

<b>Thursday June 27</b>	
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)

<b>Friday June 28</b>	
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

<b>Saturday June 29</b>	
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.

**Thursday June 27**

Room	09:00 AM - 10:30 AM	11:00 AM - 12:30 PM	01:30 PM - 03:00 PM	03:30 PM - 05:00 PM
Pyrmont Theatre	TA01 Special Session MASS: The Past, Present and Future of Marketing Analytics	TB01 Special Session MASS: Generative AI in Marketing	TC01 Special Session: Practice Prize Competition 1	TD01 Special Session: Practice Prize Competition 2
Meeting Room C2.1	TA02 Pricing: Economics-based Approaches	TB02 Analytical Pricing Models	TC02 Algorithmic Pricing	TD02 Game Theory for Pricing
Meeting Room C2.2	TA03 Salesforce Management and Personal Selling: Theory and Models	TB03 Salesforce Management and Personal Selling: AI, Digital Channels and Training	TC03 B2B Marketing 1	TD03 B2B Marketing 2
Meeting Room C2.3	TA04 Measuring and Modelling 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 Interactions	TB06 Analytical and Empirical Models for CSR	TC06 Analytical Models for Consumer Behavior	TD06 Analytical Models for Retailing
Meeting Room C2.6	TA07 Charitable Giving / Donations: Empirical Analysis	TB07 Consumer Behavior: Charitable Giving and Donations	TC07 Consumer Behavior: Gift Giving and Planning	TD07 Conscious 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 Persuasiveness and Helpfulness 1	TB11 Online Reviews: Factors Driving Persuasiveness and Helpfulness 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 AI/Mark 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 AI 1	TB21 Consumer Behavior: Response to AI 2	TC21 Consumer Response to AI: Real-world Data	TD21 Consumer Behavior: Response to Algorithms
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

Note: The tracks are color-coded based on their topic or method

**Friday June 28**

Room	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 Room C2.5	FA01 Pricing: Inflation and Perception	FB01 Pricing: Advanced Methods	FC01 Price Discrimination and Willingness to Pay	FD01 Recommendation Systems
Meeting Room C2.6	FA02 Game Theory for Competitor Strategy 1	FB02 Game Theory for Competitor Strategy 2	FC02 Game Theory for Platforms	FD02 Game Theory for Channels
Cockle Bay Room 1	FA03 Sharing Economy 1	FB03 Sharing Economy 2	FC03 Special Session: AI for Marketing	FD03 Special Session: Generative AI in Marketing: Opportunities, Risks, and Practical Applications
Cockle Bay Room 2	FA04 Special Session: Generative AI/Content Creation in Marketing	FB04 Special Session: Panel on AI-Driven Marketing in a Digital World	FC04 Special Session: Meet the Editors 1	FD04 Special Session: Meet the Editors 2
Meeting Room C3.1	FA05 Marketing Strategy: Innovation	FB05 Marketing Strategy: Alliances, Mergers and Acquisitions	FC05 Marketing Finance Interface	FD05 Special Session: Moving Beyond Return on Marketing: New Perspectives on the Marketing-Finance Interface
Meeting Room C3.2	FA06 Modeling Consumer Shopping Behavior	FB06 Retailing: Store Choice/Loyalty/Shopping Behaviors	FC06 Online Retailing: Tackling Abandoned Shopping Carts	FD06 Loyalty Programs
Meeting Room C3.3	FA07 Special Session: Marketing Implications of Responsible AI	FB07 Special Session: Causal Inference and Public Policy	FC07 Special Session: Public Policy Applications of Causal Inference	FD07 Public Policy
Meeting Room C3.4	FA08 Special Session: Gender, Markets, and Society	FB08 Special Session: Marketing, Digitization, and Society	FC08 Diversity, Equity, Inclusion (DEI)	FD08 Marketing and Education
Meeting Room C3.5	FA09 Branding and Logos	FB09 Brand Management Using AI and Text Analysis	FC09 Channels	FD09 Qualitative Consumer Research
Meeting Room C3.6	FA10 Social Media	FB10 Social Media Marketing	FC10 Special Session: The Spread of Political Information on Social Media	FD10 Search Engine Marketing
Meeting Room C4.1	FA11 Special Session: Theory and Practice in Marketing	FB11 Special Session: Machine Learning for Personalization and Marketing Measurement	FC11 Models for Targeting and Personalization 1	FD11 Models for Targeting and Personalization 2
Meeting Room C4.2	FA12 Customer Journey 1	FB12 Customer Journey 2	FC12 Multichannel Shopping Behavior	FD12 Multichannel: Driving Sales
Meeting Room C4.3	FA13 Online Display/Banner Advertising	FB13 Advertising: Measuring Effectiveness	FC13 Advertising Optimization	FD13 Game Theory for Online Reviews and Consumer Search
Meeting Room C4.4	FA14 Influencer Marketing: AI and Machine Learning Approaches	FB14 Special Session: Effective Influencer Marketing I: Seeding Campaigns	FC14 Special Session: Effective Influencer Marketing III: Exploring Influencer Integrity	FD14 Special Session: Effective Influencer Marketing II: Content Dynamics
Meeting Room C4.5	FA15 Special Session: Leveraging Machine Learning for Causal Inference in Marketing	FB15 Special Session: Marketing Application of Unstructured Data	FC15 Special Session: Bayesian Analysis of Textual Data	FD15 Special Session: IV-free Causal Inference in Marketing
Meeting Room C4.6	FA16 Health Care Marketing	FB16 Special Session: AI in Healthcare	FC16 Special Session: Marketing of Health Services and Products	FD16 Product and Packaging Design
Meeting Room C4.7	FA17 Special Session: Sustainability	FB17 Antecedents of Firm ESG (Environmental, Social, and Governance) Performance	FC17 Consequences of Firm ESG (Environmental, Social, and Governance) Performance 1	FD17 Consequences of Firm ESG (Environmental, Social, and Governance) Performance 2
Meeting Room C4.8	FA18 E-Commerce Platforms	FB18 Special Session: Platforms: Content, Consumer Search, and Market Power	FC18 Special Session: Platform Analytics	FD18 Platforms/Two-Sided Markets: Insights from Machine Learning and Quasi-Experiments
Meeting Room C4.9	FA19 Consumer Behavior: Social Influences and WOM 1	FB19 Consumer Behavior: Social Influences and WOM 2	FC19 Special Session: Social Influence in Marketing	FD19 Multichannel: Spatial Aspects
Meeting Room C4.10	FA20 Virtual / Augmented Reality	FB20 Visual Content: Insights from Eyetracking and Field Experiments	FC20 Visual Content: Insights from Machine Learning and AI 1	FD20 Visual Content: Insights from Machine Learning and AI 2
Meeting Room C4.11	FA21 Online Reviews: Insights from Large Language Models	FB21 Large Language Models: Applications 1	FC21 Large Language Models: Applications 2	FD21 Special Session: Opportunities and Challenges of LLM Applications

**Saturday June 29**

Room	08:30 AM - 10:00 AM	10:30 AM - 12:00 PM
Cockle Bay Room 1	SA01 Special Session: Emerging Research on DEI in Corporate and Brand Strategy	SB01 Special Session: Reducing Discrimination and Inequities through Interventions
Cockle Bay Room 2	SA02 Influencer Marketing: Insights from Text/Image/Video Analysis	SB02 Influencer Marketing: Network, Quality and Content Effects
Meeting Room C3.2	SA03 Online Retailing: Payment and Credit	SB03 Consumer Behavior: Payment Options
Meeting Room C3.3	SA04 Chatbots	SB04 Online Reviews: Biases
Meeting Room C3.4	SA05 Qualitative Research: Avatars and Virtual Influencers	SB05 Qualitative Research: Supplier Perspectives
Meeting Room C3.6	SA06 Crowdfunding	SB06 Games and Gamification
Meeting Room C4.1	SA07 Marketing Mix Modeling	SB07 Empirical Models for Competition
Meeting Room C4.2	SA08 NFTs 1	SB08 NFTs 2
Meeting Room C4.3	SA09 Consumer Behavior: Influencer Marketing	SB09 Consumer Behavior: Online Behaviors
Meeting Room C4.4	SA10 Sales Promotion 1	SB10 Sales Promotion 2
Meeting Room C4.5	SA11 Retailing: Category/Brand Choice 1	SB11 Retailing: Category/Brand Choice 2
Meeting Room C4.6	SA12 International Marketing Research	
Meeting Room C4.7	SA13 Sustainability: Modeling and Predicting Sustainable Behavior	SB13 Sustainability: Insights from Conjoint/Choice Models
Meeting Room C4.8	SA14 Special Session: Dynamic Model of Learning, Pricing, and Competitive Strategies in the Digital Economy	SB14 Crisis Management
Meeting Room C4.9	SA15 Customer Satisfaction	SB15 Customer Service
Meeting Room C4.10	SA16 Consumer Behavior: Product Information	SB16 Consumer Behavior: Understanding Product Preferences
Meeting Room C4.11	SA17 Mobile Apps	SB17 Mobile and Location-Based Marketing



Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
TB01	Pyrront Theatre	Special Session MASS: Generative AI in Marketing	MC: Jennifer Killian (XPON) Keynote: Koen Pauwels (Northeastern University)	FireSide Chat Sameer Chopra (Benhamou Global Ventures), Nicholas Chu (Sinobis, UNSW)	Panel Discussion Koen Pauwels (Northeastern University), Sameer Chopra (Benhamou Global Ventures)	Panel Discussion Lan Luo (University of Southern California) Moderator: Natalie Stanbury (IAB)	
TB02	Meeting Room C.2.1	Analytical Pricing Models	Price Cues vs. Service Cues: Drivers of Retailer's Strategic Choice and Their Impact Sajesh Sajesh (University of Nebraska-Lincoln), Preetika Sainam (Thunderbird School of Global Management at Arizona State University)	NT Royalties and Art Market Efficiency Xinyu Cao (Chinese University of Hong Kong), Jietao Chen (Chinese University of Hong Kong), Tony Ke (Chinese University of Hong Kong)	Customer Segmentation and Priority Queues Qian Wang (Lingnan University)	Licensing Mechanisms for Product Lines Maxim Sinityn (Northwestern University)	
TB03	Meeting Room C.2.2	Salesforce Management and Personal Selling: AI, Digital Channels and Training	Introducing a Deep Hypergraph-Learning Approach for Modeling Salesperson Networks Qianyu Xia (Georgia State University), Yi Zhao (Marketing Department Georgia State University), Sarang Sunder (Indiana State 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 Yizhe Yang (University of Washington Bothell), Xiaofei Pan (Brigham Young University), Christine Lai-Berjean (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)	
TB04	Meeting Room C.2.3	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 Boughanni (Cornell University), Asim Ansari (Columbia University)	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 Ziyun Tian (Washington University in St. Louis), Boya Xu (Duke University), Tong Guo (Duke University)	Segmenting Consumer Location-Product Preferences For Assortment Localization Jia Liu (Hong Kong University of Science and Technology), Kohei Kawaguchi (Hong Kong University of Science and Technology), Tao Li (Hong Kong University of Science and Technology)
TB05	Meeting Room C.2.4	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 Sajeer 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), Aya Zeb (University of Adelaide), Lubomir Popovac (UNSW), Manjunath Padigar (Macquarie University), Mahima Hada (Baruch College CUNY)	Impact of Disruptive Digital Technologies on Long-Term Firm Performance Hongyu Duan (Hong Kong Baptist University), Danny T. Wang (Hong Kong Baptist University), John Qi Dong (Nanyang Technological University), Mengxiang Li (Hong Kong Baptist University)	
TB06	Meeting Room C.2.5	Analytical and Empirical Models for CSR	Stock Market Responses to Negative Word of Mouth: Moderating Roles of Corporate Social Responsibility Initiatives Jiahun Jiao (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 Banerjee (Grenoble Ecole de Management)		
TB07	Meeting Room C.2.6	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? Jingming Ma (Peking University), Yuanjie Zhao (Peking University), Yitian Liang (Tsinghua University)	Helping Type and Recipients' Facial Expressions Jointly Impact Charitable Responses Phyllis Wang (Renmin 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 Prosocial Cause Appeals Aimee Smith (University of Technology Sydney), Natalina Zlatevska (University of Technology Sydney)	
TB08	Meeting Room C.3	Customer Relationship Management: Advanced Methods	Large N, Small T, Multiple P: A Causal Matrix Completion Method for CRM Panel Data Zhongming Jiang (Harvard Business School), Longxu Tian (UNC Kenan-Flagler Business School), Fred Feinberg (University of Michigan Ross Business School)	Enhanced Model Coordination Through Multi-Task Learning: An Application to Customer Base Analysis Xueqin Kim (Emory University), Daniel McCarthy (Goizueta Business School Emory University), Dokyun Lee (Boston University)	Expanding B2B Customer Churn Model - Identifying Dormant and Churned Customers Hyoung Ching (National Chung Hsing University), Shihyu Chou (National Taiwan Normal University), Ming Chih Tsai (National Chung Hsing University)	An Approach to Develop Scales Simultaneously for Multiple Objects Akhiron Inoue (Keio University), Hanako Imai (Otsuya Inc.), Naoki Ogawa (Otsuya Inc.), Koze Ogawa (Otsuya Inc.)	
TB09	Meeting Room C.3.4	Privacy	Profiling, Personalization, Data Analytics and Martech: Developing Frames of Consumer Expectations and the Lagging Response of Privacy Regulation Peter Leonard (University of New South Wales)	Pricing with Differential Privacy Vanessa Alwan (University of Chicago Booth School of Business)	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)	Clean Up the Act: Impact of Privacy Regulation on Live Streaming Influencers Yuan Yuan (Carnegie Mellon University), Nikhil Malik (USC Marshall), Wen Wang (University of Maryland College Park), Kannan Srinivasan (Carnegie Mellon University)	
TB10	Meeting Room C.3.5	Movie Marketing	The Price of Streaming Franco Berbelega (Purdue University), Timothy Denderger (Carnegie Mellon University), Sidhar Tayur (Carnegie Mellon University)	Global Cinema Dynamics: Analyzing Non-Tariff Barriers in Film Distribution Hengye 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), Paul Parker (University of Kansas), Jonathan Beck (University of Kansas)	Partially Interpretable AI for Market Research Khaled Boughanni (Cornell University), Kamel Jedidi (Columbia University)	
TB11	Meeting Room C.3.6	Online Reviews: Factors Driving Persuasiveness and Helpfulness 2	Fine-Grained Attribute-Level Approach for Consumer Reviews: Investigating the Effectiveness of Hotel Service Attributes on Consumer Experience Vladislava Iakovleva (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 Jingyue Wu (Fudan University)	Unraveling the Helpfulness of Online Consumer Reviews: The Moderating Roles of Product Development Stages and Reviewers' Characteristics Pei Yu Chen (National Tsing Hua University), Ava Yu (The University of Western Australia), 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), Ravi Prakash Ranjan (University Mohammed VI Polytechnic)	
TB12	Meeting Room C.4.1	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 Hristakova (Cornell University)	Retiring the Store Flyer? Effects of Dropping Print Store Flyers on Household Grocery Shopping Behavior Arjen van Lin (Tilburg University), Hanne Svart (University of Amsterdam Business School), Kristopher Keller (Kenan-Flagler Business School)	Taste and Nutrition Information Beatriz Pereira (Monash University), Mike Palazzolo (University of California - Davis)	Price Variation and Store Choice: The Welfare Implications of EDPH-Phlo Pricing Kristina Brecko (University of Rochester), Avery Haviv (University of Rochester), Paul Ellickson (University of Rochester)	
TB13	Meeting Room C.4.2	Game Theory for Product Offerings and Choice Sets	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)	Multistage Joint Selling Strategy for Probabilistic and Deterministic Products Considering Irrational Consumers Bolin Wang (Shanghai Business School), Yi Bu (Shanghai Business School)	The Dark Side of Personalized Product Recommendation in Online Marketplaces with Sponsored Advertising Zhe Yang (Tianjin University), Zhaofang Mao (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign), Jie Miao (Tianjin University)	
TB14	Meeting Room C.4.3	Consumer Behavior: Advertising 2	ChatGPT Recommended: Product Placement Advertising in AI Knowledge Search Justin Huang (University of Michigan Ross School of Business), Aaditha Krishna (University of Michigan)	Open-Mindedness and Consumer's Response to Religious Cues in Advertising: Solving the Paradox Yongqin Bao (UAB), David Allen (UAB), Shi Zhang (UCLA), Sarah Alkhouli (Penn State Abington)	White Noise Makes You Yourself: The Effect of White Noise on Preference Song Ha Lee (Yonsei Univ), Jae Young Lee (Yonsei Univ), Tae-Hyun Paio (University of Saito)		
TB15	Meeting Room C.4.4	Special Session: Reshaping Retail Analytics: Habits, Patterns and Narratives Impacting Consumer Choice	Changing Patterns: (In)consistent Purchasing of Food Items Wei-Lin Wang (Ontario Tech University), Demetrios Vakaratsas (McGill University)	Bad vs Good Habits: Investigating the Role of Different Types of Habits on Consumers' Response to Healthy Eating Messages Fares Belkhiria (McGill University), Necati Ertekin (University of Minnesota), Mehmet Gumus (McGill University), Laurette Dube (McGill University)	Word of Mouth as a Network of Narratives: A New Framework to Study Public Discourse's Impact on Product Perception Tirtha Dhar (University of Guelph), Poonya Selkghafari (University of Guelph)	Modelling Commercial and Societal Drivers and Impacts of Consumer Food Choice within a Multi-layered Digital Ecosystem Catherine Paquet (Université Laval), Antonia Gieschen (University of Edinburgh), Fares Belkhiria (McGill University), Raja Sengupta (McGill University), Laurette Dube (McGill University)	
TB16	Meeting Room C.4.5	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), Qiaowei Shen (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), Shuai Yang (Donghua 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), MiHyun Lee (Northwestern University)	A Structural Model of Shoppertainment Salesforce in Live-Commerce Chu (Ivy) Dang (University of Hong Kong), Arwen Zhou (Chinese University of Hong Kong)	
TB17	Meeting Room C.4.6	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 AI-Driven Pre-Consultation Interactions Hamid Shirdastan (Bishop's University), Behzad Seyfi (Bishop's University)	Source Credibility and the Adoption and Valuation of Risk-Mitigating Services Anima Nivsarkar (McCombs School of Business University of Texas at Austin), Vedha Ponnappan (Indian Institute of Management Udaipur), Prakash Satyavageswaran (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), Urmut Konus (University of Amsterdam)	A Study on Marketing Strategies for Comprehensive Lung Cancer Management Services Based on Smart Healthcare Xiumei Tang (West China Hospital)
TB18	Meeting Room C.4.7	Consumer Behavior: Promoting Specific Sustainable Behavior	The Effect of Package Size on Eating of Restrained Eaters Haruka Kozuka (Seikei University)	New Nutritional Label Effectiveness: The Case of the Inclusion of Added Sugar Daily Value on the Nutritional Facts Panel Hameeh 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 Jining Wu (NEOMA Business School), Yiping (Amy) Song (NEOMA Business School), Peng Zuo (Shanghai University of International Business and Economics), Kexin 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 Yun (Hongik University)	
TB19	Meeting Room C.4.8	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 Yinyang 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)		
TB20	Meeting Room C.4.9	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 Takanoori Suda (Toyo Gakuem University), Hiroaki Ishii (Waseda University), Ikumi Hiraki (Tokyo International University), Naoto 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 Melyk (UNSW Sydney)	Categorization and Horizontal Versus Vertical Brand Differentiation Nader Tavassoli (London Business School)	
TB21	Meeting Room C.4.10	Consumer Behavior: Response to AI 2	Bias in Generative AI Mi Zhou (University of British Columbia), Kannan Srinivasan (Carnegie Mellon University), Yibinshu Abhishek (UCI Paul Merage School of Business)	Say "Hi" to AI Colleague: How AI 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 Jirring (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)	
TB22	Meeting Room C.4.11	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 Ravesh Mavya (NYU Stern School of Business), Doron Yeverechyahu (TAL), Gal Oestreicher-Singer (Tel Aviv University)	



Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
TD01	Pyramont Theatre	Special Session: Practice Prize Competition 2	Sales Automation Salquan Hu (Human University), Juanjuan Zhang (MIT Sloan School of Management), Yuting Zhu (National University of Singapore)	Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Insights Christopher Amaral (University of Bath), Ceren Kolaric (Queen's University), Lina Ikonen (University of Bath), Nicole Robitaille (Queens University)		
TD02	Meeting Room C2.1	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 Pargal (Rice University), David Soberman (University of Toronto)	A Model of Two Learning Processes Jin Huang (WU Shanghai), Zheng Gong (Chinese University of Hong Kong - Shenzhen)	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)
TD03	Meeting Room C2.2	B2B Marketing 2	Customer Pull for Eco-Design: How Do SMEs Respond? Rajali Kauffman (University of Houston-Downtown), Faiza Yaqing Fan (Texas A&M University-Central Texas), Jeffery Adams (Roseveit University), Mikayel Vagyan (University of Houston-Downtown)	Contagion of Failure: Paths and Curbing Mechanisms of Successive Store Failure Within Franchise Networks Yinying Fan (Guangxi University of Finance and Economics), Xu Zhang (City University of Hong Kong), Erik Mool (The University of Melbourne), Stephan Ludwig (Monash University)	Effect of Digital Marketing Strategy on Franchisor and Franchisee Performance Jun Wang (Monash University), Sudha Mani (Monash University), Bhoomija Ranjan (Monash University)	Solution Orientation and B2B Firm Performance Adnan Yusuf (Deakin University), Ujjwal Kayande (Melbourne Business School)
TD04	Meeting Room C2.3	Choice Models 2	A Solution to the Problem of High Dimensionality in Market Structure Analysis Leonard Cooper (University of Queensland), Edward Wei (University of Sydney)	Duplicated Information and Price Sensitivity Haosheng Fan (NEDOMA Business School), Ralf van der Lans (Hong Kong University of Science and Technology)	Modeling Reference Dependence Effect and Regulatory Orientation Hsuan Chiu (University of Wisconsin-Milwaukee), Gary Russell (University of Iowa)	
TD05	Meeting Room C2.4	Marketing Strategy	From Words to Metrics: Measuring Digitalization from Corporate Reports Mayank Nagpal (Indian Institute of Management Bangalore), Andrew Petersen (Penn State University), Arvind Rangaswamy (Pennsylvania State University)	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 Presidential Election Eugene Pavlov (University of Miami), Natalie Mizik (University of Washington)	
TD06	Meeting Room C2.5	Analytical Models for Retailing	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 Yue Lu (New York University Shanghai), Ji Shen (Peking University), Yi Yang (Shanghai University of Finance and Economics), Xin Zhai (Peking University)	Points and Dollars: Strategic Competition in Two Currencies Anmol Madan (The University of Texas at Dallas), Nanda Kumar (The University of Texas at Dallas), Chakravarthi Narasimhan (Washington University)	
TD07	Meeting Room C2.6	Conspicuous Consumption, Luxury Marketing and Indulgence	Conspicuous Consumption and Optimal Return Policies John Park (Pepperdine University), Changhan Lee (Ajou University)	An Indulgence Framework: Conceptualization, Operationalization, and Measurement Comaris Gomez Calvo (Pusan National University), Yu Hsu (Meiji University), Shane Mathews (Queensland University Technology)	Too Luxurious for CSR? The Effect of Luxury Level and CSR Message Orientation on Customers' Perceptions of CSR Activities Comaris Gomez Calvo (Pusan National University), YongHee Kim (Pusan National University), Da Eun Park (Pusan National University)	
TD08	Meeting Room C3.3	Special Session: Marketing-mix Adjustments in Times of Market Turbulence	Price Dynamics in the Wake of Store Exits: An In-Depth Analysis of Market Impact Karin Gielen (University of North Carolina-Chapel Hill), Zhiling Bei (University of Missouri)	Don't Panic: Predicting the Likelihood and Duration of Retail Brand Crises Kelly Hewett (University of Tennessee), Raoul Kubler (ESSEC), Koen Pauwels (Northwestern University), Meike Eiert (University of Nebraska-Lincoln)	Product Price Level and Retail Price Promotion: An Empirical-First Analysis of Promotion Effectiveness and Implications for Theory and Practice Kristopher Keller (Kelman-Flagler Business School), 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)
TD09	Meeting Room C3.4	User Generated Content: Insights from Machine Learning	Optimizing Release Cadence of Successive Digital Content Hanbing Yue (University of Science and Technology of China), Qianzhou Du (University of Science and Technology of China), Natasha Fouts (University of Virginia)	Are Multi-Images Really Better than the Single Image? Investigating the Key User-generated Multi-image Features Influence on Customer Engagement Lu Zhao (Academy of Mathematics and Systems Science, Chinese Academy of Sciences), Shouyang Wang (Chinese Academy of Sciences), He Zhu (Institute of Geographic Sciences and Natural Resources Research Chinese Academy of Sciences), Jialing Li (Chemical Industry Press), Mingli Zhang (Baihuang University)	A Combined Topic Model for Unstructured and Structured Data Sotaro Katsumata (Osaka University), Kazuki Takahashi (Dentsu Inc.)	Visualizing the Competitive Market Structure: A Dynamic Latent Factor Model for Mapping Products and Brands using Online Reviews Yan Zhang (Kennesaw State University), Ning Zhong (Penn State University)
TD10	Meeting Room C3.5	Better Marketing for a Better World	From Cash to Taps: Exploring the Pain of Payment in Mobile Transactions Kento Yamaguchi (Nagoya University), Satoshi Takahashi (Kanto Gakuin University)	David vs Goliath: Can Disintermediation Level the Playing Field for Microbusiness Owners in the UK Food Delivery Market? Xiaolan Chen (Bayer Business School (Formerly FASS)), Wanqing Zhang (Purdue University), Shuai Qin (Aston University), Pradeep Chintagunta (University of Chicago)	Energy-Saving Competition among Young Children: A Field Experiment Shiwen Gao (Wenzhou-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)	Market Expansion and Targeting While Balancing Social and Financial Objectives: Evidence from Microfinance Organizations in Bangladesh Jarrod Vasallo (University of Sydney), Ahmed Khwaja (University of Cambridge), Jaideep Prabhu (University of Cambridge)
TD11	Meeting Room C3.6	Social Media Engagement 2	Music-Motion Synchronicity: A Crossmodal Transformer Model of Multi-Level Customer Engagement with Social Media Videos Eva Ouyang (Temple University), 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 School), Tianle Chen (UNSW Business School), Chuqiao Liang (UNSW Business School), Eugene Cha (IC (CheilJedang)), Jemmy Park (IC (CheilJedang)), Junbum Kwon (UNSW Business School)	Age Stereotype of Celebrity Endorsement Xiaodan Zhang (University of Science and Technology Beijing), Mei Huang (University of Science and Technology Beijing), Feng Wan (University of Manitoba), Nan Zhang (University of Science and Technology Beijing), Victor Chen (University of Manitoba)	The Impact of Extremely Hot and Cold Temperatures on User Engagement Igi Budeyri Turan (Ozyegin University), Tolga Akcura (Ozyegin University), Kivimcin Dogerlioglu Demir (Ozyegin University)
TD12	Meeting Room C4.1	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 Mary), Hazel Bateman (Business School University of New South Wales Sydney), Christine Eckert (EBS European Business School), Fedor Iskhakov (School of Economics Australian National University Canberra), Susan Thorp (University of Sydney Business School University of Sydney)	Identifying the Value of Consumption Features in FinTech Lending Xiaodan Zhang (University of Science and Technology Beijing), Maiju Guo (Zhongnan University of Economics and Law), Yanlai Chu (Renmin University of China), Guoqun Fu (Peking University)	Banks are No Longer the Only Players: Measuring M-Banking Service Quality from Online Reviews Sunyoung Lee (Dongguk University), Seoyoung 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 Li (Santa Clara University), Amanda Badger (Santa Clara University)
TD13	Meeting Room C4.2	Game Theory and Analytical Models for Fake News	Modeling Misinformation Spread for Policy Evaluation: A Parsimonious Framework Yiting Deng (University College London), Richard Stealin (Duke University)	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 Statements, Having Long Hair, and Smoking Virginia Slims Birger Wernerfelt (MIT)	
TD14	Meeting Room C4.3	Advertising: Machine Learning Approaches	An Image Deep Learning Analysis on Movie Posters to Optimize the Localization Effect of Advertising Jongdae Kim (Chonnam National University), 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 Gheshtlaghpoor (University of Chicago Booth School of Business), Sanjog Misra (University of Chicago Booth School), Pradeep Chintagunta (University of Chicago)	
TD15	Meeting Room C4.4	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 Junni Chen (Shanghai University of Finance and Economics), Qi Sun (Shanghai University of Finance and Economics), Siqi Pei (Shanghai University of Finance and Economics), Yong Liu (University of Arizona)	Sponsorship Disclosure and Influencer Marketing Fajer Li (Peking University), Qingfu Chen (Peking University), Hongliu Liu (Peking University)	Fanning the Flames: Content Recreation and the Emergence of Social Media Trends Mengjie (Magie) Cheng (Harvard Business School), Jeremy Yang (Harvard University), Elie Ofek (Harvard Business School)	
TD16	Meeting Room C4.5	Livestreaming 4	Value Co-creation in Live Streaming E-commerce Dingting Liu (Monash University), Shanfei Feng (Monash University), Junhao Ma (Monash University)	Persuasive Storytelling in Live Streaming: A Dual-Route Approach to Increasing E-Commerce Sales Pei Yu Chien (National Tsing Hua University), Yutian Shen (Shenzhen Technology University), Mei-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)	Am I Being There: Will the Background Influences Purchase Intention in Live Streaming E-commerce? Insights from Physical Presence Perspective Ziyi Wang (Renmin University of China)
TD17	Meeting Room C4.6	Health Care Marketing: Provider Decision Making & Insurance	Prescribing Sustainability: How ESG Impacts Physicians' Drug Choices Minjung Kwon (Syracuse University), Si Cheng (Syracuse University)	Balancing IQ and EQ: A Field Experiment on Human-AI Collaboration Ting Huo (University of Science and Technology of China), Qiang Li (Wilfrid Laurier University), Meng Li (Hong Kong), Huazhong Zhao (City University of Hong Kong)	Impact of Influencers and Microgrant in the Adoption and Validation of Subscription-based Services Madhur Mohan (University of Georgia), Vedha Ponnappan (Indian Institute of Management Udaipur), Prakash Satvavageswaran (Indian Institute of Management Udaipur), Raghunath Rao (University of Texas-Austin)	Health Insurance and the Dynamics of Patient Decision Making Jong Yeob Kim (Nanyang Technological University), Masakazu Ishihara (New York University), Vishal Singh (New York University)
TD18	Meeting Room C4.7	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), Wilfred Amaldoss (Duke University)	Audit Dilemmas: Responsible Procurement Amidst Supplier-Auditor Collusion. Jiaxuan Li (Tianjin University), Xiaopei Zhao (Tianjin University), Yunchuan Liu (Tianjin University), Jianxiong Zhang (Tianjin University)	
TD19	Meeting Room C4.8	Special Session: Digital Platforms: Pricing, Data and User Experience	Buy Now, Pay Later: Integrated Versus Disintegrated Should Manufacturers Worry? Yanpei Hao (IE Business School), Sang Kyu Park (HKUST), Chris Janiszewski (University of Florida)	Strategic Data Disclosure by an Intermediary with Partial Responsibility Zhin Yu (City University of Hong Kong), Wang Xu (University of Science and Technology of China)	Enhancing User Experience: Unveiling the Role of the Quality Score Metrics Zoltan Katona (University of California Berkeley), Yi Zhu (University of Minnesota), Lei Zhuang (Fudan University)	How do Peer-to-Peer Platforms Affect Durable Asset Prices? Theory and Evidence from a Natural Experiment Andreas Kraft (University of Chicago), Saghathab Raa (University of Texas at Austin), Garrett Sonnier (University of Texas at Austin)
TD20	Meeting Room C4.9	Private Labels and Branding	Private Label Supply Strategies of Dual Branded: A Generalizable Empirical Analysis Kusum Atawadi (Tuck School of Business at Dartmouth College), Mercedes Martos-Porta (University of Salamanca), Yu Ma (McGill University), Oscar Gonzalez-Benito (University of Salamanca)	The Role of Consumer-based Brand Equity on the Performance of Trademark Louisa Pfeiffer (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 Wenwan Tao (University of Arizona), Xinying Hao (University of Arizona), Yong Liu (University of Arizona)	The Impact on Branded Consumption Behaviour Due to Private Label Entry Kaye Chan (University of Technology Sydney)
TD21	Meeting Room C4.10	Consumer Behavior: Response to Algorithms	Algorithms are Gendered: The Masculine Algorithms and Their Influence on Consumers Yanpei Hao (IE Business School), Sang Kyu Park (HKUST), Chris Janiszewski (University of Florida)	When It Comes to Love, Do You Believe in Fate or Choices? Consumer Reactions to Algorithm (vs. Human) Dating Recommendation Agents Xi Song (University of Macau), Matthew Tingchi Liu (University of Macau), Mingzhi Zhou (University of Macau), Ziyang Mo (International Business School Jian 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 Ian Ho (Macquarie University)
TD22	Meeting Room C4.11	Special Session: Applied Theory: New Considerations for Products	Retail Bundling of Competing Manufacturers' Products: Should Manufacturers Worry? Sainir Mamadehussane (University of Texas-Dallas), Nanda Kumar (University of Texas-Dallas), Vithala Rao (Cornell University)	Communicating Attribute Importance under Competition Jae-Yun Lee (KAIST), Jiwoong Shin (Yale School of Management), Jungju Yu (KAIST)	Reputation for Privacy Jesse Yao (Chinese University of Hong Kong)	Signaling through Commitment to Product Equity Kishuk Srath (Columbia University), Z. Eddie King (Sauder School of Business University of British Columbia)

Friday, June 28, Session FA, 08:30 AM - 10:00 AM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
FA01	Meeting Room C2.5 Chair(s): Youngun Lee	Pricing: Inflation and Perception	How Soaring Inflation Impacts Consumers' Spending Patterns <u>Ada Choi</u> (University of New South Wales), Harald J. van Heerde (University of New South Wales), Marnik Dekimpe (Tilburg University), Jake An (University of Technology Sydney)	Heterogeneity in Internal Referencing Price Formation: The Role of Ego Involvement <u>Drs. J. I. Son</u> (MBA, Leiden University), Prof. Dr. J. I. van der Rest (Leiden University)	Are Consumers Price Trapped in a Spiral of Concentration in Grocery Markets? <u>Lisa Asher</u> (University of Sydney), Catherine Sutton-Brady (University of Sydney), Sathesh Seenivasan (Monash University)	Shrinkflation: Evidence on Product Downsizing and Consumer Response <u>Youngun Lee</u> (Boston College)	
FA02	Meeting Room C2.6 Chair(s): Arjang Nikbakht	Game Theory for Competitor Strategy 1	How Does Oligopolies Competition affect Exploration vs. Exploitation? <u>Yaping Li</u> (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign), Jianxiong Zhang (Tianjin University)	Color Substitution, the Lipstick Effect, and Optimal Advertising <u>Norris Bruce</u> (University of North Carolina), <u>Anand Krishnamoorthy</u> (University of Central Florida), <u>Ashutosh Prasad</u> (University of California-Riverside)	Why Would Firms Add Excess Information to Advertising Messages? <u>David Soberman</u> (University of Toronto), Yi Xiang (China Europe International Business School)	Equilibrium Refinement for Asymmetrical Stackelberg Leadership Duopolies <u>Arjang Nikbakht</u> (University of Alberta), Paul Messinger (University of Alberta), Bora Kolfa (University of Alberta)	
FA03	Cockle Bay Room 1 Chair(s): Thomas Schreiner	Sharing Economy 1	Exploring the Sharing Paradox in Collaborative Consumption: Conceptualizing and Measuring Paradoxical Sharing Behaviors <u>Kimmy Chan</u> (Hong Kong Baptist University), Lawrence Sze Lok Choi (Hong Kong Baptist University), Howard Ling (Hong Kong Baptist University)	What Influences Behavioral Loyalty on Airbnb? Analyzing the Factors Affecting Repurchase of Listings <u>Xiaoting Xie</u> (University of Science and Technology of China), <u>Xiaobing Zheng</u> (University of Science and Technology of China), <u>Xiaobei Shen</u> (University of Science and Technology of China)	Customer Responses to Platform Exploitation Attempts by Service Providers in the Sharing Economy <u>Prihwaraj Mukherjee</u> (Ahmedabad University)	How to Communicate Physically Shared Offerings in the Sharing Economy <u>Franciska Volkner</u> (University of Cologne), Harald van Heerde (UNSW Sydney), <u>Thomas Schreiner</u> (UNSW Sydney), Valentina Melnyk (UNSW Sydney), Tobias Hinz (University of Guelph), <u>Magdalena Bekk</u> (Seeburg Castle University)	
FA04	Cockle Bay Room 2 Chair(s): Hortense Fong	Special Session: Generative AI/Content Creation in Marketing	Predicting Predictability: Quantifying Movie Predictability from Video Trailers using Generative AI <u>Hortense Fong</u> (Columbia Business School), <u>George Gui</u> (Columbia Business School)	Using Multimodal LLM to Extract and Discover Features from Ad Images <u>Jeremy Yang</u> (Harvard University), <u>Qianyun Zhang</u> (Meta), <u>Saurabh Verma</u> (Meta), <u>Audrey Burgess</u> (Meta), <u>Ethan Meng</u> (Meta), <u>Shawndra Hill</u> (Microsoft)	Product Design Using Generative Adversarial Network: An Application in Artistic Template Design <u>Hui Li</u> (The University of Hong Kong), <u>Jian Ni</u> (Virginia Tech), <u>Fangzhu Yang</u> (Johns Hopkins University)	Using Generative AI for More Generalized Consumer Research: Stimuli Sampling through Large Language Models <u>Liu Liu</u> (University of Colorado Boulder), <u>Nicholas Reinholz</u> (University of Colorado Boulder)	AI in Disguise: AI-generated Ads Outperform Human-made Ads if They Don't Look Like AI <u>Yamick Exner</u> (Technical University of Munich), <u>Jochen Hartmann</u> (Technical University of Munich), <u>Oded Netzer</u> (Columbia University), <u>Shunyun Zhang</u> (Harvard Business School)
FA05	Meeting Room C3.1 Chair(s): Yongchuan Bao	Marketing Strategy: Innovation	Enhancing Open Innovation Success: Exploring the Role of Marketing Capability on Enhancing Success with Inbound Innovation <u>Sanjay Sisodiya</u> (University of Idaho)	The Effect of Big Data Comprehensive Pilot Zones on Corporate Innovation Efficiency <u>Fue Zeng</u> (Wuhan University in China), <u>Zhixuan Yang</u> (Wuhan University in China)	CEOs with Throughput Career Experience: The Double-edged Sword Effect on Firm Innovation <u>Wenting Zhu</u> (Southwestern University of Finance and Economics), <u>Fefei Liu</u> (Southwestern University of Finance and Economics)	Collaborative Problematic Search Capability and Digital Innovation: The Moderating Effects of IT Capability and Legal Development <u>Hua Liu</u> (University of Alabama in Huntsville), <u>Shaobo Wei</u> (Hefei University of Technology), <u>Yongchuan Bao</u> (University of Alabama)	
FA06	Meeting Room C3.2 Chair(s): Yinxing Li	Modeling Consumer Shopping Behavior	Beyond Home Delivery: An Empirical Examination of the Impact of Self-Pickup Station on Online Shopping <u>Jingcun Cao</u> (The University of Hong Kong), <u>Chenshi Liao</u> (Chinese University of Hong Kong), <u>Ying Xie</u> (University of Texas-Dallas)	Effect of First-visit to a Merchant in an E-marketplace <u>Xiaohu Zhang</u> (Xi'an University), <u>Sadat Reza</u> (Nanyang Technological University)	Receipt Embedding and Shopping Mission Segmentation <u>Yixiong Li</u> (Tokyo University), <u>Nobuhiko Terui</u> (Tokyo University of Science)		
FA07	Meeting Room C3.3 Chair(s): Kalinda Ukanwa	Special Session: Marketing Implications of Responsible AI	Reliably Detecting Increased Intercommunity Support After Hate Acts <u>Breagin Riley</u> (University of Notre Dame), A. Chyei Yinluan (University of Notre Dame)	Why Firms Should Want Algorithmic Accountability <u>Kalinda Ukanwa</u> (University of Southern California), <u>Peter Pal Zubcsek</u> (Tel Aviv University), <u>Bill Rand</u> (North Carolina State University)	You have the Right to Remain Private: The Effect of Online Privacy Legislation on Purchase Intentions <u>Andre Martin</u> (University of Notre Dame), <u>Katrijn Gielen</u> (University of North Carolina-Chapel Hill), <u>Taran Kushwaha</u> (Texas A&M University)	How Word-of-Mouth Affects Consumer Response to Algorithmic Bias <u>Kalinda Ukanwa</u> (University of Southern California), <u>Roland Rust</u> (University of Maryland)	
FA08	Meeting Room C3.4 Chair(s): Andrew Ching, Daniel Goetz	Special Session: Gender, Markets, and Society	Are Female-Led Triads Safer? <u>Manuel Hermsdörfer</u> (University of Illinois at Chicago)	What Explains the Growing Gender Education Gap? The Effects of Parental Background, the Labor Market and the Marriage Market on College Attainment <u>Michael Keane</u> (Johns Hopkins University), <u>Zvi Eckstein</u> (Reichman University), <u>Osnat Lifshitz</u> (Reichman University)	Goodbye My Friends and Goodbye My Career: Evidence from the Movie Industry <u>Xinlong Li</u> (Nanyang Technological University), <u>Andrew Ching</u> (Johns Hopkins University Carey Business School)		
FA09	Meeting Room C3.5 Chair(s): Jingsheng Li	Branding and Logos	An Empirical Analysis of Bundling Strategy <u>Wei Fan</u> (The Ohio State University), <u>Tianqi Xue</u> (The Chinese University of Hong Kong)	Product Extension and Brand Spillover Effect in the Automotive Industry <u>Zhengwei Zhang</u> (The University of Texas at Austin)	Do Logo Complexity Impact Souvenir Authenticity Perception? When Complex is Authentic <u>Jingsheng Li</u> (Southwest Jiaotong University)		
FA10	Meeting Room C3.6 Chair(s): Xin Jiang	Social Media	Complement or Substitute? Examining the Relationship between Social Media and TV Channel Consumption of Live Sports Events <u>Yupin Yang</u> (Simon Fraser University), <u>Qiang Lu</u> (University of Sydney), <u>Roohan Miller</u> (University of Sydney)	Curate to Engage: Analyzing the Effectiveness of Content Curation Strategies on Digital Platforms <u>Rui Tada</u> (Wakohama National University), <u>Sotaro Katsumata</u> (Osaka University)	How Can Influencers' Healthy Lifestyle Video-log Motivate Public Health Behavior? The Effect of Voice-visual Matching <u>Xin Jiang</u> (China University of Mining and Technology)		
FA11	Meeting Room C4.1 Chair(s): Doug J. Chung	Special Session: Theory and Practice in Marketing	How Does Firms' Social ESG Rating Influence Brand Equity <u>Lingling Zhang</u> (China Europe International Business School), <u>Yajin Wang</u> (China Europe International Business School), <u>Hongyu Shan</u> (China Europe International Business School), <u>Ziqing He</u> (China Europe International Business School)	Between the Originality and Popularity: How to Create Successful Digital Content <u>Minjee Lee</u> (University of Iowa), <u>Kang-Pyo Lee</u> (Manhattan College), <u>Matthew Osborne</u> (University of Toronto)	Time Dependence and Preference: Implications for Compensation Structure <u>Doug J. Chung</u> (University of Texas at Austin), <u>Byungyeon Kim</u> (University of Minnesota), <u>Byoung Park</u> (SUNY Albany)		
FA12	Meeting Room C4.2 Chair(s): Jing Niu	Customer Journey 1	Product Category Classification Based on the Consistency of Information <u>Geunho Baek</u> (Keio University)	A Cross-Categorical Customer Journey Segments on Serendipity <u>Rai Tada</u> (Wakohama National University), <u>Sotaro Katsumata</u> (Osaka University)	In Search of Balanced Metrics: Understanding the Role of Consumer Mindset Metrics in Online Interactions <u>Kate Gurby</u> (University of Sydney), <u>Rahul Govind</u> (University of New South Wales), <u>Vincent Mitchell</u> (University of Sydney Business School)	A Meta-Analysis of Financial and Non-Financial Returns on Engagement Initiatives <u>Jing Niu</u> (University of Liverpool)	
FA13	Meeting Room C4.3 Chair(s): Andrew Prendergast	Online Display/Banner Advertising	Sequential Scroll and Search Decision <u>Jae Hyun Chung</u> (The Chinese University of Hong Kong)	Leveraging Generative AI in Digital Advertising: What to Generate? <u>Remi Daviet</u> (University of Wisconsin-Madison), <u>Yohei Nishimura</u> (University of Wisconsin-Madison)	Font Dynamics-Font Weight and Its Role in Crafting Digital Content Appeal <u>Yanyan Zhu</u> (University of Science and Technology of China), <u>Yongjun Li</u> (University of Science and Technology of China), <u>Baohuan Zhou</u> (University of Science and Technology of China)	Predicting the Performance of Digital Advertising <u>Andrew Prendergast</u> (Ex. Google Nielsen // NetRatings BBDQ)	
FA14	Meeting Room C4.4 Chair(s): Simone Wies	Influencer Marketing: AI and Machine Learning Approaches	Thank You for Sponsoring: The Impact of Disclosure on Social Media Marketing <u>Wenqi Huang</u> (University of Michigan), <u>Yiwei Li</u> (Lingnan University), <u>Justin Huang</u> (University of Michigan Ross School of Business)	Measuring Influencer Empathy with Multimodal Deep Graph Learning Method <u>Xueming Luo</u> (Temple University), <u>Simone Wies</u> (Goethe University Frankfurt)			
FA15	Meeting Room C4.5 Chair(s): Pantelis Loupos	Special Session: Leveraging Machine Learning for Causal Inference in Marketing	Estimating Effects of Long-Term Treatments <u>Shan Huang</u> (University of Hong Kong)	DoubleML/Deep: Estimation of Causal Effects with Multimodal Data <u>Sven Klaassen</u> (University of Hamburg), <u>Jan Niclas Teichert-Kluge</u> (University of Hamburg), <u>Philipp Bach</u> (University of Hamburg), <u>Victor Chernozhukov</u> (Massachusetts Institute of Technology), <u>Martin Spindler</u> (University of Hamburg), <u>Suhay Vijaykumar</u> (Massachusetts Institute of Technology)	Unconfoundedness with Network Interference <u>Pantelis Loupos</u> (University of California Davis)		
FA16	Meeting Room C4.6 Chair(s): Nah Lee	Health Care Marketing	Is the Price Really High? Investigating the Influence of Price Unfairness Perception on Patient Engagement <u>Wening Zhang</u> (Harbin Institute of Technology), <u>Mengdi Wang</u> (Harbin Institute of Technology Weihai), <u>Dong Li</u> (Harbin Institute of Technology)	The Impact of Generic Substitutability Laws on Physician Payments and Generic Adoption <u>Rahul Narmindi</u> (SMU), <u>Ernst Osinga</u> (Singapore Management University), <u>Sandeep Chandukala</u> (Singapore Management University)	The Impact of Inter-Hospital and Intra-Hospital Telemedicine Models on the Strategies of Competitive Hospitals <u>Yufei Ge</u> (Tianjin University), <u>Yanfei Lan</u> (Tianjin University)	Hospitals' Reactions to Patients' Reviews <u>Nah Lee</u> (SKK GSB), <u>Richard Staelin</u> (Duke University)	
FA17	Meeting Room C4.7 Chair(s): Dionne Nickerson	Special Session: Sustainability	Assessing B-Corp Certification's Impact on Firm Innovation: Beyond a Transient Fad, Toward a Sustainable Legacy <u>Yufan Lin</u> (Cal Poly), <u>Mike Nguyen</u> (University of Southern California), <u>H. Erkan Ozkaya</u> (Cal Poly)	Can Selling Lead to Female Empower? Experimental Evidence from India <u>Rajesh Chandy</u> (London Business School), <u>Iris Steenkamp</u> (Bocconi University), <u>Om Narasimhan</u> (London Business School), <u>Gaurav Mehta</u> (Dharma Life)	Decomposing the Demand for Sustainable New Products <u>Youngtak Kim</u> (University of Tennessee), <u>Sundar Bharadwaj</u> (University of Georgia), <u>Kristopher Keller</u> (Kenan-Flagler Business School)		
FA18	Meeting Room C4.8 Chair(s): Sudeep Kumar	E-Commerce Platforms	The Value of Sharing Data through Data Analytics on Digital Platforms: Empower Small Businesses on Alibaba's Taobao Marketplace <u>Yubo Chen</u> (Tsinghua University), <u>Xuebin Cui</u> (Nanjing University), <u>Aishen Li</u> (Tsinghua University), <u>Bangang Wu</u> (Sichuan University), <u>Liu Yang</u> (Tsinghua University)	Fresh Price for the Fresh: Investigating Pricing and Demand Response on Grocery E-commerce Platform <u>Jingcun Cao</u> (The University of Hong Kong), <u>Tao Han</u> (The University of Hong Kong), <u>Jia Liu</u> (Hong Kong University of Science and Technology)	Experience Infusion: How to Improve Customer Experience with Incidental Activities <u>Ashish Sinha</u> (University of Queensland), <u>Mathew Chylinski</u> (University of New South Wales), <u>David Lie</u> (Monash University)	The Impact of Label Adoptions on Sales: Evidence from Amazon's Launch of "Small Business" Badge <u>Sudeep Kumar</u> (University of Minnesota), <u>Qi Xie</u> (University of Minnesota), <u>Linli Xu</u> (University of Minnesota)	
FA19	Meeting Room C4.9 Chair(s): Yunseob Choi	Consumer Behavior: Social Influences and WOM 1	Capturing Positivity: The Influence of Visual Content on Star Ratings in Online Reviews <u>Yiyi Li</u> (University of Texas at Arlington)	The Salience of the Core-Periphery Structure and Social Influence in the Diffusion of New Experience Goods in Online User Communities <u>Soobin Lee</u> (Yonsei University), <u>Jae Young Lee</u> (Yonsei Univ), <u>Tae-Hyung Pyo</u> (University of Idaho)	Don't Leave Me on Read! How Avoidance-Based vs. Business-Based Attribution of Read Receipts Influences Relationship Outcomes <u>Yige Wan</u> (Stanford University), <u>David Fang</u> (Stanford University)	The Effect of Incongruity between Attitudes and Behaviors on Social Influence <u>Yunseob Choi</u> (Yonsei University), <u>Youjung Yun</u> (Yonsei University), <u>Tae-Hyung Pyo</u> (University of Idaho), <u>Jae Young Lee</u> (Yonsei University)	
FA20	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 <u>Bing Han</u> (Shanghai University of International Business and Economics), <u>Hua Fan</u> (Shanghai International Studies University)	Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse <u>Yoonsun Jeong</u> (University of Texas at El Paso), <u>Nandini Nim</u> (University of Texas at El Paso), <u>Jessica Felix</u> (University of Southern Indiana), <u>Leah Smith</u> (University of Arkansas)	"Human-Technology Symbiosis": The Impact of Technological Embodiment on Consumer Experience in Virtual Reality <u>Xiaorong Fu</u> (Southwestern University of Finance and Economics), <u>Yao He</u> (Southwestern University of Finance and Economics)	Effects of Avatar-self Similarity in Brand Metaverse <u>MinChung (MC) Kim</u> (Ulsan National Institute of Science and Technology (UNIST)), <u>Jaehyun Lee</u> (UNIST (Ulsan National Institute of Science and Technology)), <u>Yeobil Kim</u> (Ulsan National Institute of Science and Technology)	
FA21	Meeting Room C4.11 Chair(s): Chunhua Wu	Online Reviews: Insights from Large Language Models	Using LLMs for Sentiment Analysis of Online Reviews <u>Peter Danaher</u> (Monash University), <u>Stephan Ludwig</u> (Monash University), <u>Xiaohao Yang</u> (Monash University), <u>Ehsan Abedin</u> (Flinders University), <u>Jan Du</u> (Monash University), <u>Yu-Ting Lin</u> (UNSW)	UGC or A.I.: GC: Can We Really Detect Product Reviews Generated by A.I. vs. by Consumers? <u>Lue Ma</u> (University of Maryland), <u>Lan Luo</u> (University of Southern California)	Coping Through Precise Labeling of Emotions: A Deep Learning Approach to Studying Emotional Granularity in Consumer Reviews <u>Ali Faraji-Rad</u> (University of Maryland), <u>Ali Tamaddoni</u> (Deakin Business School), <u>Atefeh Jebeli</u> (University of Maryland Baltimore County)	Shifting Standards or Changing Preferences? Unraveling Review Polarization via LLMs <u>Limin Fang</u> (Sauder Business School), <u>Chunhua Wu</u> (University of British Columbia)	

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Friday, June 28, Session FB, 10:20 AM - 11:50 AM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
FB01	Meeting Room C2.5 Chair(s): Ushio Dazai	Pricing: Advanced Methods	Neither a Picasso nor a Da Vinci: A Multi-modal Model for Pricing of Novice Artwork Sharmista Sikdar (Dartmouth College), Ishita Chakraborty (University of Wisconsin Madison), Nika Doganadze (University of Wisconsin Madison)	Impact of Peak-End Effects and Consumer Heterogeneity on Reference Price Formation Hiroshi Kato (Hokkaido DY Holdings Inc.), Ryo Kato (Hokkaido DY Holdings Inc.)	Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China Jian Zheng (University of Toronto), Zemin (Zachary) Zhong (University of Toronto), Nan Chen (National University of Singapore)	Price Sensitivity and Its Regularity in Subscription Service Ushio Dazai (Fukuoka University)	
FB02	Meeting Room C2.6 Chair(s): Parneet Pahwa	Game Theory for Competitor Strategy 2	How Collusion Ends: The Case of Advertising Agencies Sharon Horsty (Hebrew University at Jerusalem), Robert Zeithammer (UCLA)	The Impact of Environmental Regulations on Business Operations Xuechen Fan (Sichuan University), Yichen Zhao (Hong Kong Polytechnic University)	To Improve Conditions for Competitive Offering and Segmentation to Improve Consumer Wellbeing: An Analytical Approach. Zezong Ma (St. Mary's University)	Stand on Social Issues: Should Brands Take a Position? Parneet Pahwa (University of Texas at Dallas)	
FB03	Cockle Bay Room 1 Chair(s): Luyuan Sun	Sharing Economy 2	AI Divide Versus Inclusion: Evidence from Algorithmic Task Assignment in a Food Delivery Platform Yeonsoo Kim (KAIST College of Business), Tae Jung Yoon (KAIST College of Business), Jyong Eom (KAIST College of Business)	Investigating the Sales Impact of (In)formal Entrepreneurship in Home-sharing Platforms: The Contingent Roles of Institutional Environments Zhaomin Xie (Xi'an Jiaotong University), Siqin 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 Luyuan Sun (University of Minnesota), Linli Xu (University of Minnesota)		
FB04	Cockle Bay Room 2 Chair(s): Pankhuri Malhotra	Special Session: Panel on AI-Driven Marketing in a Digital World	AI-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), Sharmista Sikdar (Dartmouth College)	Panelists Unnati Narang (University of Illinois at Urbana Champaign), Davide Proserpio (University of Southern California)
FB05	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), Lachlan Deer (Tilburg University), Jura Laukonyte (Cornell University), Daniel McCarthy (Goizueta Business School Emory University)	When Mergers Fail: Evaluating a Role of Intangibles behind a Slowdown after an Acquisition Mitsukuni Nishida (Johns Hopkins Carey Business School)		
FB06	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), Sathesh Seenivasan (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? Sonika Singh (University of Technology Sydney), Svetlana Bogomolova (Flinders University), Harmen Oppewal (Monash University)	
FB07	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 Banerjee (Tilburg University), Roshini Sudhaharan (Tilburg University)	The Impact of Fintech in Emerging Market Retail Shrabastee Banerjee (Tilburg 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), Ishita Chakraborty (University of Wisconsin Madison), Shrabastee Banerjee (Tilburg University)		
FB08	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), Dokyun 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), Silang Tong (Nanyang Technological University), John Dong (Nanyang Technological University), Jianjun Wang (Dalian University of Technology)	Brain Spokes Louder than Words Qi Zhao (Penn State University), Min Ding (Pennsylvania State University)	
FB09	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 Co-Model 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 Patterns of Items by POS Data Masahiko Yamanaka (KSP-SP Company Ltd.), Kozuharu Kure (KSP-SP Company Ltd.)			
FB10	Meeting Room C3.6 Chair(s): Ayesha Hossain	Social Media Marketing	Individual Conformity Behavior: The Metaphorical Power of Video Brightness Yuxun Lin (School of Economics and Management Beihang University), Chenxi Lu (School of Economics and Management Beihang University), Sven Ding (School of Economics and Management Beihang University), Xinyue Xia (School of Economics and Management Beihang University)	How Firms Can Steer Social Media Conversations Using Dialogic Listening Mohammad Saljoughian (University of Missouri), Kelly Hewett (University of Tennessee), Harald van Heerde (University of New South Wales), 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 Ayesha Hossain (UNSW), Harald van Heerde (UNSW), Nils Wörmter (Vienna University of Economics & Business)	
FB11	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 Rafieian (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), Nicolas Padilla (London Business School)	Data Augmentation Strategies for E-Commerce Personalization Alex Miller (USC Marshall School of Business)	Optimizing Consumer Experience by Leveraging Behavior Insights: An Intent-Based Recommendation Framework Yuyan Wang (Stanford University), Cheeran Banerjee (Google), Samar Churri (Google), Minmin Chen (Google)
FB12	Meeting Room C4.2 Chair(s): Juliana Sanchez Ramirez	Customer Journey 2	Consideration: An Integrative Rethink for a Rapidly Transforming Marketplace Pallavi Jha (Georgia Institute of Technology), 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)	Customization and the Customer Journey: Lasting Effects on Retailer Loyalty Suh Yoon Kim (Georgetown University), Rebecca Hamilton (Yeonjeon University), Tongli 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 Cousemont (IESEG School of Management), Arno De-Caigny (IESEG School of Management), Dries Benoit (Ghent University)	
FB13	Meeting Room C4.3 Chair(s): Shuge Li	Advertising: Measuring Effectiveness	Native Advertising Effectiveness Under in Newsfeed Apps Mengzhou Zhuang (The University of Hong Kong), Er Fang (Lehigh University)	Throw a Sprat to Catch a Whale? An Empirical Study on Automobile Product Placement in TV Shows Linyun Liu (Nanyang Technological University), Yupeng Chen (Nanyang Technological University), Junhong Chu (Hong Kong University), Yanlai Chu (Renmin University of China), Silang 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 Chueyan Dong (UNSW Sydney)	
FB14	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 Ralf Van der Lans (Hong Kong University of Science & Technology-HKUST), Dingli Wu (KU Leuven), Xi Chen (Erasmus University)	The Role of Crowd Engagement in Seeding Campaigns Ulrike Phielier (Vienna University of Economics and Business), Florian Dost (Brandenburg University of Technology / Alliance Manchester Business School)	Seeding Bandits Gui Liberali (RSM Erasmus University)	Creator Incentive: The Dual Aspects of Brand Collaboration Bintan Zhang (Kellogg School of Management Northwestern University)	
FB15	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 Xiaohua Zeng (Peking University HSBC Business School), Chuang Tang (Peking University), Luyuan Wei (Brunel University)	Dynamic Facial Management in Customer Service: Unveiling 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 Grewal (dhruv grewal)	Does Your Money Follow Your Ideology? An Empirical Analysis of Online Crowdfunding Tao He (Virginia Tech), Jian Ni (Virginia Tech), Paul Herr (Virginia Tech)	
FB16	Meeting Room C4.6 Chair(s): Meng Zhu	Special Session: AI in Healthcare	Artificial Intelligence for Mental versus Physical Health Haiyuan Yang (Johns Hopkins University)	Algorithmic Bias and Physician Liability Shubhanshu Singh (Johns Hopkins University)	Human Physicians and Their Avatars: The Effect of Varying Communication Styles on Physician-Patient Interactions Dipanank Chakravarti (Virginia Tech)	Health Inequity Implications of Digital Health Interventions (DHI) Adoption Sakshi Singh (Marriotts Ridge High School)	
FB17	Meeting Room C4.7 Chair(s): Tao Luo	Antecedents of Firm ESG (Environmental, Social, and Governance) Performance	Does Sibling Management affect ESG Performance of Family Firms? Evidence from China Qingmei Tan (Tianjin University), Yani Sun (Hainan University), Peixuan Geng (Tianjin University), Can Qu (Tianjin University)	AI in the Hands of Good or Bad: Firm's ESG Performances and Inferred Corporate Social (R)responsibility Leads to Divergent Consumer Reaction to Firm AI Adoption Suyun Mah (Singapore Management University), Michelle Kim (University of California San Diego), Hyeon Lee (Sung Kyun Kwan University Korea), TaeWoo Kim (University of Technology Sydney), SunAh Kim (UNSW Sydney)	Does Social Responsibility Reform Curb Corporate Greenwashing: Evidence from a Quasi-Natural Experiment in China Tao Luo (Sichuan University)		
FB18	Meeting Room C4.8 Chair(s): Olivia Natan, H. Tai Lam	Special Session: Platforms: Content, Consumer Search, and Market Power	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 Samuel Goldberg (Stanford Graduate School of Business), H. Tai Lam (UCLA Anderson)	Does Information Mitigate Behavioral Gaps Due to Market Inexperience Uyen Tran (Arizona State University)	
FB19	Meeting Room C4.9 Chair(s): Ying Yue	Consumer Behavior: Social Influences and WOM 2	Consumers' Tendency to Reciprocate Online Help Is Contingent on Helpers' Name Disclosure Yanying Chen (Xiamen University), Lilei Gao (Chinese University of HK)	How Social Information Exposure Affects user Click Intention in Social Media: The Role of Emotional Value and Social Value Mohan Wang (School of Business and Management Key Laboratory of Brain-Machine Intelligence for Information Behavior (Ministry of Education and Shanghai) Shanghai 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 Behavior (Ministry of Education and Shanghai) Shanghai International Studies University)	Exploring the Dynamics of Shopping Companions on Consumer Behavior in Retail Environments Atanu Adhikari (Indian Institute of Management Kozhikode), Dev Prasad Murthy (Indian Institute of Management Kozhikode)	The Effect of Childhood Socioeconomic Status on Indulgent Consumption Chenghu Zhang (Communication University of China), Gufeng Meng (Communication University of China), Ying Yue (Communication University of China)	
FB20	Meeting Room C4.10 Chair(s): Moshé 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 Jiwen Zhang (Dongguk University), Yulee Choi (Dongguk University), Seungwoo Chun (Dongguk University)	The Impact of AGI Summaries on Video Content Consumption: Insights from a Randomized Field Experiment Bai Qin (Hong Kong Polytechnic University), Yue (Katherine) Fong (Hong Kong Polytechnic University), Dai Yao (Hong Kong Polytechnic University)	Text Message Screen Positions in Video Advertising Camilla Lopez (UNSW Business 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 Architecture Moshé Unger (Tel Aviv University), Michel Wedel (University of Maryland), Alexander Tuzhilin (Stem School of Business NYU)	
FB21	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 LLMs 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), Yuduou Li (Beijing Technology and Business University), Haitao Xiong (Beijing Technology and Business University)	Decoding the Language of AIs: A Study on GPT's Craft of Product Descriptions Tianyu Gu (University of Utah), Hongye Sun (University of Utah)	

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Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
FC01	Meeting Room C2.5 Chair(s): Jared Wong	Price Discrimination and Willingness to Pay	<b>Optimal Price Points in Differential / Discriminatory Pricing: Theoretical Model and Empirical Evidence</b> <u>Katerina Kormusheva (Australian National University)</u>	<b>Brand-Loyalty-Driven Competitive Price Promotions</b> Dan Horsky (Rochester University)	<b>Alternate Elicitations of (Maximum) Willingness to Pay</b> Jared Wong (Yale University), Jin Kim (Northeastern University), Andrew Meyer (Chinese University of Hong Kong), Nicholas Surdel (Yale University), Shane Frederick (Yale University)	
FC02	Meeting Room C2.6 Chair(s): Michelle Lu	Game Theory for Platforms	<b>The Impact of Competitive Intelligence Services on Online Marketplaces</b> Arcan Naika (Smith School of Business / Queen's University), Taner Bilgic (Bogazici University), Mehmet Gumus (McGill University), Mohammad Nikoofal (Toronto Metropolitan University)	<b>Consumers' Subscription Mix: Menu Pricing in Two-Sided Media Platform Competition</b> Yunyoung Kim (Marketing University of Minnesota Twin Cities)	<b>A Model of In-Consumption Social Interactions</b> Michelle Lu (China Europe International Business School), Ji Shen (Peking University)	
FC03	Cockle Bay Room 1 Chair(s): Song Lin	Special Session: AI for Marketing	<b>Competitive Model Selection in Algorithmic Targeting</b> <u>Tony Ye (Chinese University of Hong Kong)</u> , Ganesh Iyer (Haas School of Business University of California Berkeley)	<b>The Illusion of Interpretation: Post Hoc Explanations Aren't a Silver Bullet for Business Research</b> <u>Tang Wang (Yale University)</u> , Romio Ragodos (University Of Iowa), Feng Lu (University of Electronic Science and Technology of China), Yu Jeffrey Hu (Purdue University)	<b>Discovering Panoramic Market Structure via Large-scale Consumer Movement Data</b> <u>Yao Liu (New York University)</u> , Eunkyung An (New York University), Natasha Fouts (University of Virginia), Baohong Sun (Cheung Kong Graduate School of Business)	<b>Towards Intelligent Shopping Assistant: An Early Exploration</b> <u>Song Lin (Hong Kong University of Science and Technology)</u> , Zijun Shi (Hong Kong University of Science and Technology), Xinyi Sun (Hong Kong University of Science and Technology)
FC04	Cockle Bay Room 2 Chair(s): Valentyna Melnyk	Special Session: Meet the Editors 1	<b>JCR</b> <u>Bernd Schmitt (Columbia University)</u>	<b>Marketing Science</b> <u>Olivier Toubia (Columbia Business School)</u> <b>Management Science</b> <u>Dmitri Kuksov (The University of Texas at Dallas)</u>	<b>Journal of Retailing</b> <u>Katrijn Gielens (University of North Carolina-Chapel Hill)</u> <b>JACR</b> <u>Vicki Morwitz (Columbia University)</u>	<b>Journal of International Marketing</b> <u>Aysegül Özsozer (Koc University CASE), Kelly Hewett (University of Tennessee)</u> <b>Journal of Choice Modelling</b> <u>Harmen Oppewal (Monash University)</u>
FC05	Meeting Room C3.1 Chair(s): Ujwal Kayande	Marketing Finance Interface	<b>Consumer and Investor Reactions to Media-exposed Corporate Tax Avoidance</b> David Scheuermann (University of Tuebingen), Samuel Staebler (Tilburg University), <u>Dominik Papies (University of Tuebingen)</u>	<b>Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance</b> <u>Andre Tomaso (Maastricht University)</u> , Niels Holthrop (Maastricht University), Joost Pennings (Maastricht University), Thomas Post (Maastricht University)	<b>In the Eyes of the Stakeholders: Performance Implications of Incoherent Corporate Reputations</b> Adnan Yusuf (Deakin University), <u>Ujwal Kayande (Melbourne Business School)</u> , Rajdeep Grewal (Kenan-Flagler Business School University of North Carolina), Peter Roberts (Goizueta Business School Emory University)	
FC06	Meeting Room C3.2 Chair(s): Karthik Sridhar	Online Retailing: Tackling Abandoned Shopping Carts	<b>Role of Incentives in Abandoned Shopping Cart Recovery</b> <u>Yoonju Han (Ewha Womans University)</u> , Sandeep Chandukala (Singapore Management University), Srinivas Reddy (Singapore Management University), Yong Chin Tan (Singapore Management University)	<b>When Do Shopping Cart Interventions Increase Purchases?</b> <u>Arun Gopalakrishnan (Rice University)</u> , Young-Hoon Park (Cornell University)	<b>Tackling Abandoned Cart Recovery as a Classification Problem</b> <u>Karthik Sridhar (Baruch College - The City University of New York)</u> , Ram Bezawada (Baruch College - The City University of New York), Ashish Kumar (MIT)	
FC07	Meeting Room C3.3 Chair(s): Unnati Narang, Ali Goli	Special Session: Public Policy Applications of Causal Inference	<b>Stochastic Product Failures: Identifying the Impact of False Public Policy on Product Usage</b> <u>Dinara Akchurina (University of Toronto)</u> , Avi Goldfarb (University of Toronto)	<b>From Pills to Puffs: How Prescription Drug, OTC, and PSA Ads Shape Smoking Mitigation Efforts</b> Erfan Loghmani (University of Washington), <u>Ali Goli (University of Washington)</u>	<b>Market Structure and Political Influence in the Auto Retail Industry</b> <u>Sarah Moshary (University of California Berkeley)</u> , Cailin Slattery (University of California Berkeley)	
FC08	Meeting Room C3.4 Chair(s): Qinghua Li	Diversity, Equity, Inclusion (DEI)	<b>Cinematic Reflections: Race Matching in Filmmaking and Audience Appeal</b> <u>Jia Li (Wake Forest University)</u> , Kolemian Strumpf (Wake Forest University)	<b>Beauty in a Spectrum of Sizes: Sales Impact of Advertising Models' Body Shape</b> <u>Jinggang Hong (Harvard Business School)</u> , Zijun (June) Shi (HKUST), Shunyun Zhang (Harvard Business School)	<b>The Beauty Bias Effect in Academic Careers within Business</b> <u>Qinghua Li (Northwestern University)</u> , Dawei Wang (The University of Hong Kong), Brian Uzzi (Northwestern University)	
FC09	Meeting Room C3.5 Chair(s): Tomokazu Kubo	Channels	<b>How Channel Integration Benefits Manufacturers' Online Market Entry Agility? The Mediating Role of Dealers' Dependency Behavior</b> <u>Hua Fan (Shanghai International Studies University)</u> , Bing Han (Shanghai University of International Business and Economics)	<b>Regional Network Configurations and Franchised Outlet Failure: A Network Theory Perspective</b> <u>Li Ji (Hong Kong Metropolitan University)</u> , Xu Zheng (City University of Hong Kong), Haibin Yang (Chinese University of Hong Kong)	<b>Channel Value Prediction - Clinic Channel with Skincare Products</b> <u>Kuo Hao Huang (National Chung Hsing University)</u> , Shihyu Chou (National Taiwan Normal University), Ming-Chih Tsai (National Chung Hsing University)	<b>Does Marketing Channel Structure Affect Channel Performance? The Moderating Role of Competitive Strategy and Market Orientation</b> <u>Tomokazu Kubo (Chuo University)</u> , Sho Yuki (Kobe University)
FC10	Meeting Room C3.6 Chair(s): Justin Huang, Pinar yildirim	Special Session: The Spread of Political Information on Social Media	<b>Reducing Misinformation Sharing at Scale Using Digital Accuracy Prompt Ads</b> <u>Nils Wernersfelt (Northwestern University)</u> , Hause Lin (Sloan School of Management), Haritz Garro (Meta Platforms), Jesse Conan Shore (Meta Platforms), Adam Hughes (Meta Platforms), Daniel Deisenroth (Meta Platforms), Nathaniel Barr (Northwestern University), Adam Berinsky (Massachusetts Institute of Technology), Dean Eckles (MIT), Gordon Pennycook (University of Regina), David Rand (Massachusetts Institute of Technology)	<b>Language Identity and Foreign Propaganda: Evidence from the Russia-Ukraine War</b> <u>Andrey Simonov (University of Chicago)</u> , Sergey Sanovich (Stanford University)	<b>Can We Talk about Race and Racism on Social Media? Evidence from a Field Experiment</b> <u>Dante Donati (Columbia Business School)</u> , Lena Song (University of Illinois Urbana-Champaign), Thomas Lilly (Duke University)	<b>Politically-biased Moderation Drives Echo Chamber Formation: An Analysis of Content Removals on Reddit</b> <u>Justin Huang (University of Michigan Ross School of Business)</u> , <u>Janewon Choi (Santa Clara University Leavey School of Business)</u> , Yuqin Wan (Northwestern University Kellogg School of Management)
FC11	Meeting Room C4.1 Chair(s): Xinying Hao	Models for Targeting and Personalization 1	<b>Understanding Consumer Heterogeneity: A Comparative Study of Hierarchical Bayesian Models and Machine Learning Approaches</b> <u>Yuki Kotakeyama (Hakuhodo DY Holdings)</u> , Hiroshi Kato (Hakuhodo DY Holdings), Masataka Ushiku (Hakuhodo DY Holdings), Shonosuke Sugawara (Faculty of Economics Keio University)	<b>Harnessing Causal Inference for Marketing Insights: Estimating and Applying Heterogeneous Treatment Effects</b> <u>Ting-Tse Chen (University of Sydney)</u> , Qiang Lu (University of Sydney)	<b>Fair Active Learning For Targeting</b> <u>Zhenyu Shi (Erasmus University Rotterdam Rotterdam School of Management)</u> , Aurelie Lemmens (Erasmus University Rotterdam Rotterdam School of Management)	<b>Emojis as New Targeting Language: A Multi-modal Emoji Mining Approach</b> <u>Xinying Hao (University of Arizona)</u> , Vijay Mahajan (University of Texas-Austin)
FC12	Meeting Room C4.2 Chair(s): Yuping Liu-Thompkins	Multichannel Shopping Behavior	<b>Multichannel Shopping Routine on Consumers' Retail Choice - From Consumer Questionnaires and Purchase History Data in Single-source Form</b> <u>Junji Miyamoto (Keio University)</u>	<b>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</b> <u>Shunosuke Fukuchi (Graduate School of Business and Commerce Keio University)</u>	<b>Channel Level and Customer Value</b> <u>Shirsho Biswas (University of Washington)</u> , Hema Yoganarasimhan (University of Washington), Haonan Zhang (University of Washington)	<b>Retailer Loyalty "Calculus" Top-Down vs. Bottom-Up Processes</b> <u>Yuping Liu-Thompkins (Old Dominion University)</u>
FC13	Meeting Room C4.3 Chair(s): Uğurcan Dündar	Advertising Optimization	<b>LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments</b> <u>Zikun Ye (University of Washington)</u> , Hema Yoganarasimhan (University of Washington), Yufeng Zheng (University of Toronto)	<b>Robust Pricing and Advertising with Unknown Demand</b> <u>Thomas Weber (EPFL)</u>	<b>Advertising by Blood</b> <u>Olivier Rubel (University of California Davis)</u> , Prasad Naik (University of California Davis)	<b>Finding the Right Pace: A New Pacing Heuristic for Real-Time Bidding</b> <u>Uğurcan Dündar (WU Vienna)</u> , Nadia Abou Nabout (WU Vienna)
FC14	Meeting Room C4.4 Chair(s): Maximilian Betcher, Andreas Lanz	Special Session: Effective Influencer Marketing III: Exploring Influencer Integrity	<b>How Much Influencer Marketing is Undisclosed? Evidence from Twitter</b> <u>Daniel Ershov (UCL School of Management)</u> , <u>Yanting He (Imperial College London)</u> , Stephan Seller (Imperial College London)	<b>The Dark Side of Influencer Marketing: How Brand Partners' Corporate Social Responsibility (CSR) Scandals Harm Future Brands' Consumer-Influencer Engagement</b> <u>Yang (Jenny) Guo (Binghamton University SUNY)</u> , <u>Christian Hughes (University of Notre Dame)</u>	<b>Walk the Talk: The Interplay Between Corporate Leadership and Social Media Representation</b> <u>Keran Zhao (Pennsylvania State University)</u> , <u>Amy Pei (Northeastern University)</u> , Pankhuri Malhotra (University of Oklahoma)	<b>The Impact of AI Influencers on Human Influencers</b> <u>Serim Hwang (SKK GSB Sungkyunkwan University)</u> , Xiao Liu (New York University), Kannan Srinivasan (Carnegie Mellon University)
FC15	Meeting Room C4.5 Chair(s): H. Alice Li, Greg Allenby	Special Session: Bayesian Analysis of Textual Data	<b>Accounting for Formative and Reflective Topics in Product Review Data for Better Consumer Insights</b> <u>Greg Allenby (Ohio State University)</u> , Joachim Buschken (Catholic University Eichstätt-Ingolstadt), Thomas Otter (Goethe University Frankfurt)	<b>Co-Authoring the Consumer Journey - An Integrated Hidden Markov and Topic Model</b> <u>H. Alice Li (The Ohio State University)</u> , <u>Liv Ma (University of Maryland)</u>	<b>Screening Consumer Complaints for Recall Management: A Topic Model for Decision Automation</b> <u>Wen Shi (Central South University)</u> , Yujie Qu (Central South University), Jia Liu (Hong Kong University of Science and Technology)	<b>Using Text Analysis in Serial Mediation Analysis</b> <u>Judy (Zijing) Zhang (The Ohio State University)</u> , <u>H. Alice Li (The Ohio State University)</u> , Greg Allenby (The Ohio State University)
FC16	Meeting Room C4.6 Chair(s): Jian Ni, Jiancal Liao	Special Session: Marketing of Health Services and Products	<b>Improving Healthcare Accessibility and Equity: The Role of Online Health Platforms</b> <u>Qiyuan Wang (Hong Kong Polytechnic University)</u> , Charles Weinberg (University of British Columbia), Chunhua Wu (University of British Columbia)	<b>The Roles of Packaging and Distribution Strategies in Price Competition: The Case of Bottled Green Tea Market</b> <u>Masaakazu Ishihara (New York University)</u> , Hiroshi Kumakura (Chuo University), Masayoshi Moteki (Waseda University)	<b>The Paradox of Abundance: How Enhanced Drug Availability Affects Consumer Compliance</b> <u>Jiancal Liao (Aalto University School of Business)</u> , Jian Ni (Virginia Tech), Chuan Liu (Cornell University)	
FC17	Meeting Room C4.7 Chair(s): Byoungjo Jin	Consequences of Firm ESG (Environmental, Social, and Governance) Performance 1	<b>Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption</b> <u>Zoe Ziqi Zhong (London School of Economics and Political Science)</u> , Xiaolin Li (London School of Economics and Political Science)	<b>How B2B Firms Utilize ESG Content to Engage Social Media Users</b> <u>Yue Cao (The Hong Kong Polytechnic University)</u> , Fang Flora Gu (The Hong Kong Polytechnic University), Danny T Wang (Hong Kong Baptist University)	<b>How Can We Enhance the Effectiveness of Sustainability Claim? Interaction With Brand Types</b> <u>Yoo Won Min (North Carolina State University)</u> , Jiwoon Kim (North Carolina State University), <u>Byoungjo Jin (North Carolina State University)</u>	
FC18	Meeting Room C4.8 Chair(s): Zijun (June) Shi, Shuo Zhang	Special Session: Platform Analytics	<b>Gender Neutral Marketing</b> <u>Jiayi Chen (Shanghai Jiao Tong University)</u> , Tong Guo (Duke University), Zijun (June) Shi (HKUST), Shuo Zhang (Shanghai Jiao Tong University)	<b>Measuring Amount of Product Information in Images: Application in Scalable Image Selection</b> <u>Yuting Zhu (National University of Singapore)</u> , Xinyu Cao (Chinese University of Hong Kong New York University)	<b>Buy Now, Pay Later Service in the Platform</b> <u>Bingting Ma (University of Science and Technology of China)</u> , Bo Zhou (University of Maryland College Park)	<b>The Spillover Effects of Copycat Apps and App Platform Governance</b> <u>Nan Li (Tongji University)</u> , Jingcun Cao (The University of Hong Kong), Avery Haviv (University of Rochester)
FC19	Meeting Room C4.9 Chair(s): Andrew Ching, Shervin Tehrani	Special Session: Social Influence in Marketing	<b>More, Faster, and Better? Effects of Rewards on Incentivizing the Creation of User-Generated Content</b> <u>Elisabeth Honka (UCLA Anderson School of Management)</u> , Mahsa Paridar (University of California Los Angeles), Mina Ameri (University of Pittsburgh)	<b>Demand Estimation and Policy Design under Network Effects in the Electric Vehicles Market</b> <u>Jiarui Liu (New York University)</u>	<b>Consumer Interactions and Peer Effects in Socially-Connected Digital Products</b> <u>Yulia Nenskaya (Queen's University)</u> , Yijun Chen (Imperial College Business School)	<b>Choosing Music by Your Ears or Eyes? Estimating Consumers' Demand Under Social Influence</b> <u>Shervin Tehrani (University of Texas-Dallas)</u> , Ata Jamei Ogoeui (University of Texas-Dallas), Andrew Ching (Johns Hopkins University Carey Business School)
FC20	Meeting Room C4.10 Chair(s): Peng Wang	Visual Content: Insights from Machine Learning and AI 1	<b>Visual Variation and Consumer Responses to Video Ad</b> <u>Masayoshi Moteki (Waseda University)</u>	<b>All Smiles but No Deal: Smile Analytics in Marketing Videos</b> <u>Ling Peng (Lingnan University)</u> , Geng Cui (Guangdong University of Foreign Studies), Yuhong Chung (Lingnan University), Youfeng He (Monash University)	<b>All Work No "Likes": The Effects of Visual Narrative Structures on the Performance of Marketing Videos</b> <u>Geng Cui (Guangdong University)</u> , Geng Cui (Lingnan University), Yuhong Chung (Lingnan University), Ling Peng (Lingnan University)	<b>A Study on the Impact of the Short Video Features towards Customer Purchasing Intention</b> <u>Peng Wang (Babes Business School)</u>
FC21	Meeting Room C4.11 Chair(s): Lying Qiu	Large Language Models: Applications 2	<b>Can LLM Adoption Promote Greater Equity? Evidence from Online Consumer Activism Petitions</b> <u>Piyush Anand (Rice University)</u> , <u>Yanning Gui (Cornell University)</u> , Vrinda Kadiyali (Cornell University)	<b>Does Big-Data Correlational Analysis Predict Causal Effects of Language on Decisions?</b> <u>Akhina Banerjee (University of Michigan)</u> , Oleg Urminsky (University of Chicago)	<b>Enhancing Customer Service Automation: Evaluating Large Language Models in Addressing Unrecognized Credit Transactions</b> <u>Marcel Goic (University of Chile / Instituto de Sistemas Complejos de Ingeniería)</u> , Daniel Schwartz (University of Chile), Felipe Hernández (University of Chile)	<b>How Much Should We Trust LLM Results for Marketing Research?</b> <u>Lying Qiu (Carnegie Mellon University)</u> , Param Singh (Carnegie Mellon University), Kannan Srinivasan (Carnegie Mellon University)

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

Friday, June 28, Session FD, 02:50 PM - 04:00 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
FD01	Meeting Room C2.5 Chair(s): Shuxiao WANG	Recommendation Systems	Human vs. Machine: Rethinking AI Marketing Strategy in E-commerce Hanieh Sardashti (University of North Florida), <u>Satadruta Mookherjee (Grenoble Ecole de Management)</u>	Accelerating Learning-by-Doing through IT-Assisted Recommender Systems: The Case of Taxi Drivers Shuxiao WANG (The University of International Business and Economics), JUNHONG CHU (Hong Kong University)		
FD02	Meeting Room C2.6 Chair(s): Cheng Hsun Hsieh	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 Jun Yang (Huazhong University of Science & Technology), Hongchen Duan (Huazhong University of Science & Technology), Yi Xu (University of Maryland), Bo Zhou (University of Maryland)	Free Delivery or Low Commission Rate: The Online-Food-Delivery Platform's Optimal Delivery Fee And Commission Rate Lu Hsiao (National Chung Hsing University), Hui Xiong (Huazhong University of Science and Technology), Cheng Hsun Hsieh (Ming Chuan University)	Channel Choice in the Presence of Heterogeneous Consumer Channel Preferences Cheng Hsun Hsieh (Ming Chuan University), Lu Hsiao (National Chung Hsing University)
FD03	Cockle Bay Room 1 Chair(s): Alex Burnap	Special Session: Generative AI in Marketing: Opportunities, Risks, and Practical Applications	Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis Alex Burnap (Yale University), <u>Ankit Sisodia (Purdue University)</u>	The Power of Generative Marketing: Can Generative AI Create Superhuman Visual Marketing Content? Jochen Hartmann (Technical University of Munich), <u>Yannick Exner (Technical University of Munich)</u> , Samuel Domdey (Technical University of Munich)	Find the Perfect Fit: Leveraging Generative AI to Optimize Visual Brand Presence in Synthetic Influencer Imagery Julia Rosada (University of Hamburg), Maximilian Witte (University of Hamburg Germany), Jochen Hartmann (Technical University of Munich), Mark Heitmann (University of Hamburg)	
FD04	Cockle Bay Room 2 Chair(s): Valentyna Melynyk	Special Session: Meet the Editors 2	JMR Kapil Tuli (Singapore Management University)	JM Pradeep Chintagunta (University of Chicago)	JRM Koen Pauwels (Northeastern University)	JSR Markus Groth (UNSW) JAMS Charles Noble (University of Mississippi)
FD05	Meeting Room C3.1 Chair(s): Arvid Hoffmann	Special Session: Moving Beyond Return on Marketing: New Perspectives on the Marketing-Finance Interface	Does Advertising Create or Just Inflate Firm Value? Hauke Wetzel (University of New South Wales), Harald van Heerde (University of New South Wales), Ljubomir Pupovac (University of New South Wales)	Shareholder Litigation Risk and Product Recalls Arvid Hoffmann (University of Adelaide)	Opening the Black-Box for how Marketing Effects (Angel) Investors' Decisions Ofer Mintz (University of Technology)	
FD06	Meeting Room C3.2 Chair(s): Andrew Petersen	Loyalty Programs	A Rising Tide that Lifts All Boats: The Effects of Collective Recognition Programs on E-Commerce Sellers and Regional Economic Development Wei Miao (University College London), Liqiang Huang (Zhejiang University), Chris Tang (UCLA Anderson School of Management), Xianchu Xu (Zhejiang University)	Effort Begets Business: On the Effectiveness of Appreciation Letters in Inducing Repeat Purchase Yan Zhang (National University of Singapore), Zheshuai Yang (Zhejiang University China)	Investigating Multi-level Effort-reward Program Designs with Pinch Points Yashar Bashirzadeh (Grenoble Ecole de Management), <u>Andrew Petersen (Penn State University)</u> , Robert Mai (Grenoble Ecole de Management), Ali Nadalizadeh (TurnedOnDigital)	
FD07	Meeting Room C3.3 Chair(s): Yuxin Su	Public Policy	The Geographical Spillover Effect of a House Purchase Deregulation Policy: Evidence from a Policy Experiment in China Zhe Lin (Xi'an Jiaotong-Liverpool University), Fernando Moreira (University of Edinburgh Business School), Sheng Zhao (Xi'an Jiaotong-Liverpool University)	The Pass-through of Retail Crime Johannes Kasinger (Tilburg University), Carl Hase (Tilburg University)	Unveiling the Dynamics of Collective Recycling: Insights from a Large-Scale Educational Recycling Project in Shenzhen Yuxin Su (SKEMA Business School), Wenyu Dou (SKEMA Business School), Song Gao (Nanjing Audit University), Yulin Gong (Nanjing Audit University), Zheyu Gu (Nanjing Audit University), <u>Yutong Wang (Nanjing Audit University)</u> , Peixuan Yang (Nanjing Audit University), Yitong Zhu (Nanjing Audit University)	
FD08	Meeting Room C3.4 Chair(s): Rebecca Chae	Marketing & Education	Who Follow the Policy? Decoding Varied Responses to the Double-Reduction Policy in China's Publishing Industry Yuting Wang (Renmin University of China), Ju Mao (Renmin University of China), Yanlai Chu (Renmin University of China), Tana Wang (Renmin University of China)	The Impact of Diversity in Tech-Assisted Online Learning Chen Lin (Fudan University), Yuxin Chen (New York University - Shanghai), Jeongwen Chiang (China Europe International Business School)	The Impact of Social Comparison in Online Learning: Evidence from a Large-Scale Field Experiment Rebecca Chae (Santa Clara University), Xuebin Cui (Nanjing University), Xiaojing Dong (Santa Clara University), Banggang Wu (Sichuan University)	
FD09	Meeting Room C3.5 Chair(s): Reyaz Jeffrey	Qualitative Consumer Research	Tailoring the Future: Development of Customer Centric Mult Experience Framework for Enhanced Personalization and Customization Sahil Dua (FORE School of Management), Shilpi Jain (FORE School of Management), Varsha Khattri (FORE School of Management)	Communicating Sustainability Considerations to Customers where there is Organizational Complexity Melissa Barden (University of New South Wales), <u>Mark Uncles (University of New South Wales)</u> , Adrian Payne (University of New South Wales)	Understanding Australian Muslims' Home Loan Consumption Decision-Making: A Qualitative Study Reyaz Jeffrey (University of Newcastle), Philip Rosenberger III (University of Newcastle), Guilherme Pires (University of Newcastle)	
FD10	Meeting Room C3.6 Chair(s): Subramanian Balachander	Search Engine Marketing	Image Distinctiveness Qingli Zeng (Singapore Management University), Sandeep Chandukala (Singapore Management University), Ernst Osinga (Singapore Management University)	Search Advertising, Price, and Quality: The Role of Price and Quality in Advertisers' Search Advertising Decisions Yichen Wang (Singapore Management University), Qi Yu (Singapore Management University), Ernst Osinga (Singapore Management University), Sandeep Chandukala (Singapore Management University)	Multilevel Channel Competition and Sponsored Search Advertising Subramanian Balachander (University of California Riverside)	
FD11	Meeting Room C4.1 Chair(s): David Huang	Models for Targeting and Personalization 2	Can Transactional Metrics have Mental Representations? Evidence in Purchase Frequency Patterns Rajesh Sinha (Indian Institute of Management-Indore)	Synergizing Experiments: Designing Personalized Marketing Interventions through Incrementality Representation Learning Ta-Wei Huang (Harvard Business School), Eva Ascarza (Harvard Business School), Ayelet Israeli (Harvard Business School)		
FD12	Meeting Room C4.2 Chair(s): Yiwei Wang	MultiChannel: Driving Sales	Enhancing Offline Retail Sales: The Differential Impact of Instant Apps on Pure Physical and Hybrid Stores Sha Zhang (University of Chinese Academy of Sciences), Zecheng Fan (University of Chinese Academy of Sciences)	The Impact of Bundle Variety on Consumer Purchasing Jeeveon Kim (La Trobe University)	The Value of Curated Boxes: Evidence from an Omnichannel Fashion Retailer Yiwei Wang (Zhejiang University), Lauren Lu (Dartmouth College)	
FD13	Meeting Room C4.3 Chair(s): Dina Mayzlin	Game Theory for Online Reviews and Consumer Search	Searching for Rewards Tony Ke (Chinese University of Hong Kong), Jiwoong Shin (Yale School of Management), Xu Zhu (The Chinese University of Hong Kong)	Fake It Until You Make It? For How Long? The Dynamic Impact of Online Fake Reviews on Competition and Reputation Peng Liu (Santa Clara University), <u>Zhiyao Zhang (Shanghai Jiao Tong University)</u> , Suguo Du (Shanghai Jiao Tong University)	Strategic Presentation of Consumer Reviews Leif Brandes (University of Lucerne), David Godes (Johns Hopkins University), <u>Dina Mayzlin (University of Southern California)</u>	
FD14	Meeting Room C4.4 Chair(s): Maximilian Beichert, Andreas Lanz	Special Session: Effective Influencer Marketing II: Content Dynamics	Does Tipping Affect User-Generated Content Creation? Evidence from a Natural Experiment Rubin Geng (Xi'an Jiaotong University), <u>Shiye Lu (University of Notre Dame)</u> , Sha Yang (University of Southern California), Xi Chen (Zhejiang University)	Influencer Branding Over Lifecycle Lingling Zhang (China Europe International Business), Guo Bai (China Europe International Business School), <u>P. K. Kannan (University of Maryland)</u>	Recommendation Algorithms on User-Generated Content in Social Networks: the Quantity-Quality Dilemma Ziwei Gong (Georgetown University), Jia Liu (Hong Kong University of Science and Technology)	
FD15	Meeting Room C4.5 Chair(s): Rouven Haschka	Special Session: IV-free Causal Inference in Marketing	A New Instrument-free Method to Correct for Endogeneity in Time Series With Mechanistic Causes and Random Confounders Florian Dost (Brandenburg University of Technology / Alliance Manchester Business School)	Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas Fan Yang (INSEAD Business School), Xixi Hu (Sauder School of Business University of British Columbia), Yi Qian (Sauder School of Business University of British Columbia), Hui Xie (Simon Fraser University)	Set Identification of Price Elasticities of Demand - A Narrative Sign Restriction Approach Rouven Haschka (University of Cologne), Helmut Herwartz (University of Göttingen)	
FD16	Meeting Room C4.6 Chair(s): Jiae Kim	Product and Packaging Design	Using Deep Learning and Eye Tracking to Optimize Package Design Jingling Yu (HKUST), Ralf van der Lans (HKUST), Bertram Shi (HKUST)	Aesthetic and Technological Dimensions in New Product Development: An Exploration from the Dual Perspectives of Firms and Consumers Brian Yiu (nan)	Consumer Heterogeneity in Archetypal Analysis: The Hierarchical Dirichlet Process Prior and Its Application to Product Line Design Jiae Kim (The Ohio State University), Greg Allenby (The Ohio State University), Yichun Liu (The Ohio State University), Peter Kurz (The Ohio State University)	
FD17	Meeting Room C4.7 Chair(s): Menghan Wang	Consequences of Firm ESG (Environmental, Social, and Governance) Performance 2	Sustainable Marketing: A Comprehensive Analysis through Bibliometric and Topic Modelling Kirtika Deo (University of Technology Sydney)	Sustainability Orientation: A Meta-analysis of its Antecedents, Consequences and Situational Contingencies Bipul Kumar (Indian Institute of Management Indore)	ESG Incidents and Firms' Response on Social Media Chu (Ivy) Dang (University of Hong Kong), Roni Michaely (University of Hong Kong), <u>Menghan Wang (University of Hong Kong)</u>	
FD18	Meeting Room C4.8 Chair(s): Bhoomija Ranjan	Platforms/Two-Sided Markets: Insights from Machine Learning and Quasi-Experiments	Does Polarizing Content Pay Off? Shunyao Yan (Santa Clara University), Klaus Miller (HEC Paris)	Now or Book: Service Order Time Dilemma Yitong Chen (Tianjin University), Zhongbin Wang (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign)	Service Provider Performance in the GIG Economy: Role of Commission Structures Bhoomija Ranjan (Monash University), Benedict Dellaert (Erasmus University), Yongdong Liu (UCL School of Management University College London)	
FD19	Meeting Room C4.9 Chair(s): Chao Ma	Multichannel: Spatial Aspects	Product Availability in Online Grocery Retailing: Can Online Retailing Reformat Food Deserts? Yilian Du (USC Darla Moore School of Business), <u>Rafael Becerra Arreola (USC Darla Moore School of Business)</u>	Profiling BOPIS Orientation From Multiplatform Behavioral Data Syagnik Banerjee (University of Michigan), Fareena Sultan (D'Amore-McKim School of Business Northeastern University), Moeen Butt (Suleman Dawood School of BusinessLUMS)	Spatial Competition with Online Platforms: An Empirical Analysis of the Wealth Management Product Market Chao Ma (Ohio State University), Shuoxun Zhang (Sichuan University)	
FD20	Meeting Room C4.10 Chair(s): Chaehyeon Lee	Visual Content: Insights from Machine Learning and AI 2	Consumer Reactions to AI-Generated Visual Content Chaehyeon Lee (Yonsei University), Sue Ryoung Chang (Yonsei University)	Structural Evolution of Ad Design: Computational Analysis of 40 Years of Super Bowl Ads Madhav Kumar (Massachusetts Institute of Technology), <u>Nina Wang (Massachusetts Institute of Technology)</u> , John Hauser (Massachusetts Institute of Technology)	How to Read an Image Like Text Amrita Dey (University of Denver), Tianyu Gu (University of Utah), Yu Zhu (University of Utah), Stephen Carson (University of Utah)	
FD21	Meeting Room C4.11 Chair(s): Dokyun Lee, Alex Burnap	Special Session: Opportunities and Challenges of LLM Applications	The Challenge of Using LLM to Simulate Human Behavior: A Causal Inference Perspective George Gui (Columbia Business School), <u>Olivier Toubia (Columbia Business School)</u>	Large Language Models for Targeted Political Advertising Alex Burnap (Yale University)	Custom-tuned LLMs vs. Professional Analysts for Identifying Customer Needs Chengfeng Mao (MIT), Artem Timoshenko (Northwestern University), John Hauser (MIT)	

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

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

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Saturday, June 29, Session SB, 10:30 AM - 12:00 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
SB01	Cockle Bay Room 1 Chair(s): Diome Nickerson	Special Session: Reducing Discrimination and Inequities through Interventions	The Divergent Effects of Cognitive and Emotional Empathy on Marketing Performance: Evidence from Microfranchising in a Base-of-the-Pyramid Market Context <u>Sourindra Banerjee (University of Leeds)</u> , Jarrod Vassallo (University of Sydney), Jaideep Prabhu (University of Cambridge), Toby Norman (Simpprints)	The Usage and Impact of Differentiation: Evidence from an Online EdTech Platform <u>Zekun Liu (New York University)</u> , Tulin Erdem (New York University), Masakazu Ishihara (New York University)	Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets <u>Diome Nickerson (Emory University)</u> , Karen Wallach (University of Alabama), Beth Fossen (Indiana University)	
SB02	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 <u>Mengyao Sun (Shanghai University of Finance and Economics)</u> , Qi Sun (Shanghai University of Finance and Economics), Dianjian Xiang (Zhongnan University of Economics and Law)	Influencer or Being Influenced? The Role of Multi-Channel Networks on Influencer Content <u>Yulin Hao (University of Rochester)</u> , Xiaojie Li (University of Rochester)	How Do Social Media Influencers Affect Product Quality Perception? Evidence from Gaming Industry <u>Qi Yu (Singapore Management University)</u> , Zhe Lin (Xi'an Jiaotong-Liverpool University)	Does Content Novelty Generate Engagement in Influencer Marketing? <u>Yiwei Li (Lingnan University)</u> , <u>Flora Gu (Hong Kong Polytechnic University)</u> , Fine Leung (Hong Kong Polytechnic University), Xinyuan Chen (Mississippi State University)
SB03	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 Bell (The University of Melbourne), Arvid Hoffmann (University of Adelaide)	The Dynamics of Payment and Pleasure: Monetary and Social Interactions in Shared Consumption Experiences <u>Aimee Smith (Shanghai University of Technology)</u> , Natalina Zlatevska (University of Technology), <u>Belinda Barton (Bond University)</u>		
SB04	Meeting Room C3.3 Chair(s): Douglas Bowman	Online Reviews: Biases	Bias in Online Reviews: A Perspective from Social Distance <u>Shida Ni (Harbin Institute of Technology)</u> , Yukuan Xu (Sichuan University), Zili Zhang (Harbin Institute of Technology)	Truth or Dare: The Effects of Reviews with Videos and Disclosure of Incentives <u>Shiyu Liu (Lingnan University)</u> , Yuhong Chung (Lingnan University), Geng Cui (Lingnan University), Ling Peng (Lingnan University)	Review Solicitation: Intended and Unintended Revenue Consequences <u>Minkyung Kim (Carnegie Mellon University)</u> , <u>Hana Choi (Simon Business School University of Rochester)</u> , <u>Jinsoul Seo (Simon Business School University of Rochester)</u>	Suspicious Online Product Reviews <u>Eunhee (Emily) Ko (Pace University)</u> , <u>Douglas Bowman (Emory University)</u>
SB05	Meeting Room C3.4 Chair(s): Mr Sanaullah	Qualitative Research: Supplier Perspectives	Enhancing Supply Chain Resilience through Supply Chain Finance <u>Zheng Tao (Renmin University of China)</u> , 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> , <u>Aric Rindfleisch (University of Illinois)</u>	SME's Pathway to Resilience & Market Shaping - Exploring the Role of SME Resources, Resilience Pathways, and Market Shaping <u>Mr Sanaullah (University of Tasmania)</u> , <u>Rajesh Rajaguru (University of Tasmania)</u> , <u>Gauri Laud (University of Tasmania)</u>	
SB06	Meeting Room C3.6 Chair(s): May Wang	Games and Gamification	Self-stated Preferences, Peer Effects, and In-game Purchases <u>Chenxi Liao (The Chinese University of Hong Kong)</u> , <u>Ying Xie (University of Texas-Dallas)</u> , <u>Tianqi Xue (The Chinese University of Hong Kong)</u> , <u>Jingbo Wang (The Chinese University of Hong Kong)</u>	The Power of Free: Consumer Choice in Freemium Market <u>Cheng Chou (Santa Clara University)</u> , <u>Hai Che (University of California Riverside)</u> , <u>Peng Liu (Santa Clara University)</u>	Analyzing the Affective Embeddings and Mediated Self-expression in Genshin Impact Game: Examining the Impacts of Aesthetic Assemblages and Gambling Features Design <u>Gaobao Cao (BNU-HKBU UIC)</u> , <u>May Wang (BNU-HKBU UIC)</u> , <u>Yiyi Li (Northern Arizona University)</u>	
SB07	Meeting Room C4.1 Chair(s): Richard Grice	Empirical Models for Competition	Digital Empowerment: How Online Channels Redefine Bargaining Power for Traditional Manufacturers <u>Ruobing Ling (Central University of Finance and Economics)</u> , <u>Shu Meng (Peking University)</u> , <u>Junhong Chu (Hong Kong University)</u> , <u>Yi Xiang (China Europe International Business School)</u>	Incumbent's Deterrence Strategies and Potential Entrant's Time-to-Entry: Evidence from the U.S. Airline Industry <u>Sina Aghaie (Wichita State University)</u> , <u>Omid Kamran Difani (Southern Illinois University Carbondale)</u> , <u>Milad Darani (Kent State University)</u> , <u>Mike Saljoughian (University of Missouri)</u>	Planes, Trains, and Co-Optation: Evidence from China <u>Shaojun Qin (Temple University)</u> , <u>Maria Ana Vitorino (INSEAD)</u> , <u>George John (University of Minnesota)</u>	Learning Competitors' Identities from the Timing of Pricing Decisions: An Application to Retail Gasoline <u>Richard Grice (INSEAD)</u>
SB08	Meeting Room C4.2 Chair(s): Yujing Chen	NFTs 2	Consumer Behavior Toward Luxury NFTs: A Perspective of Signaling Theory <u>Hanna Lee (University of South Carolina)</u> , <u>Yingjiao Xu (North Carolina State University)</u> , <u>Wenna Han (North Carolina State University)</u> , <u>Xiaohan Lin (North Carolina State University)</u>	Private Enjoyment or Profit Pursuit? Understanding Skin-Tone and Gender Price Disparities in CryptoPunks NFTs <u>Sungeun Han (Arizona State University)</u> , <u>Zhan Shi (Arizona State University)</u> , <u>Tongxin Zhou (Arizona State University)</u>	Decoding Digital Assets: The impact of NFTs and FTs on Customer Engagement through Ownership in Decentralised Community <u>Yujing Chen (University of Surrey)</u>	
SB09	Meeting Room C4.3 Chair(s): Jingyi ZHANG	Consumer Behavior: Online Behaviors	Visual Influences on Quantity Perception on Online Grocery Retailing <u>Wanyi Zheng (Hong Kong Baptist University)</u> , <u>Michael He Jia (The University of Hong Kong)</u> , <u>Echo Wen Wan (The University of Hong Kong)</u>	The Bright Side of Low Consumer Trust in Online Marketplaces: A Motivated Belief Perspective <u>Yu (Anna) Lin (The Chinese University of Hong Kong)</u> , <u>Xianchi Dai (The Chinese University of Hong Kong)</u> , <u>Wenjie Tang (University of Vienna)</u>	Impact of Avatar Realism on the Inferences of Manipulative Intent <u>Yuetong Guo (Queen Mary University of London)</u> , <u>Jie Sheng (Queen Mary University of London)</u> , <u>Vignesh Yoganathan (Queen Mary University of London)</u>	Catching the Unlikely Gambler: How and Why Gacha Games Appeal to High Conscientious Consumers <u>John Yi (Le Moyne College)</u> , <u>Jingyi Zhang (Lingnan University)</u> , <u>Donglin He (Lingnan University)</u> , <u>C. Clark Cao (Lingnan University)</u>
SB10	Meeting Room C4.4 Chair(s): Nils Wloemert	Sales Promotion 2	Price Promotional Models for EDLP Retailers <u>David Liu (Monash Business School Monash University)</u> , <u>Ashish Sinha (University of Technology-Sydney)</u> , <u>Rahul Govind (University of New South Wales)</u> , <u>Sonika Singh (Monash University)</u>	Flying High, Landing Low? Effect of Tensile Price Promotions on Store Traffic and Sales <u>Han Chen (Monash University)</u> , <u>Joydeep Srivastava (Temple University)</u>	A Study of Heterogeneous Causal Effect of Price Promotion with a Causal Machine Learning Approach <u>Jakir Talukder (University of South Australia)</u> , <u>Jin Liu (University of South Australia)</u> , <u>Giang Trinh (University of South Australia)</u> , <u>Juyong Li (University of South Australia)</u> , <u>Anh Vo (Otrafy Technologies Inc)</u>	Privacy Regulations and Advertising in Offline Markets - Evidence from Randomized Field Experiments <u>Alexandra Becker (University of Tuebingen)</u> , <u>Dominik Papies (University of Tuebingen)</u> , <u>Nils Wloemert (Vienna University of Economics &amp; Business)</u> , <u>Christian Hotz-Behofits (Vienna University of Economics and Business)</u>
SB11	Meeting Room C4.5 Chair(s): Baohuan Zhou	Retailing: Category/Brand Choice 2	Subcategory Showdown: Mass or Target Marketing? <u>Alicia Barker (Ehrenberg-Bass Institute University of South Australia)</u> , <u>Steven Dunn (Ehrenberg-Bass Institute University of South Australia)</u> , <u>Kirsten Victory (Ehrenberg-Bass Institute University of South Australia)</u> , <u>Magda Nencyz-Thiel (Ehrenberg-Bass Institute University of South Australia)</u>	Reexamining Double Jeopardy in the Unexplored Restaurant Category <u>Yeohong Yoon (Emory University)</u>	Who to Spot a Winning New Consumer Product at Launch <u>Kirsten Victory (Ehrenberg-Bass Institute)</u> , <u>Magda Nencyz-Thiel (Ehrenberg-Bass Institute)</u> , <u>Aray Tanusondjaja (Ehrenberg-Bass Institute)</u> , <u>John Dawes (Ehrenberg-Bass Institute)</u> , <u>Jenni Romaniuk (Ehrenberg-Bass Institute)</u>	The Impact of Collaboration Network Characteristics on High-Level Scholars' Research Performance in the Field of Quantum Information Technology <u>Baohuan Zhou (University of Science and Technology of China)</u> , <u>Liang Liang (University of Science and Technology of China)</u> , <u>Yundong Xie (University of Chinese Academy of Sciences)</u> , <u>Yanyan Zhu (University of Science and Technology of China)</u>
SB12						
SB13	Meeting Room C4.7 Chair(s): Jungeun Lim	Sustainability: Insights from Conjoint/Choice Models	Sustainable New Product Introduction and Brand Performance <u>The Hoa Mai (Monash University)</u> , <u>Satheesh Seenivasan (Monash University)</u> , <u>David Sugianto Ite (Monash University)</u>	Consumer's Collective Influence On Pension Investment: ESG Needs From Pension Participants and Beneficiaries <u>Yadi Yang (Erasmus University Rotterdam)</u> , <u>Thomas Martens (APG (Algemene Pensioen Groep))</u> , <u>Onno Steenbeek (Erasmus University Rotterdam)</u>	Consumer Preferences and Circular Economy: The Case of Reusable Packages <u>Hossein Esлами (Lebanese American University)</u>	Exploring the Sustainability Intention-Action Gap in Consumer Packaged Goods via the Utility Maximization Framework <u>Jungeun Lim (University of Wisconsin-Madison)</u> , <u>Qing Liu (University of Wisconsin-Madison)</u> , <u>Neeraj Arora (University of Wisconsin-Madison)</u>
SB14	Meeting Room C4.8 Chair(s): Xinyu Chen	Crisis Management	Negative News Spillover and Rivals' Strategic Reactions <u>Xiaobo Lin (Syracuse University)</u> , <u>Guiyang Xiong (Syracuse University)</u> , <u>Shuai Yang (Donghua University)</u>	The Dynamics of Corporate Misconduct and Online Employer Review Ratings <u>Andreas Hamann (University of Mannheim)</u> , <u>Lars Gemmer (University of Cologne)</u> , <u>Andreas Bayerl (Erasmus University Rotterdam)</u>	Data Breach: Devastating Disaster or New Opportunity? <u>Jihwan Moon (UNSW)</u> , <u>Jake An (University of Technology Sydney)</u>	The Impact of the Matching Effect Between Data Breach Types and Recovery Strategies on Consumer Forgiveness <u>Xinyu Chen (Jiangxi University of Finance and Economics)</u>
SB15	Meeting Room C4.9 Chair(s): Weizhen Zhou	Customer Service	Performance above Replacement: Assessing the Impact Differentials across Listing Agents in Real Estate Transactions <u>Sachin Sridhar (The University of Texas at Austin)</u> , <u>ReX Du (University of Texas at Austin)</u>	Deciphering the Impact of AI Chatbots on Customer Satisfaction: A Systematic Literature Review <u>Xiaolan Xia (Griffith University)</u> , <u>Wei Shao (Griffith University)</u> , <u>Jiraporn Surachartkumtonk (Griffith University)</u> , <u>Haroon Iqbal Maseeh (Griffith University)</u>	Algorithm-Augmented and Multitasking Intensity: The Forces of Retrieval and Processing Fluency <u>Yuanyuan Zhou (School of Management Huazhong University of Science and Technology)</u> , <u>Weizhen Zhou (School of Management Huazhong University of Science and Technology)</u> , <u>Jun Yang (School of Management Huazhong University of Science and Technology)</u>	A Study of the Effectiveness of Service Recovery in a Multi-actor Context <u>Lifeli Bai (Southwestern University of Finance and Economics)</u> , <u>Tianshu Chu (Hong Kong Baptist University)</u> , <u>Xiaorong Fu (Southwestern University of Finance and Economics)</u> , <u>Ziyang Huang (Sichuan Changhong Electric Co. Ltd.)</u>
SB16	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 <u>Ting-Hsiang Tseng (Feng Chia University)</u>	Opulent and Responsible?: Exploring the Shift to Sustainable New Product Development in Luxury Fashion <u>Ismael Erzurumlu (Neoma Business School)</u> , <u>Melike Talay (University of New Hampshire)</u>	Video Game Character Design: The Role of Diversity, Equity, and Inclusion <u>Xiaolan Chen (Bayes Business School)</u> , <u>Wanqing Zhang (Purdue University)</u> , <u>Daniela Cristian (Cass Business School)</u>	How Consumers with Hedonic (vs. Utilitarian) Purchase Motive Use Item-Price (vs. Price-Item) Presentation Order as a Mechanism to Justify Their Hedonic Purchase <u>Jungsil Choi (Cleveland State University)</u> , <u>Hyun Young Park (CEBS (China Europe International Business School))</u>
SB17	Meeting Room C4.11 Chair(s): Siqi Pei	Mobile and Location-Based Marketing	Enhancing Electronic Coupon Effectiveness by Unlocking the Power of Geolocation Data <u>Chia-Ying Chen (University of Sydney)</u> , <u>Qiang Lu (University of Sydney)</u> , <u>Jia Li (Wake Forest University)</u>	*Please Attain a Free Coupon*: Customer Retention Strategy for Hedonic Product in Mobile Commerce <u>Ka Wing Chan (University of New South Wales)</u> , <u>Xincheng Ma (HKUST)</u> , <u>William Gu (University of New South Wales)</u> , <u>Dongwon Lee (HKUST)</u> , <u>Huan Liu (Nankai University)</u> , <u>Junbum Kwon (University of New South Wales)</u> , <u>Felix Septianto (University of Queensland)</u>	Predicting Consumer Visits with Co-Location Networks: A Deep Heterogeneous Network Representation Learning Approach <u>Hanyu Zhang (Emory University)</u> , <u>Kunpeng Zhang (University of Maryland Robert H. Smith School of Business)</u> , <u>David Schweidel (Emory University)</u>	Mobile Payments and Urban Mobility: Assessing the Influence of Mobile Payments on Metro Ridership and Environmental Enhancement <u>Siqi Pei (Shanghai University of Finance and Economics)</u> , <u>Wenyue Xi (Bank of America/NYU)</u> , <u>Hongshen Sun (Massachusetts Institute of Technology)</u>

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