scale Consumer Movement Data Xiao Liu (New York University). Eunkyung An (New York University), Natasha Foutz (University of Virginia), Baohong Sun (Cheung Rong Graduate School of Business)	Towards Intelligent Shopping Assistant: An Early Exploration Song Lin (Hong Kong University of Science and Technology), Zijun Shi (Hong Kong University of Science and Technology), Xijnyi Sun (Hong Kong University of Science and Technology)
FC04	Cockle Bay Room 2 Chair(s): Valentyna Melnyk		JCR Bernd Schmitt (Columbia University)	Marketing Science Olivier Toubia (Columbia Business School) Management Science Dmitri Kuksov (The University of Texas at Dallas)	Journal of Retailing Katriin Gielens (University of North Carolina-Chapel Hill) JACR Vicki Morwitz (Columbia University)	Journal of International Marketing Ausseul Ozsomer (Koc University CASE), Kelly Hewett (University of Tennessee) Journal of Choice Modelling Harmen Oppeval (Monash University)
	C3.1 Chair(s): Ujwal Kayande	Marketing Finance Interface	Consumer and Investor Reactions to Media-exposed Corporate Tax Avoidance David Scheuerman (University of Tuebingen), Samuel Staebler (Tilburg University), <u>Dominik Papies (University of Tuebingen)</u>	Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance Andrie Tomano (Masstricht University), Niels Holtrop (Maastricht University), Joost Pennings (Maastricht University), Thomas Post (Maastri	In the Eyes of the Stakeholders: Performance Implications of Incoherent Corporate Reputations Adnan Yusuf (Deakin University), <u>Ujwal Kayande (Melbourne Business School)</u> , Rajdeep Grewal (Kenan-Flagler Business School University of North Carolina), Peter Roberts (Golzueta Business School Emory University)	
FC06	Meeting Room C3.2 Chair(s): Karthik Sridhar	Online Retailing: Tackling Abandoned Shopping Carts Special Session:	Role of Incentives in Abandoned Shopping Cart Recovery Funnel Yooniu Han (Ewha Womans University), Sandeep Chandukala (Singapore Management University), Srinivas Reddy (Singapore Management University), Yong Chin Tan (Singapore Management University)	When Do Shopping Cart Interventions Increase Purchases? Arun Gogalakrishan (Rice University), Young-Hoon Park (Cornell University) From Pills to Puffs: How Prescription Drug, OTC, and PSA	York), Ashish Kumar (RMIT)	<u>kl).</u> Ram Bezawada (Baruch College - The City University of New
FC07	C3.3 Chair(s): Unnati Narang, Ali Goli	Public Policy Applications of Causal Inference	Stochastic Product Failures: Identifying the Impact of False Positive Tests on Product Usage Dinara Akchurina (University of Toronto), Avi Goldfarb (University of Toronto)	Ads Shape Smoking Mitigation Efforts Erfan Loghmani (University of Washington), Ali Goli (University of Washington)	Market Structure and Political Influence in the Auto Retail In Sarah Moshary (University of California Berkeley), Cailin Slatter	
FC08	Meeting Room C3.4 Chair(s): Qinghua Li	Diversity, Equity, Inclusion (DEI)	Cinematic Reflections: Race Matching in Filmmaking and Audience Appeal Jia Li (Wake Forest University), Koleman Strumpf (Wake Forest University)	Beauty in a Spectrum of Sizes: Sales Impact of Advertising Models' Body Shape Jingpeng Hong (Harvard Business School), Zijun (June) Shi (HKUST), Shunyuan Zhang (Harvard Business School)	The Beauty Bias Effect in Academic Careers within Business Qinghua Li (Northwestern University), Dawei Wang (The University)	rsity of Hong Kong), Brian Uzzi (Northwestern University)
	C3.5 Chair(s): Tomokazu Kubo	Channels	How Channel Integration Benefits Manufactures' Online Market Entry Agility? The Mediating Role of Dealers' Dependency Behavior Hua Fan (Shanghai International Studies University), Bing Han (Shanghai University of International Business and Economics)	Regional Network Configurations and Franchised Outlet Failure: A Network Theory Perspective LIJ HI Hong Kong Metropolitan University). Xu Zheng (City University of Hong Kong), Haibin Yang (Chinese University of Hong Kong)	Channel Value Prediction - Clinic Channel with Skincare Products Kuo Hao Huang (National Chung Hsing University), Shihyu Chou (National Taiwan Normal University), Ming Chih Tsai (National Chung Hsing University)	Does Marketing Channel Structure Affect Channel Performance? The Moderating Role of Competitive Strategy and Market Orientation Tomokazu Kubo (Chuo University), Sho Yuki (Kobe University)
	Meeting Room C3.6 Chair(s): Justin Huang, Pinar yildirim	Special Session: The Spread of Political Information on Social Media	Reducing Misinformation Sharing at Scale Using Digital Accuracy Prompt Ads Nils Wernerfelt (Northwestern University), Hause Lin (Sloan School of Management), Hartiz Garro (Meta Piatforms), esse Conan Shore (Meta Piatforms), Adam Hughes (Meta Piatforms), Daniel Delsenorth (Meta Piatforms), Nathaniel Barr (Northwestern University), Adam Berinsky (Massachusett institute of Technology), Dean Eckles (MIT), Gordon Pennycook (University of Regina), David Rand (Massachusetts Institute of Technology)	Language Identity and Foreign Propaganda: Evidence from the Russia-Uraine War Andrey Simonov (University of Chicago). Sergey Sanovich (Stanford University)	Can We Talk about Race and Racism on Social Media? Evidence from a Feed Experiment Dante Donati (Columbia Business School), Lena Song (University of Illinois Urbana-Champaign), Thomas Lilly (Duke University)	Politically-biased Moderation Drives Echo Chamber Formation: An Analysis of Content Removals on Reddit Justin Huang (University of Michigan Ross School of Business), Janewon Choi Santa Clara University Leavey School of Business), Yuqin Wan (Northwestern University Kellogg School of Management)
FC11	Meeting Room C4.1 Chair(s): Xinying Hao	Models for Targeting and Personalization 1	Understanding Consumer Heterogeneity: A Comparative Study of Hierarchical Bayesian Models and Machine Learning Approaches Yuki Kotakeyama (Hakuhodo D'Y Holdings). Hiroshi Kato (Hakuhodo D'Y Holdings), Mososuke Sugasawa (Faculty of Economics Keio University)	Harnessing Causal Inference for Marketing Insights: Estimating and Applying Heterogeneous Treatment Effects Ting-Tse Chen (University of Sydney), Qiang Lu (University of Sydney)	Fair Active Learning For Targeting Tubouy Shi [Erasmus University Rotterdam Rotterdam School of Management), Aurelie Lemmens (Erasmus University Rotterdam Rotterdam School of Management)	Emojis as New Targeting Language: A Multi-modal Emoji Mining Approach Xinving Hao (University of Arizona). Vijay Mahajan (University of Texas-Austin)
	C4.2 Chair(s): Yuping Liu- Thompkins	Multichannel Shopping Behavior	Multichannel Shopping Routine on Consumers' Retail Choice - From Consumer Questionnaires and Purchase History Data in Single-source Form Junii Miyamoto (Keio University)	The Effect of the Gap Between the Ratio of Consumers' use of Channels and the Ratio of Firms' use of Channels on Consumer Purchasing Behavior Shunnosuke Fukuchi (Graduate school of Business and Commerce Keio University)	Channel Choice and Customer Value Shirsho Biswas (University of Washington), Hema Yoganarasimhan (University of Washington), Haonan Zhang (University of Washington)	Retailer Loyalty "Calculus" Top-Down vs. Bottom-Up Processes Yuping Liu-Thompkins (Old Dominion University)
	Meeting Room C4.3 Chair(s): Uğurcan Dündar	Advertising Optimization	IOLA: LIM-Assisted Online Learning Algorithm for Content Experiments Zikun Ye (University of Washington), Hema Yoganarasimhan (University of Washington), Yufeng Zheng (University of Toronto)	Robust Pricing and Advertising with Unknown Demand Thomas Weber (EPFL)	Advertising for Blood <u>Olivier Rubel (University of California Davis)</u> , Prasad Naik (University of California Davis)	Finding the Right Pace: A New Pacing Heuristic for Real-Time Bidding <u>Uğurcan Dündar (WU Vienna)</u> , Nadia Abou Nabout (WU Vienna)
	Meeting Room C4.4 Chair(s): Maximilian Beichert, Andreas Lanz	Special Session: Effective Influencer Marketing III: Exploring Influencer Integrity	How Much Influencer Marketing is Undisclosed? Evidence from Twitter Daniel Ershor (UCL School of Management), Yanting He_ (Imperial College London), Stephan Seiler (Imperial College London)	The Dark Side of Influencer Marketing: How Brand Partners's Corporate Social Irresponsibility (CSI) Scandals Harm Future Brands' Consumer-Influencer Engagement Yang (Jenny) Guo (Binghamton University SUNY), <u>Christian</u> <u>Hughes (University of Notre Dame)</u>	Walk the Talk: The Interplay Between Corporate Leadership and Social Media Representation Keran Zhao (Pennsylvania State University), Amy Pei (Northeastern University), Pankhuri Malhotra (University of Oklahoma)	The Impact of Al Influencers on Human Influencers Serim Hwang (SKK GSB Sungkyunkwan University), Xiao Liu (New York University), Kannan Srinivasan (Carnegie Mellon University)
	Meeting Room C4.5 Chair(s): H. Alice Li, Greg Allenby Meeting Room	Special Session: Bayesian Analysis of Textual Data Special Session:	Accounting for Formative and Reflective Topics in Product Review Data for Better Consumer Insights Gree Allenby Choin State University, Joachim Buschken (Catholic University Eichst att I-Ingolstadt), Thomas Otter (Goethe University Frankfurt) Improving Healthcare Accessibility and Equity: The Role of	Co-Authoring the Consumer Journey - An Integrated Hidden Markov and Topic Model H. Alice Li (The Ohio State University), <u>Live Ma (University of Maryland)</u> The Roles of Packaging and Distribution Strategies in Price	Screening Consumer Complaints for Recall Management: A Topic Model for Decision Automation Wen Shi (Central South University), Juije Qu (Central South University), Jia Liu (Hong Kong University of Science and Technology) The Paradox of Abundance: How Enhanced Drug Availability	Judy (Zijing) Zhang (The Ohio State University), <u>H. Alice Li (The Ohio State University)</u> , Greg Allenby (The Ohio State University)
	C4.6 Chair(s): Jian Ni, Jiancai Liao	Marketing of Health Services and Products	Online Health Platforms <u>Qiyuan Wang (Hong Kong Polytechnic University)</u> , Charles Weinberg (University of British Columbia), Chunhua Wu (University of British Columbia)	Competition: The Case of Bottled Green Tea Market <u>Masakazu Ishihara (New York University)</u> , Hiroshi Kumakura (Chuo University), Masayoshi Moteki (Waseda University)	Jiancai Liao (Aalto University School of Business), Jian Ni (Virgin	ia Tech), Chuhan Liu (Cornell University)
	Meeting Room C4.7 Chair(s): Byoungho Jin	(Environmental. Social, and Governance) Performance 1	Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption Coe Ziqi Zhong (London School of Economics and Political Science), Xiaolin Li (London School of Economics and Political Science)	How B2B Firms Utilize ESG Content to Engage Social Media Users Yue Cao (The Hong Kong Polytechnic University), Fang Flora Gu (The Hong Kong Polytechnic University), Danny T Wang (Hong Kong Baptist University)	How Can We Enhance the Effectiveness of Sustainability Claim? Interaction With Brand Types foo Won Min (North Carolina State University), Jiwoon Kim (North Carolina State University), Byoungho Jin (North Carolina State University)	
	C4.8 Chair(s): Zijun (June) Shi, Shuo Zhang	Special Session: Platform Analytics	Gender Neutral Marketing Jiaqi Chen (Shanghai Jiao Tong University), Tong Guo (Duke University), Zijun (June) Shi (HKUST), Shuo Zhang (Shanghai Jiao Tong University)	Measuring Amount of Product Information in Images: Application in Scalable Image Selection Yuting Zhu (National University of Singapore), Xinyu Cao (Chinese University of Hong Kong New York University)	Buy Now, Pay Later Service in the Platform Buging Ma (University of Science and Technology of China), Bo Zhou (University of Maryland College Park)	The Spillover Effects of Copycat Apps and App Platform Governance Nan Li (Tongii University), Jingcun Cao (The University of Hong Kong), Avery Haviv (University of Rochester)
	Meeting Room C4.9 Chair(s): Andrew Ching, Shervin Tehrani	Special Session: Social Influence in Marketing	More, Faster, and Better? Effects of Rewards on Incentivizing the Creation of User-Generated Content Elisabeth Honka (UCLA Anderson School of Management), Mahsa Paridar (University of California Los Angeles), Mina Ameri (University of Pittsburgh)	Demand Estimation and Policy Design under Network Effects in the Electric Vehicles Market Jiarui Liu (New York University)	Consumer Interactions and Peer Effects in Socially- Connected Digital Products Yulia Nevskava (Queen's University), Yijun Chen (Imperial College Business School)	Choosing Music by Your Ears or Eyes? Estimating Consumers' Demand Under Social Influence Shervin Tehrani (University of Texas-Dallas), Ata Jameei Osgouei (University of Texas-Dallas), Andrew Ching (Johns Hopkins University Carey Business School)
	Meeting Room C4.10 Chair(s): Peng Wang	Visual Content: Insights from Machine Learning and AI 1	Visual Variation and Consumer Responses to Video Ad Masayoshi Moteki (Waseda University)	All Smiles but No Deal: Smile Analytics in Marketing Videos <u>Ling Peng (Lingnan University)</u> , Geng Cui (Guangdong University of Foreign Studies), Yuho Chung (Lingnan University), Yongfu He (Monash University)	All Work No "Likes" The Effects of Visual Narrative Structures on the Performance of Marketing Videos Geng Cui (Guanddong University), Geng Cui (Lingnan University), Yuho Chung (Lingnan University), Ling Peng (Lingnan University)	A Study on the Impact of the Short Video Features towards Customer Purchasing Intention Peng Wang (Bayes Business School)
FC21	Meeting Room C4.11 Chair(s): Liying Qiu	Large Language Models: Applications 2	Can LLM Adoption Promote Greater Equity? Evidence from Online Consumer Activism Petitions Piyush Anand (Rice University), Yanging Gui (Cornell	Does Big-Data Correlational Analysis Predict Causal Effects of Language on Decisions? Akshina Baneriee (University Of Michigan), Oleg Urminsky	Enhancing Customer Service Automation: Evaluating Large Language Models in Addressing Unrecognized Credit Transactions	How Much Should We Trust LLM Results for Marketing Research? <u>Living Qiu (Carnegie Mellon University)</u> , Param Singh (Carnegie Mellon University), Kannan Srinivasan (Carnegie Mellon University)

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	Room	on FD, 02:50 PM - 04:00 Event Name*	PIM First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
001	Meeting Room	Recommendation Systems	Human vs. Machine: Rethinking AI Marketing Strategy in E-	Accelerating Learning-by-Doing through IT-Assisted	Third Presentation	Pour di Presentation
	C2.5 Chair(s): Shuxiao		commerce Hanieh Sardashti (University of North Florida), <u>Satadruta</u>	Recommender Systems: The Case of Taxi Drivers Shuxiao WANG (The University of International Business and		
	WANG		Mookherjee (Grenoble Ecole de Management)	Economics), JUNHONG CHU (Hong Kong University)		
02	Meeting Room C2.6	Game Theory for Channels	Strategic Demand Forecasting: Inefficiencies and Remedies Yue Li (Shandong University)	How to Incentivize Showroom Service? From Performance- Driven to Process-Driven	Free Delivery or Low Commission Rate: The Online-Food- Delivery Platform's Optimal Delivery Fee And Commission	Channel Choice in the Presence of Heterogeneous Consumer Channel
	Chair(s): Cheng		Tue Li (Shandong Oniversity)	Jun Yang (Huazhong University of Science & Technology),	Rate	Preferences
	Hsun Hsieh			Hongchen Duan (Huazhong University of Science &	<u>Lu Hsiao (National Chung Hsing University)</u> , Hui Xiong (Huazhong University of Science and Technology), Cheng Hsun	Cheng Hsun Hsieh (Ming Chuan Univers Lu Hsiao (National Chung Hsing Univers
				Technology), Yi Xu (University of Maryland), Bo Zhou (University of Maryland)	Hsieh (Ming Chuan University)	Lu Asiao (National Chung Asing Univers
03	Cockle Bay Room 1		Generative Interpretable Visual Design: Using	The Power of Generative Marketing: Can Generative AI	Find the Perfect Fit: Leveraging Generative AI to Optimize Vis	ual Brand Presence in Synthetic Influence
	Chair(s): Alex Burnap	Generative AI in Marketing: Opportunities,	Disentanglement for Visual Conjoint Analysis Alex Burnap (Yale University), Ankit Sisodia (Purdue University)	Create Superhuman Visual Marketing Content? Jochen Hartmann (Technical University of Munich), Yannick	Imagery Julia Rosada (University of Hamburg), Maximilian Witte (Univer-	sity of Hamburg Germany), Jochen Hartn
	,	Risks, and Practical		Exner (Technical University of Munich), Samuel Domdey	(Technical University of Munich), Mark Heitmann (University of	
004	Cockle Bay Room 2	Applications Special Session:	JMR	(Technical University of Munich)	URM	ISR
	Chair(s): Valentyna	Meet the Editors 2	Kapil Tuli (Singapore Management University)	Pradeep Chintagunta (University of Chicago)	Koen Pauwels (Northeastern University)	Markus Groth (UNSW)
	Melnyk					JAMS Charles Noble (University of Mississippi
05	Meeting Room	Special Session:	Does Advertising Create or Just Inflate Firm Value?	Shareholder Litigation Risk and Product Recalls	Opening the Black-Box for how Marketing Effects (Angel) Inve	
	C3.1 Chair(s): Arvid	Moving Beyond Return on Marketing: New	Hauke Wetzel (University of New South Wales), Harald van Heerde (University of New South Wales), Ljubomir Pupovac	Arvid Hoffmann (University of Adelaide)	Ofer Mintz (University of Technology)	
	Hoffmann	Perspectives on the	(University of New South Wales)			
		Marketing-Finance Interface				
06	Meeting Room	Loyalty Programs	A Rising Tide that Lifts All Boats: The Effects of Collective	Effort Begets Business: On the Effectiveness of Appreciation	Investigating Multi-level Effort-reward Program Designs with	Pinch Points
	C3.2		Recognition Programs on E-Commerce Sellers and Regional	Letters in Inducing Repeat Purchase	Yashar Bashirzadeh (Grenoble Ecole de Management), Andrew	
	Chair(s): Andrew Petersen		Economic Development Wei Miao (University College London), Liqiang Huang (Zhejiang	Yan Zhang (National University of Singapore), Zheshuai Yang (Zhejiang University China)	(Grenoble Ecole de Management), Ali Nadalizadeh (TurnedOnD	igital)
			University), Chris Tang (UCLA Anderson School of			
07	Meeting Room	Public Policy	Management), Xianchu Xu (Zhejiang University) The Geographical Spillover Effect of a House Purchase	The Pass-through of Retail Crime	Unveiling the Dynamics of Collective Recycling: Insights from	a Large-Scale Educational Recycling Proj
	C3.3		Deregulation Policy: Evidence from A Policy Experiment in	Johannes Kasinger (Tilburg University), Carl Hase (Tilburg	Shenzhen	
	Chair(s): Yuxin Su		China Zhe Lin (Xi'an Jiaotong-Liverpool University), Fernando	University)	Yuxin Su (SKEMA Business School), Wenyu Dou (SKEMA Busines University), Yulin Gong (Nanjing Audit University), Zheyu Gu (Na	
			Moreira (University of Edinburgh Business School), Sheng Zhao		Audit University), Peixuan Yang (Nanjing Audit University), Yitou	
·oc	M4: 7	Manufaction 0.5.1	(Xi'an Jiaotong-Liverpool University)	The Impact of Discoults in Test 2 1 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1	The bound of Carlot Community of Carlot Community	from a large Code 51 115
800	Meeting Room C3.4	Marketing & Education	Who Follow the Policy? Decoding Varied Responses to the Double-Reduction Policy in China's Publishing Industry	The Impact of Diversity in Tech-Assisted Online Learning Chen Lin (Fudan University), Yuxin Chen (New York University -	The Impact of Social Comparison in Online Learning: Evidence Rebecca Chae (Santa Clara University), Xuebin Cui (Nanjing Univ	
	Chair(s): Rebecca		Yuqing Wang (Renmin University of China), Ju Mao (Renmin	Shanghai), Jeongwen Chiang (China Europe International	University), Banggang Wu (Sichuan University)	
	Chae		University of China), Yanlai Chu (Renmin University of China), Tana Wang (Renmin University of China)	Business School)		
009	Meeting Room C3.5	Qualitative Consumer Research	Tailoring the Future: Development of Customer Centric Mult Experience Framework for Enhanced Personalization and	Communicating Sustainability Considerations to Customers where there is Organizational Complexity	Understanding Australian Muslims' Home Loan Consumption Reyaz Jeffrey (University of Newcastle), Philip Rosenberger III (I	
	Chair(s): Reyaz	rescuren	Customization	Melissa Barden (University of New South Wales), Mark Uncles	(University of Newcastle)	sinversity of Newcastley, Gainerine Files
	Jeffrey		Sahil Dua (FORE School of Management), Shilpi Jain (FORE School of Management), Varsha Khattri (FORE School of	(University of New South Wales), Adrian Payne (University of New South Wales)		
			Management)	new south wates)		
10		Search Engine Marketing	Image Distinctiveness	Search Advertising, Price, and Quality: The Role of Price and	Multilevel Channel Competition and Sponsored Search Adver	tising
	C3.6 Chair(s):		Qingli Zeng (Singapore Management University), Sandeep Chandukala (Singapore Management University), Ernst Osinga	Quality in Advertisers' Search Advertising Decisions Yichen Wang (Singapore Management University), Qi Yu	Subramanian Balachander (University of California Riverside)	
	Subramanian		(Singapore Management University)	(Singapore Management University), Ernst Osinga (Singapore		
	Balachander			Management University), Sandeep Chandukala (Singapore Management University)		
011	Meeting Room	Models for Targeting and	Can Transactional Metrics have Mental Representations?	Synergizing Experiments: Designing Personalized Marketing		
	C4.1	Personalization 2	Evidence in Purchase Frequency Patterns	Interventions through Incrementality Representation		
	Chair(s): David Huang		Rajesh Sinha (Indian Institute of Management-Indore)	Learning Ta-Wei Huang (Harvard Business School), Eva Ascarza (Harvard		
				Business School), Ayelet Israeli (Harvard Business School)		
012	Meeting Room	MultiChannel: Driving	Enhancing Offline Retail Sales: The Differential Impact of	The Impact of Bundle Variety on Consumer Purchasing	The Value of Curated Boxes: Evidence from an Omnichannel F	ashion Retailer
	C4.2 Chair(s): Yiwei	Sales	Instant Apps on Pure Physical and Hybrid Stores	Jeeyeon Kim (La Trobe University)	Yiwei Wang (Zhejiang University), Lauren Lu (Dartmouth Collego	₽)
	Wang		Sha Zhang (University of Chinese Academy of Sciences), Zecheng Fan (University of Chinese Academy of Sciences)			
13	Meeting Room	Game Theory for Online	Searching for Rewards	Fake It Until You Make It? For How Long? The Dynamic	Strategic Presentation of Consumer Reviews	
	C4.3 Chair(s): Dina	Reviews and Consumer Search	Tony Ke (Chinese University of Hong Kong), Jiwoong Shin (Yale School of Mangement), Xu Zhu (The Chinese University of	Impact of Online Fake Reviews on Competition and Reputation	Leif Brandes (University of Lucerne), David Godes (Johns Hopkir Southern California)	ns University), <u>Dina Mayziin (University o</u>
	Mayzlin		Hong Kong)	Peng Liu (Santa Clara University), Zhiyao Zhang (Shanghai Jiao		
				Tong University), Suguo Du (Shanghai Jiao Tong University)		
14	Meeting Room	Special Session:	Does Tipping Affect User-Generated Content Creation?	Influencer Branding Over Lifecycle	Recommendation Algorithms on User-Generated Content in S	Social Networks: the Quantity-Quality
	C4.4 Chair(s):	Effective Influencer Marketing II: Content	Evidence from a Natural Experiment Ruibin Geng (Xi'an Jiaotong University), Shijie Lu (University of	Lingling Zhang (China Europe International Business), Guo Bai (China Europe International Business School), P. K. Kannan	Dilemma Ziwei Cong (Georgetown University), Jia Liu (Hong Kong University)	sity of Science and Technology)
	Maximilian	Dynamics Dynamics	Notre Dame), Sha Yang (University of Southern California), Xi	(University of Maryland)	Ja Liu (Hong Kong Offiver	,
	Beichert, Andreas Lanz		Chen (Zhejiang University)			
15	Meeting Room	Special Session:	A New Instrument-free Method to Correct for Endogeneity	Overcoming Endogeneity and Sparse Data Bias in Consumer-	Set Identification of Price Elasticities of Demand - A Narrative	Sign Restriction Approach
	C4.5	IV-free Causal Inference in	in Time Series With Mechanistic Causes and Random	level Random-Coefficient Discrete Choice Models Using	Rouven Haschka (University of Cologne), Helmut Herwartz (Uni	
	Chair(s): Rouven Haschka	Marketing	Confounders Florian Dost (Brandenburg University of Technology / Alliance	Copulas Fan Yang (NEOMA Business School), Xixi Hu (Sauder School of		
			Manchester Business School)	Business University of British Columbia), Yi Qian (Sauder		
				School of Business University of British Columbia), Hui Xie (Simon Fraser University)		
016	Meeting Room	Product and Packaging	Using Deep Learning and Eye Tracking to Optimize Package	Aesthetic and Technological Dimensions in New Product	Consumer Heterogeneity in Archetypal Analysis: The Hierarch	nical Dirichlet Process Prior and Its
	C4.6	Design	Design	Development: An Exploration from the Dual Perspectives of	Application to Product Line Design	
	Chair(s): Jiae Kim		Jingling Yu (HKUST), Ralf van der Lans (HKUST), Bertram Shi (HKUST)	Firms and Consumers Brian Yiu (nan)	Jiae Kim (The Ohio State University), Greg Allenby (The Ohio State University), Peter Kurz (The Ohio State University)	ate University), YiChun Liu (The Ohio Stat
17	Meeting Room	Consequences of Firm ESG	Sustainable Marketing: A Comprehensive Analysis through	Sustainability Orientation: A Meta-analysis of its	ESG Incidents and Firms' Response on Social Media	
	C4.7 Chair(s): Menghan	(Environmental. Social, and Governance)	Bibliometric and Topic Modelling Kirtika Deo (University of Technology Sydney)	Antecedents, Consequences and Situational Contingencies Bipul Kumar (Indian Institute of Management Indore)	Chu (Ivy) Dang (University of Hong Kong), Roni Michaely (Unive (University of Hong Kong)	rsity of Hong Kong), Menghan Wang
	Wang	Performance 2				
18	Meeting Room C4.8	Platforms/Two-Sided Markets: Insights from	Does Polarizing Content Pay Off? Shunyao Yan (Santa Clara University), Klaus Miller (HEC Paris)	Now or Book: Service Order Time Dilemma Yltong Chen (Tianjin University), Zhongbin Wang (Tianjin	Service Provider Performance in the GIG Economy: Role of Co Bhoomija Ranjan (Monash Univesity), Benedict Dellaert (Erasm	
	Chair(s): Bhoomija	Machine Learning and	STATES THE CHILD C	University), Yunchuan Liu (University of Illinois at Urbana-	Management University College London)	as anniversity), runguong tiu (UCL SCR00)
	Ranjan	Quasi-Experiments		Champaign)		t fil w blac
19	Meeting Room C4.9	Multichannel: Spatial Aspects	Product Availability in Online Grocery Retailing: Can Online Retailing Reforest Food Deserts?	Profiling BOPIS Orientation From Multiplatform Behavioral Data	Spatial Competition with Online Platforms: An Empirical Anal Market	ysis of the Wealth Management Produc
	Chair(s): Chao Ma	spects	Yilian Du (USC Darla Moore School of Business), Rafael Becerril	Syagnik Banerjee (University of Michigan), Fareena Sultan	Chao Ma (Ohio State University), Shuoxun Zhang (Sichuan University)	ersity)
			Arreola (USC Darla Moore School of Business)	(D'Amore-McKim School of Business Northeastern University),		
				Moeen Butt (Suleman Dawood School of BusinessLUMS)		
				Structural Evolution of Ad Design: Computational Analysis of		
020	Meeting Room	Visual Content: Insights	Consumer Reactions to Al-Generated Visual Content			
20	C4.10	from Machine Learning	Chaehyeon Lee (Yonsei University), Sue Ryung Chang (Yonsei	40 Years of Super Bowl Ads	Amrita Dey (University of Denver), Tianyu Gu (University of Uta	h), Yu Zhu (University of Utah), Stephen
20				40 Years of Super Bowl Ads Madhav Kumar (Massachusetts Institute of Technology), Nina Wang (Massachusetts Institute of Technology), John Hauser	Amrita Dey (University of Denver), Tianyu Gu (University of Uta Carson (University of Utah)	h), Yu Zhu (University of Utah), Stephen
	C4.10 Chair(s): Chaehyeon Lee	from Machine Learning and AI 2	<u>Chaehyeon Lee (Yonsei University)</u> , Sue Ryung Chang (Yonsei University)	Madhav Kumar (Massachusetts Institute of Technology), <u>Nina</u> <u>Wang (Massachusetts Institute of Technology)</u> , John Hauser (Massachusetts Institute of Technology)	Carson (University of Utah)	
	C4.10 Chair(s): Chaehyeon Lee	from Machine Learning and AI 2 Special Session:	Chaehyeon Lee (Yonsei University), Sue Ryung Chang (Yonsei University) The Challenge of Using LLM to Simulate Human Behavior: A	Madhav Kumar (Massachusetts Institute of Technology), Nina Wang (Massachusetts Institute of Technology). John Hauser (Massachusetts Institute of Technology) Large Language Models for Targeted Political Advertising	Carson (University of Utah) Custom-tuned LLMs vs. Professional Analysts for Identifying C	Customer Needs
D20 D21	C4.10 Chair(s): Chaehyeon Lee	from Machine Learning and AI 2	<u>Chaehyeon Lee (Yonsei University)</u> , Sue Ryung Chang (Yonsei University)	Madhav Kumar (Massachusetts Institute of Technology), <u>Nina</u> <u>Wang (Massachusetts Institute of Technology)</u> , John Hauser (Massachusetts Institute of Technology)	Carson (University of Utah)	Customer Needs

Lee, Alex Burnap Applications (Columbia Business School)

*The tracks are color-coded based on their topic or method **Underlined for speaker

Saturo	day, June 29, Ses	sion SA, 08:30 AM - 10	:00 AM			
Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation Fifth Presentation
SA01	Cockle Bay Room 1 Chair(s): Dionne	Emerging Research on DEI	Brand Communication of Diversity, Equity, and Inclusion on Social Media and Consumer Response	Race (un)conscious: Understanding Racial Ideologies in Brand Political Activism Statements	When Silence Is Not Golden: The Openly LGBTQ+ Corporate Board Members and Their Impact on Firm Performance	
	Nickerson	in Corporate and Brand	Seoyoung Kim (Fordham University), Sundar Bharadwaj	Rowena Crabbe (University of Texas Austin), William	Zhiling Bei (University of Missouri)	
SA02	Cockle Bay Room 2	Strategy Influencer Marketing:	(University of Georgia) The Impact of Face Presence in User-generated Videos on	Scarborough (University of North Texas) Navigating Influencer Success: Unraveling the Impact of	Hatespeech Management in Livestreaming: A Multimodal	+
	Chair(s): Xiangnan	Insights from	Consumer Engagement	Cognitive and Affective Appeal on Social Media	Deep Learning Approach	
	Zhang	Text/Image/Video Analysis	Ying Hu (Renmin University of China), Ying Ding (Renmin University of China), Xia Wang (Renmin University of China)	Wenyan Tuo (University of Arizona), Mengchen Zheng (Boston University), Shuba Srinivasan (Boston University)	Xiangnan Zhang (Temple University), Xueming Luo (Temple University), Wen Wang (University of Maryland College Park)	
SA03	Meeting Room C3.2	Online Retailing: Payment and Credit	The Value of Co-branded Credit Cards in Online Retailing: Empirical Evidence from HKTVmall	An Immediate Pain or A Long Sorrow? The Effects of Credit Repayments on Customer Purchase Behavior	The Mechanism of Trust Transfer on Consumer Acceptance of Retailer-based m-payment Service in Taiwan	
	Chair(s): Chen-yu		Huijun Chen (HKUST), Kristiaan Helsen (HKUST), <u>Haoyu Liu</u>	Lu(Lucia) Meng (Renmin University of China), Zelin Zhang	Chen-yu Lin (Feng-Chia University), Nguyen-Phan-Thao	
	Lin		(University of Technology Sydney)	(Renmin University of China), Peter Popkowski-Leszczyc (The University of Queensland), Qiang(Kris) Zhou (Renmin	Nguyen (Tunghai University), Li-Wei Wu (Results from fcu.edu.tw Feng Chia University)	
				University of China), Zhixiang Huang (JD Digits)		
SA04	Meeting Room C3.3	Chatbots	Functional and Hedonic Consumption of Personified Al Agents on Online Customer Experience and Purchase	Unveiling Consumer Trust and Prefernce: The Impact of Identity in AI-Enhance Chatbot Customer Service	A Conceptual Model of Al-Enabled Chatbot Customer Experiences in Religious Tourism	
	Chair(s): Abdulaziz		Intention	Yangyang Lu (Kookmin University), Jing Zhang (Kookmin	Abdulaziz Alharbi (The University of Newcastle), Ameet Pandit	
	Alharbi		Yuanxin Wang (Minzu University of China), Jiaqi Li (Chinese University of Hong Kong)	University)	(University of New Castle)	
SA05		Qualitative Research:	Exploring Consumer Avatars: Identity and Consumption	Navigating Digital Altruism: The Impact of Strategic Gender	A Framework of the Extended Self in the Metaverse: Visual	
	C3.4 Chair(s): Paul	Avatars and Virtual Influencers	Behavior in Virtual World Aditya Billore (Indian Institute of Management Indore), Ashish	Representation in Roblox's Philanthropy Market Lintong Li (University of Sydney), Qiang Lu (University of	Self-representation in Avatar-mediated Environments Paul Messinger (University of Alberta), Xin Ge (University of	
	Messinger		Sadh (Indian Institute of Management Indore), Neha Khatri	Sydney), Mathew Chylinski (University of New South Wales)	Northern British Columbia), Kristen Smirnov (Whittier	
			(Indian Institute of Management Indore)		College), Ozan Ozdemir (University of Alberta), Feyzan Karabulut (University of Alberta)	
SA06	Meeting Room C3.6	Crowdfunding	Platform Recommendation in Crowdfunding Habin Jung (INSEAD), Maria Ana Vitorino (INSEAD)	Donations or Rewards? Insights into Personal Pronoun Use in Crowdfunding	From Pitch to Pledge: The Role of Linguistic Legitimacy Cues on Crowdfunding Performance	Platform Openness and Crowdfunding Creator Economy: Different Roles of New and Experienced Users
	Chair(s): Hyung			Sheng Liu (Lingnan University), Yiwei Li (Lingnan University),	Nasim Ul Haque (University of Melbourne), Liliana Bove (The	Hyung Sup Bhan (Tulane University), Seoungwoo Lee (Yonsei
	Sup Bhan			Lei Su (City University of Hong Kong), Darren Dahl (The University of British Columbia)	University of Melbourne), Stephan Ludwig (Monash University), Dennis Herhausen (University of St. Gallen),	University), Hyoryung Nam (Syracuse University), Joon Ro (Uber Freight)
					Dhruv Grewal (Babson College)	
SA07	Meeting Room C4.1	Marketing Mix Modeling	Geospatial Marketing Mix Modeling: Harnessing Spatial Autocorrelation for Enhanced Prediction and Insights	Self-selection, Sunk Cost Fallacy and the Effectiveness of Paid versus Free Coupon Campaign	Machine Learning Enabled Marketing Mix Modeling Justin Kim (Mphasize Publicis Media), Amar Suljic (Mphasize	
	Chair(s): Justin Kim		Ryoma Yasunaga (Hakuhodo DY Holdings), Shonosuke	Qingliang Wang (Xi'an Jiaotong University), Jingguo Liu	Publicis Media)	
L			Sugasawa (Faculty of Economics Keio University), Hiroshi Kato (Hakuhodo DY Holdings)	(Northwestern Polytechnical University)		
SA08	Meeting Room C4.2	NFTS 1	Beyond the Tangible: Unpacking the Impact of NFTs on the Traditional Art Market	The Value of Probabilistic Selling: Evidence from NFT Mystery Box	The Market for Counterfeit Non-fungible Tokens Jiani Liu (The University of Hong Kong), Hui Li (The University	Is An Al-generated Image Worth a Thousand Words? Using Automated Image Analysis to Understand the Value of AI (vs.
	Chair(s): Ashish		Vanessa Tianying Song (The University of Sydney), Qiang Lu	Peiwen Xie (Nanyang Technological University), Sadat Reza	of Hong Kong), Xi Li (University of Hong Kong), Shane Wang	Human) Generated NFTs.
	Galande		(University of Sydney), Jiang Qian (The University of Sydney)	(Nanyang Technological University), Eunsoo Kim (Nanyang Business School Nanyang Technological University)	(Pamplin College of Business Virginia Tech)	Ashish Galande (Indian Institute of Management Udaipur), Frank Mathmann (Queensland University of Technology), Sara Thaichon
SA09	Meeting Room	Consumer Behavior:	What Will my Influencer Say? The Impact of Credible Social	Beyond SENS(E)ation: Exploring Sensory Language	Competitiveness of Virtual Influencers with Human	Beyond Virtual Agents: Employing Virtual YouTubers to Enhance
	C4.3 Chair(s): Tongyao	Influencer Marketing	Media Influencers Lancy Mac (University of Macau), YiXin Zhang (Macquarie	Effectiveness in Virtual Influencers' Product Endorsements Nadine Eckel (University of Münster), Christina Okoutsidou	Counterparts on Social Media Platforms: Can They Influence Brands' Marketing Strategies Ingrained in Consumer	Advertising Effectiveness in Influencer Marketing Tongyao Lin (Newcastle University), Saurabh Bhattacharya
	Lin		University), Jimmy Chi Ming Lee (University of Macau)	(University of Münster), Dipayan Biswas (University of South	Shopping Decisions?	(Newcastle University), Qionglei Yu (Newcastle University)
				Florida)	Yangyang Fu (Wenzhou-Kean University), Jianwen Lv (Wenzhou-Kean University), Chen Rui (Wenzhou-Kean	
					University), Abaid Ullah Zafar (Wenzhou-Kean University)	
SA10	Meeting Room C4.4	Sales Promotion 1	Mall-Wide Conditional Promotions Cheolho Song (Washington University in St. Louis), Jingcun	The Dual Effects of Free-trial Promotion on Customer Acquisition and Retention: A Randomized Field Experiment	Do Online Free Product Promotions for Consumer Packaged Goods Encourage/Discourage Offline Purchases?	Can Price Promotions Stimulate Sustainable Purchase? Trang Bui (Tilburg University), Barbara Deleersnyder (Tilburg
	Chair(s): Trang Bui		Cao (The University of Hong Kong), Tat Chan (Washington	Min Zhang (Tianjin University), Yin Bai (Tianjin University),	Kaichi Saito (Meiji-Gakuin University), Satoshi Nakano (Meiji-	University), Arjen van Lin (Tilburg University)
			University), Haihao Guo (Washington University in St. Louis)	Yuxuan Ai (Tianjin University), Yuzhuo Li (Tianjin University), Yiwei Li (Tianjin University)	Gakuin University), Jeff Inman (University of Pittsburgh), Akira Shimizu (Keio University), Takashi Teramoto (Chuo University)	
SA11	Meeting Room	Retailing: Category/Brand	Cross-category Effects of Price Discount: Evidence from	Product Returns as Reminder Advertising: An Empirical	Logos and Experiences: A Study of New Brands	Unravelling Service Market Disruption: The Role of
	C4.5	Choice 1	Gasoline Retailing	Investigation	Fang Liu (University of Western Australia)	Complementarity Effects in a Retail Context
	Chair(s): Pei Yu Chien		Hung Ho (The University of Chicago Booth School of Business)	Kissan Joseph (University of Kansas), Lauren Min (University of Kansas), Boram Lim (Hanyang University)		Pei Yu Chien (National Tsing Hua University), Jack Cadeaux (UNSW- Sydney)
SA12	Meeting Room	International Marketing	Do Political Ties Help or Hurt Cross-Border M&As? An	Chic or Happy? Cross-cultural Preferences in Fashion	Us and Them: The Effect of Internal Political Friction on the	How Does Watching Global Country Video Influence Consumers'
	C4.6 Chair(s): Nayoung	Research	Empirical Examination of Home-Based Managerial Political Ties in Cross-Border M&A Completion by Emerging Market	through Image Mining Suhyoung Ahn (Yonsei University), Byoungho Jin (North	Prevalence of Nationalism Marketing Hyun Young Cho (Dongduk Women's University), Hyunkwon	Digital Shopping? Nayoung Jung (Yonsei University), Sue Ryung Chang (Yonsei
	Jung		Firms	Carolina State University), Jiwoon Kim (North Carolina State	Cho (Sungkyunkwan University)	University)
			<u>Chenxi Zhou (Xiamen University)</u> , Kent Hui (Xiamen University)	University), Yijun Chen (University of New South Wales), Junburn Kwon (UNSW Business School), Yoo Won Min (North		
54-2	Masting 2	Sustainability 22-1-1	Eco-Movement Echoes: Tracing Sustainability Shifts with	Carolina State University) From Gamification to Greenification: How Cognitive	Small Change, Big Impact? Displaying Technology-Based	
SA13	Meeting Room C4.7	Sustainability: Modeling and Predicting	GPS Data	From Gamification to Greenification: How Cognitive Absorption and Perception of Corporate Prosociality Make	Small Change, Big Impact? Displaying Technology-Based Just-in-Time Information to Encourage Fuel-Efficient Route	
	Chair(s): Jochen Eckert	Sustainable Behavior	<u>Liyang Zhou (Bocconi University)</u> , Sara Valentini (Bocconi University), Qiaoni Shi (Bocconi University)	People Go Green? Qin Zhang (Pacific Lutheran University), Junping Ma (Xi'an	Choices Franziska Schechner (Wiesbaden Business School RheinMain	
	LCKEIT		Oniversity), Quadrii Siii (adeconi Oniversity)	Technological University)	University of Applied Sciences), Jochen Eckert (Wiesbaden	
					Business School RheinMain University of Applied Sciences), Tatjana Steusloff (Wiesbaden Business School RheinMain	
					University of Applied Sciences)	
SA14	Meeting Room C4.8	Special Session: Dynamic Model of	Gender Differences in Bargaining and Selling	Streaming Alliances Abbings Lingal (Indian School of Business) Nanda Kumar	Auditing Bandits for Online Personalization Bob Rombach (Rotterdam School of Management Erasmus	Market Differentiation and On-Demand Services and Behavior-based Pricing Product Line Design
		Learning, Pricing, and	Pranav Jindal (Indian School of Business), Minkyung Kim (Carnegie Mellon University), Peter Newberry (University of	Abhinav Uppal (Indian School of Business), Nanda Kumar (University of Texas-Dallas), Manish Gangwar (Indian School	University), Gui Liberali (RSM Erasmus University), Yang Li	Ruichao Pan (Sciences Po), Wilfred Bing Jing (Cheung Kong
		Competitive Strategies in the Digital Economy	Georgia)	of Business)	(Cheung Kong Graduate School of Business)	Amaldoss (Duke University), Chuan He (University of Colorado-
		the Digital Economy				Boulder), Shaowei Ke (CEIBS)
SA15	Meeting Room	Customer Satisfaction	I'm Sorry: Consumers' Responses to Service Remedies	A Study of Sustainability Tourism in Japan's Inbound Market	Le Chatelier Revisited: The Dynamic Role of Consumers'	Does High Customer Satisfaction Generate Positive Non-
	C4.9	- India Service Con	Julie Edell (Duke University)	Tatsuru Nishio (Yamaguchi University), Akane Kakishima	Satisfaction with Products on Their Sentiment about the	customer Impressions of the Firm?
	Chair(s): John Dawes			(Japan Travel Bureau Foundation)	Economy Debanjan Mitra (University of Connecticut), Shervin Tehrani	John Dawes (Ehrenberg-Bass Institute UniSA)
					(University of Texas at Dallas), Sandip Roy (University of	
SA16	Meeting Room	Consumer Behavior:	Spatial Sensitivity: Unveiling Its Effects on Consumer Choice	Primacy and Recency in Consumer Reference Point	Connecticut) Attribute Granularity and Consumer Choice	The Effect of Product Information Cues on Intertemporal Choice
-	C4.10	Product Information	and Perception	Formation: A Consideration Time Model	Xin Ge (University of Northern British Columbia)	Feifei Huang (Hong Kong Polytechnic University), Rafay Siddiqui
	Chair(s): Rafay Siddiqui		Yehjun Lee (Virginia Tech)	Andrew Meyer (Chinese University of Hong Kong), Francisco Cisternas Vera (Chinese University of Hong Kong)		(Santa Clara University), Qianqian Liu (Hong Kong Polytechnic University)
SA17	Meeting Room	Mobile Apps	The Impact of COVID-19 Lockdown on Digital Lifestyle in	The Impact of Mobile Apps Improvements on Consumer	Research on the Purchasing Behavior of the Leading-Edge	The Spillover in Mega Apps
	C4.11 Chair(s): Xuejing		China Jianmin Jia (The Chinese University of Hong Kong Shenzhen),	Purchasing Attitudes Keita Arakawa (Keio University)	Group Using Receipt Data Shinichiro Hata (Smart Analytics), Akira Shimizu (Keio	Xuejing Ma (East China Normal University), Yuanchen Yang (International Monetary Fund)
	Ma		Yun Yuan (Tsinghua University), Shi Jia (University of Hong		University), Tadashi Shinoda (Asahi Quality & Innovations	
			Kong)		LTD.), Yuko Sakai (Asahi Quality & Innovations LTD.), Kazumi Sasaki (Asahi Quality & Innovations LTD.)	
			od **Underlined for speaker		· · · · · · · · · · · · · · · · · · ·	

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	Room	sion SB, 10:30 AM - 12 Event Name*	:00 PM First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
	Cockle Bay Room 1	Special Session:	The Divergent Effects of Cognitive and Emotional Empathy	The Usage and Impact of Differentiation: Evidence from an	Examining Consumer and Investor Responses to Corporate So	
	Chair(s): Dionne Nickerson	Reducing Discrimination and Inequities through Interventions	on Marketing Performance: Evidence from Microfranchising in a Base-of-the-Pyramid Market Context Sourindra Baneriee (University of Leeds), Jarrod Vassallo (University of Sydney), Jaideep Prabhu (University of Cambridge), Toby Norman (Simprints)	Online EdTech Platform Zekun Liu (New York University), Tulin Erdem (New York University), Masakazu Ishihara (New York University)	Dionne Nickerson (Emory University), Karen Wallach (Universit	y of Alabama), Beth Fossen (Indiana University)
B02	Cockle Bay Room 2 Chair(s): Flora Gu	Influencer Marketing: Network, Quality and Content Effects	Peer Effects in Sponsored Content Creation on Social Media Platforms: Mechanisms and Economic Implications Mengyang Sun (Shanghal University of Finance and Economics). Ol Sun (Shanghal University of Finance and Economics), Diandian Xiang (Zhongnan University of Economics and Law)	Influencer or Being Influenced? The Role of Multi-Channel Networks on Influencer Content Yulin Hao (University of Rochester), Xiaojie Li (University of Rochester)	How Do Social Media Influencers Affect Product Quality Perception? Evidence from Gaming Industry Qi Yu (Singapore Management University), Zhe Lin (Xi'an Jiaotong-Liverpool University)	Does Content Novelty Generate Engagement in Influencer Marketing? Yiwei Li (Lingman University), Flora Gu (Hong Kong Polytechn University), Fine Leung (Hong Kong Polytechnic University), Xinyuan Chen (Mississippi State University)
B03	Meeting Room C3.2 Chair(s): Belinda Barton	Consumer Behavior: Payment Options	A Meta-Analysis on the Effect of Payment Methods on Consumers' Spending Outcomes. <u>Lachlan Schomburgk (University of Adelaide)</u> , Alex Belli (The University of Melbourne), Arvid Hoffmann (University of Adelaide)	The Dynamics of Payment and Pleasure: Monetary and Social Interactions in Shared Consumption Experiences Aimee Smith (University of Technology), Natalina Zlatevska (University of Technology), Belinda Barton (Bond University)		
B04	Meeting Room C3.3 Chair(s): Douglas Bowman	Online Reviews: Biases	Bias in Online Reviews: A Perspective from Social Distance Shida Ni (Harbin Institute of Technology), Yukuan Xu (Sichuan University), Zili Zhang (Harbin Institute of Technology)	Truth or Dare: The Effects of Reviews with Videos and Disclosure of Incentives Shyu Liu (Lingnan University), Yuho Chung (Lingnan University), Geng Cui (Lingnan University), Ling Peng (Lingnan University), Ling Peng (Lingnan University)	Review Solicitation: Intended and Unintended Revenue Consequences Minkyung Kim (Carnegie Mellon University), Hana Choi (Simon Business School University of Rochester), Jinsoul Seo (Simon Business School University of Rochester)	Suspicious Online Product Reviews Eunhee (Emily) Ko (Pace University), <u>Douglas Bowman (Emo University)</u>
B05	Meeting Room C3.4 Chair(s): Mr Sanaullah	Qualitative Research: Supplier Perspectives	Enhancing Supply Chain Resilience through Supply Chain Finance Zheng Tao (Renmin University of China), Hua Song (Renmin University of China)	Innovation via Making, Sharing, and Listening: Overcoming Barriers to Market Learning in Peer-to-Peer Platforms <u>Gregory Fisher (Miami University)</u> . Aric Rindfleisch (University of Illinois)	SME's Pathway to Resilience & Market Shaping - Exploring th Shaping Mr Sanaullah (University of Tasmania), Rajesh Rajaguru (University of Tasmania)	
B06	Meeting Room C3.6 Chair(s): May Wang	Games and Gamification	Self-stated Preferences, Peer Effects, and In-game Purchases Chemi Liao (The Chinese University of Hong Kong), Ying Xie (University of Facts-Dallas), <u>Tiand Xive (The Chinese University of Hong Kong)</u> , Jingbo Wang (The Chinese University of Hong Kong)	The Power of Free: Consumer Choice in Freemium Market Cheng Chou (Santa Clara University), Hai Che (University of California Riverside), <u>Peng Liu (Santa Clara University)</u>	Analyzing the Affective Embeddings and Mediated Self-expre Aesthetic Assemblages and Gambling Features Design Gaobiao Cao (BNU-HKBU UIC), <u>May Wang (BNU-HKBU UIC)</u> , Yi _i	
B07	Meeting Room C4.1 Chair(s): Richard Grice	Empirical Models for Competition	Digital Empowerment: How Online Channels Redefine Bargaining Power for Traditional Manufactures Ruobing Ling (Central University of Finance and Economics), <u>Svu Mene, (Pecking University)</u> , Junhong Chu (Hong Kong University), Yi Xiang (China Europe International Business School)	Incumbent's Deterrence Strategies and Potential Entrant's Time-to-Entry: Evidence from the U.S. Airline Industry Sina Aghaie (Wichita State University). Omid Kamran Disfani (Southern Illinois University Carbondale), Miliad Darani (Kent State University), Mike Saljoughian (University of Missouri)	Planes, Trains, and Co-Opetition: Evidence from China Shaojum Qin (Temple University). Maria Ana Vitorino (INSEAD), George John (University of Minnesota)	Learning Competitors' Identities from the Timing of Pricing Decisions: An Application to Retail Gasoline Richard Grice (INSEAD)
B08	Meeting Room C4.2 Chair(s): Yujing Chen	NFTs 2	Consumer Behavior Toward Luxury NFTs: A Perspective of Signaling Theory Hanna Lee (University of South Carolina), <u>Yingiiao Xu (North Carolina State University)</u> , Wenna Han (North Carolina State University), Xiaohan Lin (North Carolina State University)	Private Enjoyment or Profit Pursuit? Understanding Skin- Tone and Gender Price Disparities in CryptoPunks NFTs Sungeau Han (Arizona State University). Zhan Shi (Arizona State University), Tongxin Zhou (Arizona State University)	Decoding Digital Assets: The Impact of NFTs and FTs on Customer Engagement through Ownership in Decentralised Community Yuling Chen (University of Surrey)	
B09	Meeting Room C4.3 Chair(s): Jingyi ZHANG	Consumer Behavior: Online Behaviors	Visual Influences on Quantity Perception on Online Grocery Retailing Wanvi Zheng (Hong Kong Baptist University), Michael He Jia (The University of Hong Kong), Echo Wen Wan (The University of Hong Kong)	The Bright Side of Low Consumer Trust in Online Marketplaces: A Motivated Belief Perspective Yu (Anna) Lin (The Chinese University of Hong Kong), Xianchi Dai (The Chinese University of Hong Kong), Wenjie Tang (University of Vienna)	Impact of Avatar Realism on the Inferences of Manipulative Intent Yuetong Guo (Queen Mary University of London). Jie Sheng (Queen Mary University of London), Vignesh Yoganathan (Queen Mary University of London)	Catching the Unlikely Gambler: How and Why Gacha Game Appeal to High Conscientious Consumers John Yi (Le Moyne College), Jingyi Zhang (Lingnan University) Dongjin He (Lingnan University), C. Clark Cao (Lingnan University)
B10	Meeting Room C4.4 Chair(s): Nils Wloemert	Sales Promotion 2	Price Promotional Models for EDLP Retailers <u>David Lie (Monash Business School Monash University)</u> , Ashish Sinha (University of Technology-Sydney), Rahul Govind (University of New South Wales), Sonika Singh (Monash University)	Flying High, Landing Low? Effect of Tensile Price Promotions on Store Traffic and Sales Han Chen (Monash University), Joydeep Srivastava (Temple University)	A Study of Heterogeneous Causal Effect of Price Promotion with a Causal Machine Learning Approach Jakir Talukder (University of South Austra), in liu (University of South Austra), Gliang Trinh (University of South Austra), Jilyong Li (University of South Austra), Technologies Inc)	Privacy Regulations and Advertising in Offline Markets - Evidence from Randomized Field Experiments Alexandra Becker (University of Tuebingen), Dominik Papies (University of Tuebingen), Nils Wloemert (Vienna University Economics & Business), Christian Hotz-Behöfsits (Vienna University of Economics and Business)
	Meeting Room C4.5 Chair(s): Baohuan Zhou	Retailing: Category/Brand Choice 2	Subcategory Showdowr: Mass or Target Marketing? Allicia Barker (Ehrenberg-Bass Institute University of South Australia). Steven Dunn (Ehrenberg-Bass Institute University of South Australia), Kirsten Victory (Ehrenberg-Bass Institute University of South Australia), Magda Nemycz-Thiel (Ehrenberg-Bass Institute University of South Australia)	Reexamining Double Jeopardy in the Unexplored Restaurant Category Yeohong Yoon (Emory University)	How to Spot a Winning New Consumer Product at Launch Kirsten Victory (Ehrenberg-Bass Institute), Magda Nenyoz- Thie (Ehrenberg-Bass Institute), Arry Tanusondjaja (Ehrenberg-Bass Institute), John Dawes (Ehrenberg-Bass Institute), Jenni Romaniuk (Ehrenberg-Bass Institute)	The Impact of Collaboration Network Characteristics on High-level Scholars' Research Performance in the Field of Quantum Information Technology and Technology of Baohuan Zhou (University of Science and Technology of China), Livag Liuan (University of Science and Technology of China), Yundong Xie (University of Science Academy of Sciences), Yanyan Zhu (University of Science and Technology of China).
B12 B13	Meeting Room	Sustainability: Insights	Sustainable New Product Introduction and Brand	Consumers's Collective Influence On Pension Investment:	Consumer Preferences and Circular Economy: The Case of	Exploring the Sustainability Intention-Action Gap in
	C4.7 Chair(s): Jungeun Lim	from Conjoint/Choice Models	Performance The Hoa Mai (Monash University), Satheesh Seenivasan (Monash University), David Sugianto Lie (Monash University)	ESG Needs From Pension Participants and Beneficiaries Yadi Yang (Erasmus University Rotterdam), Thomas Martens (APG (Algemene Pensioen Groep)), Onno Steenbeek (Erasmus University Rotterdam)	Consumer Preference and Citcular Economy: The Case of Reusable Packages Hossein Eslami (Lebanese American University)	Consumer Packaged Goods via the Utility Maximization Framework Jungeun Lim (University of Wisconsin-Madison), Qing Liu (University of Wisconsin-Madison), Neeraj Arora (University of Wisconsin-Madison)
	Meeting Room C4.8 Chair(s): Xinyu Chen	Crisis Management	Negative News Spillover and Rivals' Strategic Reactions Xiaobo Lin (Syracuse University), <u>Guivang Xiong (Syracuse University)</u> , Shuai Yang (Donghua University)	The Dynamics of Corporate Misconduct and Online Employer Review Ratings Andreas Hamann (University of Mannheim), Lars Gemmer (University of Cologne), Andreas Bayeri (Erasmus University Rotterdam)	Data Breach: Devastating Disaster or New Opportunity? <u>Bitwan Moon (UNSW)</u> , Jake An (University of Technology Sydney)	The Impact of the Matching Effect Between Data Breach Types and Recovery Strategies on Consumer Forgiveness Xinyu Chen (Jiangxi University of Finance and Economics)
	Meeting Room C4.9 Chair(s): Weizhen Zhou	Customer Service	Performance above Replacement: Assessing the Impact Offerentials across Isting Agents in Real Estate Transactions Sachin Sridhar (The University of Texas at Austin), Rex Du (University of Texas at Austin)	Xiaolan Xia (Griffith University), Wei Shao (Griffith University), Jiraporn Suracharkumtonk (Griffith University), Haroon Iqbal Maseeh (Griffith University)	Algorithm-Augmented and Multitasking intensity: The Forces of Retrieval and Processing Fluency Yuanyuan Zhou (School of Management Huazhong University of Science and Technology), Weathen Zhou (School of Management Huazhong University of Science and Technology), Jun Yang (School of Management Huazhong University of Science and Technology)	A Study of the Effectiveness of Service Recovery in a Multi actor Context Life Ball (Southwestern University of Finance and Economics Tanahu Chu (Hong Kong Baptist University), Xiaorong Fu (Southwestern University of Finance and Economics), Ziyan Huang (Sichuan Changhong Electric Co. Ltd.)
	Meeting Room C4.10 Chair(s): Hyun Young Park	Consumer Behavior: Understanding Product Preferences	The Impacts of Consumer Animosity on Attitudes: More Insights From A Perspective of Product Typicality Ting-Hsiang Tseng (Feng Chia University)	Opulent and Responsible?: Exploring the Shift to Sustainable New Product Development in Luxury Fashion Ismail Erzurumlu (Neoma Business School), Melike Talay (University of New Hampshire)	Video Game Character Design: The Role of Diversity, Equity, and Inclusion Xiaolan Chen (Bayes Business School), Wanqing Zhang (Purdue University), Daniela Cristian (Cass Business School)	How Consumers with Hedonic (vs. Utilitarian) Purchase Motive Use Item-Price (vs. Price-Item) Presentation Order as a Mechanism to Justify Their Hedonic Purchase Jungsil Choi (Cleveland State University), Hyun Young Park (CEIBS (China Europe International Business School))
B17	Meeting Room C4.11 Chair(s): Siqi Pei	Mobile and Location- Based Marketing	Enhancing Electronic Coupon Effectiveness by Unlocking the Power of Geolocation Data Chia-Ying Chen (University of Sydney), Olang Lu (University of Sydney), Jia Li (Wake Forest University) d **Underlined for speaker	"Please Attain a Free Coupon": Customer Retention Strategy for Hedonic Product in Mobile Commerce Ka Wing Chan (University of New South Wales), Xincheng Ma (HKUST), William Gu (University of New South Wales), Dongwon Lee (HKUST), Huan Lu (Nankal University), <u>Junbum</u> Kwon (University of New South Wales). Felix Septianto (University of Queensland)	Predicting Consumer Visits with Co-Location Networks: A Deep Heterogeneous Network Representation Learning Approach Harny Zhang (Emory university), Kunpeng Zhang (University of Maryland Robert H. Smith School of Business), David Schweidel (Emory university)	Mobile Payments and Urban Mobility: Assessing the Influence of Mobile Payments on Metro Ridership and Environmental Enhancement Sici Pet (Shanghal University of Finance and Economics). Wempus Xi (Bank of America/NYU), Hongshen Sun (Massachusetts Institute of Technology)

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