2024 ISMS Marketing Science Conference at ICC Sydney

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

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

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

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

Thursday June 27

Room	09:00 AM - 10:30 AM	11:00 AM - 12:30 P	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 Modeling Emotions	TB04 Special Session: Frontiers of Preference Measurement with Unstructured Data	TC04 Choice Models 1	TD04 Choice Models 2
Meeting Room C2.4	TA05 Marketing Strategy: Advertising	TB05 Marketing Strategy: Disruptive Technology	TC05 Marketing Strategy: New Products and Diffusion	TD05 Marketing Strategy
Meeting Room C2.5	TA06 Analytical Models for Digital Platform 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 Conspicuous Consumption, Luxury Marketing and Indulgence
Meeting Room C3.3	TA08 Customer Relationship Management: Targeting Dormant/Churned Customers	TB08 Customer Relationship Management: Advanced Methods	TC08 Customer Lifetime Value Models	TD08 Special Session: Marketing-mix Adjustments in Times of Market Turbulence
Meeting Room C3.4		TB09 Privacy	TC09 User Generated Content: Insights from Field- and Quasi-Experiments	TD09 User Generated Content: Insights from Machine Learning
Meeting Room C3.5	TA10 Music Marketing	TB10 Movie Marketing	TC10 Tourism and Sport Marketing	TD10 Better Marketing for a Better World
Meeting Room C3.6	TA11 Online Reviews: Factors Driving Persuasivenes and Helpfullness 1	TB11 Online Reviews: Factors Driving Persuasivenes and Helpfullness 2	TC11 Social Media Engagement 1	TD11 Social Media Engagement 2
Meeting Room C4.1	TA12 Special Session: Marketing and Social Impact	TB12 Special Session: Marketing and Policy 1: Grocery Retail	TC12 Special Session: Marketing and Policy 2: Financial Decision Making	TD12 Financial Decision Making
Meeting Room C4.2	TA13 Special Session: Game Theory	TB13 Game Theory for Product Offerings and Choice Sets	TC13 Game Theory for (Online) Retailing	TD13 Game Theory and Analytical Models for Fake News
Meeting Room C4.3	TA14 Consumer Behavior: Advertising 1	TB14 Consumer Behavior: Advertising 2	TC14 Marketing Communication	TD14 Advertising: Machine Learning Approaches
Meeting Room C4.4	TA15 Retailing: Location	TB15 Special Session: Reshaping Retail Analytics: Habits, Patterns and Narratives Impacting Consumer Choice	TC15 Special Session: Research Based on AiMark Data: Unlocking Insights from International Household and Retail Panel Data	TD15 Influencer Marketing: Inferences from Quasi Experiments and Big Data
Meeting Room C4.5	TA16 Livestreaming 1	TB16 Livestreaming 2	TC16 Livestreaming 3	TD16 Livestreaming 4
Meeting Room C4.6	TA17 Health Care Marketing: Patient Outcomes 1	TB17 Health Care Marketing: Patient Outcomes 2	TC17 Health Care Marketing: Prescription Drugs	TD17 Health Care Marketing: Provider Decision Making and Insurance
Meeting Room C4.7	TA18 Consumer Behavior: Promoting Broad Sustainable Behavior	TB18 Consumer Behavior: Promoting Specific Sustainable Behavior	TC18 Consumer Behavior: Generational and Individual Differences in Sustainable Behavior	TD18 Game Theory and Sustainability
Meeting Room C4.8	TA19 Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 1	TB19 Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 2	TC19 Special Session: Emerging Research on Platforms, Service Arrangement, and Revenue Sharing Programs	TD19 Special Session: Digital Platforms: Pricing, Data and User Experience
Meeting Room C4.9	TA20 Consumer Behavior: Branding 1	TB20 Consumer Behavior: Branding 2	TC20 Consumer Behavior: Brand Activism	TD20 Private Labels and Branding
Meeting Room C4.10	TA21 Consumer Behavior: Response to 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

Thursday, June 27 , Session TA, 09:00 AM - 10:30 AM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
TA01	Pyrmont Theatre Chair(s): Mathew Chylinski, Nicolas Chu	Special Session MASS: The Past, Present and Future of Marketing Analytics	MC: Jennifer Killian (XPON) Keynote: Pradeep Chintagunta (University of Chicago)	Panel Kusum Ailawadi (Tuck School of Business at Dartmouth College)	Panel Jadanne Dare (KPMG Australia)	Panel Wendy Mak (MUFG Pension & Market Services)	
TA02	Meeting Room C2.1 Chair(s): Madhu Viswanathan	Pricing: Economics-based Approaches	Advertising and Leader-follower Pricing between an Off-patent Drug and its Generic Counterpart - A Dynamic Model Estimated Abhik Roy (Quinnipiac University)	Optimal Bundling Design: The Case of Gym Training Sessions Qinxin Chen (Washington University in St. Louis), Yijun Chen (Imperial College London), Tat Chan (Washington University in St. Louis)	Renting Regret Madhu Viswanathan (Indian School of Business), Manish Gangwar (Indian School of Business), Pranav Jindal (Indian School of Business), Abhinav Uppal (Indian School of Business)	Postponement Sludge: How Much Does It Cost to Cancel at a Later Date? Matthew Fisher (Southern Methodist University)	
TA03	Meeting Room C2.2 Chair(s): Xiangyin Kong	Salesforce Management and Personal Selling: Theory and Models	Income Tax and Salesforce Performance: A Micro Perspective Yuxin Chen (New York University - Shanghai), Yi Xiang (China Europe International Business School), Fang Yu (China Europe International Business School)	Exploring the Impact of Psychological Distance on the Ethical Behavior of Sales Managers Tobias Heußler (Wiesbaden Business School), Lea Schwehn (Wiesbaden Business School)	Under What Circumstances Does a Convex Sales Compensation Plan Make Sense? James Lattin (Stanford University)	Optimal Quota-Bonus Contract with Bayesian Learning: Early Success Bias and Late Success Encouragement Xiangyin Kong (University of Science and Technology of China), Lina Bao (Zhejiang University), Yimin Yu (City University of Hong Kong)	
TA04	Meeting Room C2.3 Chair(s): Mohammad Hosein Tavakoli	Measuring and Modeling Emotions	Consumers' Motivations and Preferences in Entertainment Media Consumption: Love vs. Hate and Suspense vs. Surprise Ian Weaver (National University of Singapore), Jiwoong Shin (Yale School of Mangement), Vanya Klenovskiy (Yale School of Mangement)	Beyond Positivity: Investigating the Contagiousness of Mixed Emotions on Facebook Brand Pages Chedia Dhaoui (UNSW Business School), Cynthia Webster (Macquarie University)	Political Parties' Stance on Different Topics Impacting Parties' Anticipated Future Success Mohammad Hosein Tavakoli (University of Warwick), Thomas Gruca (University of Iowa), Vahid Karimi Motahhar (Sabanci University)		
TA05	Meeting Room C2.4 Chair(s): Yi-Lin Tsai	Marketing Strategy: Advertising	Firm Life Cycle, Managerial Ability and Accounting Conservatism: Implications for Advertising Spend and Shareholder Returns Steven D'Alessandro (Edith Cowan University), Domenic Gasbarro (Murdoch Univeristity), Hong Miao (Colorado State University), Kenton Zumwalt (Colorado State University)	Trade Secret Protection and its Impact on Advertising Spending Sungkyun Moon (Singapore Management University), Jacqueline Chang (Singapore Management University), Kapil Tuli (Singapore Management University)	Advertising and the IPO Price Revision Process Michal Herzenstein (University of Delaware), Dan Horsky (Simon School of Business University of Rochester), Yi-Lin Tsai (University of Melbourne), Tzachi Zach (Ohio State University)		
TA06	Meeting Room C2.5 Chair(s): Di Yuan	Analytical Models for Digital Platform Interactions	Quality Signaling in Rewards-Based Crowdfunding: The Role of Deferred Payments Jiancheng Lyu (University of Science and Technology of China), Xiaobei Shen (University of Science and Technology of China), Xiaoting Xie (University of Science and Technology of China)	Creative Marketplaces for Humans and Machines Lijuan Luo (Renmin University of China), Emaad Manzoor (Cornell University), Nathan Yang (Cornell University)	Generative AI Adoption by Creator Platforms Di Yuan (University of Illinois Urbana-Champaign), Manmohan Aseri (Katz Graduate School of Business at University of Pittsburgh), Vibhanshu Abhishek (UCI Paul Merage School of Business), Kartik Hosanagar (University of Pennsylvania)		
TA07	Meeting Room C2.6 Chair(s): Daniel Winkler	Charitable Giving / Donations: Empirical Analysis	Words Matter: When and Why Direct Speech Appeal Promotes Charity Crowdfunding Project Success Ziqi Zhang (Renmin University of China)	Be More Generous on Computers or Smartphones? A Device Effect on Donations Shengru Ren (Renmin University of China), Jun Pang (Renmin University of China)	Echoes from the Past: Too Costly or Worth Gaining to Be Nice Again? Guangxin Yang (Peking University), Qiaowei Shen (Guanghua School of Management Peking University)	B-DiDi: A Novel Bayesian Approach to Difference-in-differences Estimation with an Application to Organ Donation Policy Changes Daniel Winkler (University of Economics and Business-Vienna), Pascal Güntürkün (University of Economics and Business-Vienna)	
TA08	Meeting Room C3.3 Chair(s): YuXuan Zhao	Customer Relationship Management: Targeting Dormant/Churned Customers	Engaging the Already (dis)Engaged: A Customer Relationship Management Field Study in an Emerging Market Peren Ozturan (Copenhagen Business School), Aysegul Ozsomer (Koç University CASE), Gurkan Saman (Turkcell Technology), Fernaz Alimoglu Sar (Turkcell Technology), Aytac Yapici (Turkcell Technology), Erman Adali (Turkcell Technology), Gokce Yavuz (Turkcell Technology)	Big Data or Big Brother: For Whom does Personalized Recontacting Work? Yin Bai (Tianjin University), Min Zhang (Tianjin University), Qingmei Tan (Tianjin University)	How to Kiss the Sleeping Beauty: Dynamic Retargeting Strategy in Non-contractual Service Setting YuXuan Zhao (Fudan University), Chen Lin (Fudan University), Zhen Fang (Fudan University)	Sensory Stimulation in Customer Churn Management: an Empirical Study of Reactivation Effectiveness YuXuan Zhao (Fudan University), Chen Lin (Fudan University), YunLu Yin (Fudan University)	
TA09							
TA10	Meeting Room C3.5 Chair(s): Alexander Zhou	Music Marketing	Reinventing Music Consumption: A Comparative Study of the Impact of Metaverse Concerts and Physical Concerts on Piracy and Legal Downloading Qiang Lu (University of Sydney), Ranjit Voola (University of Sydney), Jiang Qian (University of Sydney), Zhenyu Wang (University of Sydney)	User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption Qi Xie (University of Minnesota), Linli Xu (University of Minnesota), George John (University of Minnesota)	Optimal Playlist Design Strategies over the Product Life Cycle Zhaokun Li (University of New South Wales Sydney NSW), Junbum Kwon (UNSW Business School), Jack Cadeaux (UNSW-Sydney)	Does Diversity Lead to Thrive? Exploring the Impact of Acoustic Differences on Music Success Tingting Fan (The University of Hong Kong), Alexander Zhou (The University of Hong Kong)	
TA11	Meeting Room C3.6 Chair(s): Charan Bagga	Online Reviews: Factors Driving Persuasivenes and Helpfullness 1	Does Rating Distribution Polarization Matter: The Interaction of Rating Distributions,Average Ratings, and the Number of Reviews on Consumer Decision-making Jialei Wang (Southwestern University of Finance and Economics), Xiaorong Fu (Southwestern University of Finance and Economics), Tianshu Chu (Hong Kong Baptist University)	An Empirical Investigation of Factors Affecting a Consumer's Decision to Read More Reviews and to Make a Purchase Stanislav Stakhovych (Monash University), Aakash Mayur Shah (La Trobe University)	Is This Review Really Useful?: Using Topic Modeling and Opinion Mining Modules to Measure Movie Review Usefulness Sunnyoung Lee (Dongguk University), Yeeun Lee (Dongguk University), Dongyoon Lee (Dongguk University)	The Impact of Lack of Reviewer Anonymity on the Quantity and Quality of Product Reviews: Evidence from a Mobile Application Market Sandeep Arora (University of Manitoba), Charan Bagga (University of Calgary)	
TA12	Meeting Room C4.1 Chair(s): Adithya Pattabhiramaiah, Vamsi Kanuri	Special Session: Marketing and Social Impact	Gender Stereotyping and Advertising Effectiveness Martina Pocchiari (National University of Singapore), Clement Bellet (Erasmus University Rotterdam)	Do Digital Payments Increase the Consumption of Vice Goods? Evidence from the Introduction of UPI Payments in India S Sriram (University of Michigan), Varad Deolankar (University of Michigan)	The Role of Carbon Taxes in the Airline Industry Madhu Viswanathan (Indian School of Business), Mauricio Varela (Indian School of Business)	School Shootings and Community Economic Activity Muzeeb Shaik (Indiana University - Bloomington), Mike Palazzolo (University of California - Davis), Adithya Pattabhiramaiah (Georgia Institute of Technology), Shrihari Sridhar (Texas A&M University)	A Novel Approach for Responsible Targeted Advertising Vamsi Kanuri (University of Notre Dame), Sriram Somanchi (University of Notre Dame), Shrihari Sridhar (Texas A&M University)
TA13	Meeting Room C4.2 Chair(s): Yi Zhu, Krista Li	Special Session: Game Theory	Content Provision on UGC Platforms Woochoel Shin (University of Florida), Wilfred Amaldoss (Duke University)	Optimal News Search and Reporting Yi Zhu (University of Minnesota), Weize Yin (University of Minnesota)	Paying for Effort Not Luck: When Should Firms use Compensation Plan Decelerators? Rob Waiser (University of Kansas), David Soberman (University of Toronto)	Retention or Acquisition? Behavior-Based Quality Disclosure Krista Li (Indiana University), Jianqiang Zhang (Jiangsu Normal University)	
TA14	Meeting Room C4.3 Chair(s): Matthew Tingchi Liu	Consumer Behavior: Advertising 1	Conveying Advertising Affection with Virtual Endorsers: The Interactive Impact of Affection Appeals and Endorser Types on Advertising Effectiveness Chenying Hai (Huazhong University of Science and TechnologyChina), Jun Yan (Huazhong Uni. of Sci. &Tech. China), Shaowei Chai (Huazhong Uni. of Sci. &Tech. China)	Effectiveness of Necro-Advertising in Ethical Fashion Engagement Fuxuan Jia (University of New South Wales), Ka Wing Chan (University of New South Wales), Chris Baumann (Macquarie University Seoul National University Osaka University)	Nativeness Backfire: Unraveling the Dynamics of Design and Content Nativeness in In-Feed Ad Shaowei Chai (Huazhong University of Science and TechnologyChina), Jun Yan (Huazhong University of Science and TechnologyChina), Yaping Chang (Huazhong University of Science and TechnologyChina), Chenying Hai (Huazhong University of Science and TechnologyChina)	The Interplay Between Color Temperature and Psychological Distance Mingxia Zhu (University of Macau), Matthew Tingchi Liu (University of Macau), Xi Song (University of Macau)	
TA15	Meeting Room C4.4 Chair(s): YUTIAN LIU	Retailing: Location	Electric Vehicle Charging Availability and Retail Store Performance Ka Wing Chan (University of New South Wales), Hauke Wetzel (University of New South Wales), Ljubomir Pupovac (University of New South Wales)	An Experiential Multipurpose Shopping Model to Assist Retail Location Decisions Harmen Oppewal (Monash University), Ari Pramono (Monash University), Benedict Dellaert (Erasmus University)	Physical Store Visits and Virtual Brand Perceptions: Market Structure Analysis with Customer Trajectories in Shopping Malls Yulin Hao (University of Rochester), Dai Yao (The Hong Kong Polytechnic University)	Unveiling Store Network Dynamics: A Graph Perspective of Offline Retailing Activities Yutian Liu (University of Wisconsin - Madison), Qing Liu (University of Wisconsin-Madison), Cheng He (University of Wisconsin Madison)	
TA16	Meeting Room C4.5 Chair(s): Wenyu Jiao	Livestreaming 1	Cool Thinking or Hot Feeling: The Role of Cognitive Empathy and Affective Empathy in Philanthropic Live-streaming Sales Ying Ho (University of Macau), Ying Yu (University of Macau)	The Effect of Speed Volatility on Consumer's Engagement in Live-streaming: Evidence from TikTok Game Live-streaming Xinyue Xia (Beihang University), Chenxi Li (Beihang University), Anghong Wu (Beihang University), Yixun Lin (Beihang University)	Product Search and Sourcing in Live-Commerce: Evidence from a Quasi-Experiment Chu (Ivy) Dang (University of Hong Kong), Jialu Liu (Shanghai Jiaotong University)	Unlocking Sales Potential: The Impact of Livestreaming Hosts and Brand Origin on Consumer Choices in E-commerce Wenyu Jiao (University of Science and Technology of China)	
TA17	Meeting Room C4.6 Chair(s): Fang Fang	Health Care Marketing: Patient Outcomes 1	Enhancing Cancer Outreach Effectiveness through Monetary vs. Time Incentives: Insights from a Randomized Field Experiment Siqi Dai (Zhejiang University), Zheshuai Yang (Zhejiang University), Xiuping Li (National University of Singapore)	Were Consumers Eating Healthier During the Covid Pandemic? It Was a Mixed Bag Huong Nguyen (Stockholm School of Economics), Min Kim (NUS Business School National University of Singapore), Sara Rosengren (Stockholm School of Economics), Jie Zhang (Robert H. Smith School of Business University of Maryland)	Marketing for Good: Fostering Positive Doctor-Patient Relationships through Social Media Interactions between Doctors and Patients Deli Kong (Shanghai International Studies University), Jiayin Qi (Guangzhou University)	Nudging Patients' Choices to Cost-Effective Providers to Reduce Healthcare Expenditures Fang Fang (California State University Los Angeles), Mili Mehrotra (University Of Illinois Urbana Champaign), Hari Natarajan (University of Miami)	
TA18	Meeting Room C4.7 Chair(s): Lawrence Sze Lok Choi	Consumer Behavior: Promoting Broad Sustainable Behavior	From Limited Control to Green Empowerment: The Motivational Synergy of Fresh Starts in Predicting Environmental Collective Actions Seon Min Lee (Korea University)	Regulatory Focus and Eco-Friendly Product Preferences in Mountain and Ocean Environments Shengmin Si (Hongik University), Hyunji Lee (Hongik University), Nara Youn (Hongik University)	Responsibilizing the Net-Zero Hero? Creation and Implications of a Tragic Subject Position Tom van Laer (The University of Sydney), Morgan Smith (The University of Sydney)	Exploring Generation Z's Socially Responsible Consumption: A Revisit of the KAB Lawrence Choi (Hong Kong Baptist University), Kimmy Chan (Hong Kong Baptist University), Henry Fock (Hong Kong Baptist	
TA19	Meeting Room C4.8 Chair(s): Levent Uyar	Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 1	Optimizing Human Capital Signals in Online Contract Markets Ernan Haruvy (McGill University), Kim Strunk (University of Passau), Marina Fiedler (University of Passau)	Bidding or Allocation? The Design of Dispatch Systems in the Ride-Hailing Market Xueli Zhang (Xiamen University), Wei Miao (University College London), Junhong Chu (Hong Kong University)	When Consumers Reflect Business Models: The Influence of Digital Platform Remuneration Models on Consumers' Decision Making and Market Outcomes Levent Uyar (University of Hamburg), Rouven Seifert (University of Rostock), Michel Clement (University of Hamburg), Sonke Albers (Kuhne Logistics University), Patrik Wikstrom (Queensland University of Technology), Franois Moreau (Université Paris-Nord), Frederik Juul Jensen (Université Paris-Nord), Ola Haampland (Inland Norway University of Applied Sciences)		
TA20	Meeting Room C4.9 Chair(s): Sami Al Battashi	Consumer Behavior: Branding 1	Shape My Choice: How Iconicity and Nostalgia Marketing Influence Brand Preference Ashish Sadh (Indian Institute of Management Indore), Mayukh Mukhopadhyay (Indian Institute of Management Indore)	Deciphering the Role of Anthropomorphic Marketing in Consumer-Brand Relationships Huimin Wang (BNU-HKBU United International College), Mingjing Zhang (BNU-HKBU United International College), Peng Wang (BNU-HKBU United International College)	Consumer Responses to Brand Ethicality: The Roles of Brand Credibility, Brand Trust and Emotional Attachment Mahmud Hassan (North South University School of Business & Economics), Tawsif Abrar Faiyaz (North South University)	Brand Coolness: Exploring Consumer's Psychological Needs and Motives Sami Al Battashi (RMIT), Ashish Kumar (RMIT), Kaleel Rahman (RMIT)	
TA21	Meeting Room C4.10 Chair(s): Fangyu Zhong	Consumer Behavior: Response to AI 1	Human-AI Moral Relation: When Would People Regard AI as Moral Patient? Mingxia Zhu (University of Macau), Matthew Tingchi Liu (University of Macau), Xi Song (University of Macau)	Evolution of Service Robots from Mechanical to Humanoid Forms: An Examination between Utilitarian and Hedonic Service Settings Yunqi (Milly) Su (NEOMA Business School), Yiping (Amy) Song (NEOMA Business School), Peng Zuo (Shanghai University of International Business and Economics), Sisi Lei (Shanghai University of International Business and Economics)	How do Consumers Respond to Chatbot Anthropomorphism on a Cosmetic EC Website Mirai Igarashi (Osaka University), Shohei Hasegawa (Hosei University), Hiroshi Onishi (Chuo University), Osamu Sakai (Hosei University)	Preference for AI Avatar Versus Human Interpreters in Digital Interpretation Platforms Fangyu Zhong (SiChuan University)	
TA22	Meeting Room C4.11 Chair(s): Pranav Jindal	Special Session: Consumer Finance and Lending	Credit Failures and Entrepreneurial Risk Aversion Przemyslaw Jeziorski (University of California-Berkeley), Ganesh Iyer (Haas School of Business University of California Berkeley)	Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Change Zhenling Jiang (University of Pennsylvania), Yanhao Wei (University of Southern California), Tat Chan (Washington University)	Costs and Benefits of Buy Now, Pay Later (BNPL) Preyas Desai (Duke University), Pranav Jindal (Indian School of Business)	Buy Now, Ponder Later: The Impact of the Textual Analysis of BNPL on Consumer Purchase Decisions Sunnyoung Lee (Dongguk University), Moonjung Kim (Dongguk University), Minjun Choi (Dongguk University)	

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

Thursday, June 27 , Session TB, 11:00 AM - 12:30 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
TB01	**Pyrmont Theatre** Chair(s): Mathew Chylinski, Nicolas Chu	**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 (Sinorbis, 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 C2.1** Chair(s): Maxim Sinitsyn	**Analytical Pricing Models**	**Price Cues vs. Service Cues; Drivers of Retailer's Strategic Choice and Their Impact** Sajeesh Sajeesh (University of Nebraska–Lincoln), Preethika Sainam (Thunderbird School of Global Management at Arizona State University)	**NFT Royalties and Art Market Efficiency** Xinyu Cao (Chinese University of Hong Kong), Jieteng 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 Sinitsyn (Northwestern University)	
TB03	**Meeting Room C2.2** Chair(s): Siddharth Singh	**Salesforce Management and Personal Selling: AI, Digital Channels and Training**	**Introducing a Deep Hypergraph-Learning Approach for Modeling Salesperson Networks** Qianyin Xia (Georgia State University), Yi Zhao (Marketing Department Georgia State University), Sarang Sunder (Indiana University)	**Sales Skill Development and Coaching in a Post Generative AI World** Howard Dover (University of Texas at Dallas)	**How does Feedback Design Motivate the Next Generation of Salespeople? Theory and Evidence from an Experimental Study** Ying Yang (University of Washington Bothell), Xiaofei Pan (Bryant University), Christine Lai-Bennejean (Emlyon Business School)	**Effect of Product and Sales Skills Training, Engagement with Training, and Training Spillover on Sales Performance** Siddharth Singh (Indian School of Business), Raghu Bommaraju (Indian School of Business), Sharad Borle (Rice University)	
TB04	**Meeting Room C2.3** Chair(s): Jia Liu, Ryan Dew	**Special Session: Frontiers of Preference Measurement with Unstructured Data**	**Adaptive Preference Measurement with Unstructured Data** Ryan Dew (Wharton)	**Understanding Consumers Fast: Meta-learned Temporal Processes for Modeling Consumption Dynamics** Mingzhang Yin (University of Florida), Khaled Boughanmi (Cornell University), Asim Ansari (Columbia University)	**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** Zijun 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 C2.4** Chair(s): Hongyu DUAN	**Marketing Strategy: Disruptive Technology**	**The Relationship Between IT Capabilities, Agility, and Organizational Performance: A Meta-Analysis** Jerry Jin (The University of New South Wales), Ting Yu (The University of New South Wales)	**Technological Disruption in the Fashion, High Tech and Packaged Goods Industries: A Quasi-Experimental Analysis** Sajeev 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), Atya Zeb (University of Adelaide), Ljubomir Pupovac (UNSW), Manjunath Padigar (Macquire University), Mahima Hada (Baruch College CUNY)	**Impact of Disruptive Digital Technologies on Long-Term Firm Performance** 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 C2.5** Chair(s): Sumitro Banerjee	**Analytical and Empirical Models for CSR**	**Stock Market Responses to Negative Word of Mouth: Moderating Roles of Corporate Social Responsibility Initiatives** Jaihyun Jeon (Syracuse University), Guiyang Xiong (Syracuse University)	**The Strategic Failure of Climate Targets** Yuxin Chen (New York University - Shanghai), Zheng Gong (Chinese University of Hong Kong - Shenzhen), Jin Huang (NYU Shanghai)	**Consumer Learning of Corporate Social Responsibility: The Hyped and the Understated** Sumitro Banerjee (Grenoble Ecole de Management)		
TB07	**Meeting Room C2.6** Chair(s): Natalina Zlatevska	**Consumer Behavior: Charitable Giving and Donations**	**Ending Temporal Landmarks Increase Charitable Donation** Yuxuan Liu (Tsinghua University), Rong Chen (Tsinghua University)	**Too Painful to Donate: Why Don't People Donate to Critical Illness Causes?** Jingjing Ma (Peking University), 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 C3.3** Chair(s): Akihiro Inoue	**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), Longxiu 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** Kyeongbin Kim (Emory University), Daniel McCarthy (Goizueta Business School Emory University), Dokyun Lee (Boston University)	**Expanding B2B Customer Churn Model - Identifying Dormant and Churned Customers** Hoying Chiang (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** Akihiro Inoue (Keio University), Hanako Imai (Otsuya Inc.), Naoki Ogawa (Otsuya Inc.), Kozue Ogawa (Otsuya Inc.)	
TB09	**Meeting Room C3.4** Chair(s): Yuan Yuan	**Privacy**	**Profiling, Personalisation, Data Analytics and Martech: Developing Frames of Consumer Expectations and the Lagging Response of Privacy Regulation** Peter Leonard (University of New South Wales)	**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 C3.5** Chair(s): Khaled Boughanmi	**Movie Marketing**	**The Price of Streaming** Franco Berbeglia (Purdue University), Timothy Derdenger (Carnegie Mellon University), Sridhar Tayur (Carnegie Mellon University)	**Global Cinema Dynamics: Analyzing Non-Tariff Barriers in Film Distribution** Hongye 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 Boughanmi (Cornell University), Kamel Jedidi (Columbia University)	
TB11	**Meeting Room C3.6** Chair(s): Badr-Eddine Lahsini	**Online Reviews: Factors Driving Persuasivenes and Helpfullness 2**	**Fine-Grained Attribute-Level Approach for Consumer Reviews: Investigating the Effectiveness of Hotel Service Attributes on Consumer Experience** Vladislava 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** Jingying Wu (Fudan University)	**Unravelling the Helpfulness of Online Consumer Reviews: The Moderating Roles of Product Development Stages and Reviewers' Characteristics** Pei Yu Chien (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 C4.1** Chair(s): Mike Palazzolo	**Special Session: Marketing and Policy 1: Grocery Retail**	**The Effects of Temporary Grocery Store Closures** Julia Levine (Carey School of Business at Johns Hopkins University), Sylvia Hristakeva (Cornell University)	**Retiring the Store Flyer? Effects of Dropping Print Store Flyers on Household Grocery Shopping Behavior** Arjen van Lin (Tilburg University), Jonne Guyt (University of Amsterdam Business School), Kristopher Keller (Kenan-Flagler Business School)	**Taste and Nutrition Information** Beatriz Pereira (Monash University), Mike Palazzolo (University of California - Davis)	**Price Variation and Store Choice: The Welfare Implications of EDLP-HiLo Pricing** Kristina Brecko (University of Rochester), Avery Haviv (University of Rochester), Paul Ellickson (University of Rochester)	
TB13	**Meeting Room C4.2** Chair(s): Zhe Yang	**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 C4.3** Chair(s): Yeqing Bao	**Consumer Behavior: Advertising 2**	**ChatGPT Recommended: Product Placement Advertising in AI Knowledge Search** Justin Huang (University of Michigan Ross School of Business), Aradhna Krishna (University of Michigan)	**Open-Mindedness and Consumer's Response to Religious Cues in Advertising: Solving the Paradox** Yeqing Bao (UAH), David Allen (UAH), Shi Zhang (UCLA), Sa'arah Alhouti (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-Hyung Pyo (University of Idaho)		
TB15	**Meeting Room C4.4** Chair(s): Tirtha Dhar	**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 Vakratsas (McGill University)	**Bad vs Good Habits: Investigating the Role of Different Types of Habits on Consumers' Response to Healthy Eating Nudges** 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 Performance** Tirtha Dhar (University of Guelph), Poorya Selkghafari (University of Guelph)	**Modelling Commercial and Societal Drivers and Impacts of Consumer Food Choice within a Multi-layered Digital Ecosystem** Catherine Paquet (Université Laval), Antonia Gieschen (University of Edinburgh), Fares Belkhiria (McGill University), Raja Sengupta (McGill University), Laurette Dubé (McGill University)	
TB16	**Meeting Room C4.5** Chair(s): Ivy C. Dang	**Livestreaming 2**	**Value of the Seller Agency: Evidence from the Live Streaming Platform** Shuwen Jiang (University of International Business and Economics), Hongju Liu (Guanghua School of Management Peking University), 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 C4.6** Chair(s): Xiumei Tang	**Health Care Marketing: Patient Outcomes 2**	**Engagement and Well-Being as Outcomes of Perceived Social Support in Digital Health Services: A Meta-Analysis** Karen Tian (The University of New South Wales), Ting Yu (The University of New South Wales), Ko de Ruyter (King's College London), Debbie Isobel Keeling (University of Sussex)	**Enhancing Patient Engagement and Adherence in Healthcare: The Role of AI-Driven Pre-Consultation Interactions** Hamid Shirdastian (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 Satyavageeswaran (Indian Institute of Management Udaipur), Sundar Bharadwaj (University of Georgia)	**Influence of Marketing Communication on Awareness and Engagement of Patients in Online Health Communities: Online Field Experiment** Myrthe Kuipers (University of Amsterdam), Umut Konus (University of Amsterdam)	**A Study on Marketing Strategies for Comprehensive Lung Cancer Management Services Based on Smart Healthcare** Xiumei Tang (West China Hospital)
TB18	**Meeting Room C4.7** Chair(s): Jiming Wu	**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** Hamzeh Rayej (Concordia University), Kamila Sobol (Concordia University), SunAh Kim (UNSW Sydney)	**Beyond Beauty: Exploring the Primacy of Freshness in Consumer Selection of Natural Fresh Foods** Hanna Shin (Hongik University), Yan Li (Hongik University), Nara Youn (Hongik University)	**Guilt-Driven Persuasion in Sustainable Fashion: The Roles of Empathic Trust** Jiming 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)	
TB19	**Meeting Room C4.8** Chair(s): Xinbo Wang	**Platforms/Two-Sided Markets: Insights from Structural Models and Experiments 2**	**Participation Inequality in Online Content Contribution and Platform Incentives** Amy Wenxuan Ding (Emlyon Business School), Shibo Li (Indiana University Bloomington)	**Catch Me if You Can: Punishing Disintermediation in the Gig-Economy Grey Market** Yingkang Xie (Washington University in St. Louis)	**Feedback Design in Content Market** Nan Chen (Department of Information Systems and Analytics National University of Singapore), Xinbo Wang (Department of Economics National University of Singapore)		
TB20	**Meeting Room C4.9** Chair(s): Nader Tavassoli	**Consumer Behavior: Branding 2**	**How to Promote Local Specialty that Encourages Travel to the Production Area: Focusing on the Effects of Presenting the Product's Production process as a Story** Takanori Suda (Toyo Gakuen University), Hiroaki Ishii (Waseda University), Ikumi Hiraki (Tokyo International University), 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 Melnyk (UNSW Sydney)	**Categorization and Horizontal Versus Vertical Brand Differentiation** Nader Tavassoli (London Business School)	
TB21	**Meeting Room C4.10** Chair(s): Joyce Chua	**Consumer Behavior: Response to AI 2**	**Bias in Generative AI** Mi Zhou (University of British Columbia), Kannan Srinivasan (Carnegie Mellon University), Vibhanshu 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 Jörling (EM Lyon Business School), Meng Zhu (Virginia Tech), Ye Li (University of California Riverside)	**Emerging Technologies Affect the Use of Specific Language in Consumer Reviews** Joyce Chua (Singapore Management University), Hannah Chang (Singapore Management University)	
TB22	**Meeting Room C4.11** Chair(s): Wayne Taylor	**Special Session: Four Applications of Natural Experiments in Marketing: Online Gambling, Corporate Political Positioning, Food Shopping Carbon Footprint, and Open Innovation**	**The Impact of Online Gambling on Risky Behavior and its Implications for Demarketing** Wayne Taylor (Southern Methodist University), Daniel McCarthy (Goizueta Business School Emory University), Kenneth Wilbur (University of California - San Diego)	**Corporate Political Positioning and Sales: Evidence from a Natural Experiment** Kitty Wang (University of Houston), Shijie Lu (University of Notre Dame)	**Household Food Carbon Footprint and Club Store Shopping** Lu Yan (Hong Kong Polytechnic University), Ting Zhu (Purdue University), Li Song (Purdue University)	**The Impact of Large Language Models on Open-source Innovation: Evidence from GitHub Copilot** Raveesh Mayya (NYU Stern School of Business), Doron Yeverechyahu (TAU), Gal Oestreicher-Singer (Tel Aviv University)	

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Thursday, June 27 , Session TC, 01:30 PM - 03:00 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
TC01	Pyrmont Theatre Chair(s): Lan Luo	Special Session: Practice Prize Competition 1	**Modelling Customer Lifetime Value in the Retail Banking Industry** Greig Cowan (NatWest Group), Salvatore Mercuri (University of Edinburgh), Raad Khraishi (NatWest Group)	**Business Policy Experiments using Fractional Factorial Designs: Consumer Retention on DoorDash** Yixin Tang (DoorDash), Yicong Lin (DoorDash), Navdeep Sahni (Stanford University)			
TC02	Meeting Room C2.1 Chair(s): Hangcheng Zhao	Algorithmic Pricing	**Welfare Cost of Fair Prediction and Pricing in the Insurance Market** Hajime Shimao (University of New South Wales), Fei Huang (University of New South Wales)	**Price Competition Under Information (Dis)Advantage** Nan Chen (National University of Singapore), Tiffany Tsai (National University of Singapore)	**Sponsored Products Ads, Algorithmic Pricing, and More Harmless Collusion** Hangcheng Zhao (Wharton School University of Pennsylvania)		
TC03	Meeting Room C2.2 Chair(s): Uyen Uyen Banh	B2B Marketing 1	**Effectiveness of Sales Visits over the Business Cycle** Hernan Bruno (University of Cologne), Christian Pescher (Universidad de los Andes Chile), Shantanu Dutta (University of Southern California)	**Buyer-driven Financial Aid and Technology Assistance on Marketing Capabilities Development of Global Suppliers in Emerging Markets** Tianjiao Qiu (California State University Long Beach)	**Exploring the Antecedents of Distributor Whistleblowing: A Cognitive Approach** Jing Zhou (Dalian University of Technology)	**Identifying the Drivers of Review Generation in Business-to-Business e-Commerce** Uyen Uyen Banh (University of Manitoba), Sandeep Arora (University of Manitoba)	
TC04	Meeting Room C2.3 Chair(s): Sicheng Song	Choice Models 1	**The Role of Emotions in Consumer Decision Making Across Different Categories** John Roberts (University of New South Wales), Songting Dong (University of New South Wales), Karen Hansen (Forethought Research)	**Theory-driven Deep Learning-Based Consumer Choice Models** Dongcheng Zhang (Emory university), Kunpeng Zhang (University of Maryland Robert H. Smith School of Business), David Schweidel (Emory university)	**Modelling Individual and Group Travel Behavior for After-work Activities via Metro Data** Sicheng Song (Chinese University of Hong Kong)		
TC05	Meeting Room C2.4 Chair(s): Yuhsiang Lin	Marketing Strategy: New Products and Diffusion	**Understanding the Effects of Uncertainty on NPD Speed: A Temporal Perspective** Qing Ye (Hunan University), Fue Zeng (Wuhan University in China), Cheng Lu Wang (University of New Haven)	**Does Breaking News Break Investors' Attention?** Reo Song (California State University Long Beach), Eunho Park (University of Texas at San Antonio), Andre Martin (University of Notre Dame), Tarun Kushwaha (George Mason University)	**To 'Make'; or 'Source' New Product Innovation Assets Integrated with Emerging General-purpose-technology? Evidence from Preannouncements of New Products Integrated with Artificial Intelligence** Manjunath Padigar (Macquarie University), Ljubomir Pupovac (UNSW), Ashish Sinha (University of Queensland), Abhishek Borah (INSEAD)	**Word-of-Mouth Life Cycle: Exploring Antecedents, Process, and Consequences** Yuhsiang Lin (University of Taipei)	
TC06	Meeting Room C2.5 Chair(s): Alan Montgomery	Analytical Models for Consumer Behavior	**Consumer Search and Product Line Length: The Role of the Consumer-Product Fit Distribution** Mohammad Zia (Chapman University), Dmitri Kuksov (The University of Texas at Dallas)	**Product Reviews, Prices, and Profits in Markets Driven by Randomness: The Null Model** Steven Shugan (University of Florida), Man Xie (Arizona State University)	**Multitasking and Goal-Setting** Yao Yao (Tianjin University), Dong Wook Chae (Indiana University), Krista Li (Indiana University)	**Modeling Mental Accounting with Two-stage Budgeting and Bounded Rationality** Nicholas Pretnar (Carnegie Mellon University), Christopher Olivola (Carnegie Mellon University), Alan Montgomery (Carnegie Mellon	
TC07	Meeting Room C2.6 Chair(s): Jason Stornelli	Consumer Behavior: Gift Giving and Planning	**The Gift of Cultural Capital: How Culturally Mixed Gifts Strengthen Giver-recipient Bonds** Qianying Huang (School of Business Sun Yat-Sen University), Zhuomin Shi (School of Business Sun Yat-Sen University)	**A Study on the Repulsion of Gift Givers to the Recommendation Function of Algorithms** Yueyan Zhang (Southwest Jiaotong University)	**An Intertemporal Choice Model for Sustainable Consumption: Role of Connectedness to the Other's Future Self** Anas El Assadi (Mohammed VI Polytechnic University), Ravi Prakash Ranjan (Mohammed VI Polytechnic University)	**The Multidimensional Planning Scale: Assessing Whether and Why Consumers Plan** Jason Stornelli (Oregon State University), Colleen Bee (Oregon State University)	
TC08	Meeting Room C3.3 Chair(s): Sibo Zhang	Customer Lifetime Value Models	**Revisiting "A Seasonal Model with Dropout …": A Simple Model with Seasonal Effects for Noncontractual Settings** Peter Fader (Wharton School/Univ of Pennsylvania), Bruce Hardie (London Business School), Daniel McCarthy (Goizueta Business School Emory University)	**Predicting and Explaining Customer Purchases: A Joint Model of Attrition, Transaction, and Spending Behavior in Non-contractual Settings** Patrick Bachmann (ETH Zurich), Jeffrey Naef (Inria University of Montpellier), Markus Meierer (University of Geneva)	**Effects of Recommendation Timing in Media Customer Lifecycle** Sibo Zhang (University of New South Wales), Yu-Ting Lin (University of New South Wales), Maggie Dong (University of New South Wales)	**Valuing Customers in the Insurance Industry: A Joint Model for Claims and Churn** Yumo Dong (Australian National University)	
TC09	Meeting Room C3.4 Chair(s): Rupali Kaul	User Generated Content: Insights from Field- and Quasi- Experiments	**Dynamics in Knowledge Contributions - Evidence from a Field Experiment** Yikun Jiang (University of California-Berkeley)	**The Impact of Social Exclusion on User-Generated Content: Evidence from a Quasi-Experiment on a Mobile Karaoke Singing App** Xiaochi Sun (Nanjing University of Aeronautics and Astronautics), Banggang Wu (Sichuan University), Xuebin Cui (Nanjing University), Andreas Eisingerich (Imperial College London), Zhiling Yang (City University of Hongkong)	**The Causal Effect of Attention and Recognition on the Nature of User-Generated Content: Experimental Results from an Image-Sharing Social Network** Justin Huang (University of Michigan Ross School of Business), Rupali Kaul (Stanford University), Sridhar Narayanan (Stanford University)		
TC10	Meeting Room C3.5 Chair(s): Peng Wang	Tourism and Sport Marketing	**Improved Technology Acceptance Model (DL-TAM) for Measuring Tourist Satisfaction on Digitalised Facilities of the Hospitality & Tourism (H & T) Industry** Samanthi Konarasinghe Wiriththamulle Gamage (Western Sydney University), Edward Mariyani-Squire (Western Sydney University), Francine Garlin (Western Sydney University)	**How do New Technologies Reshape the Travel Experience?** Chin-Ching Yin (National Taipei University of Technology)	**How Consumers Use Their Consumer Credit for Travel in Inflation Surge?: Intertemporal Consumption Perspective** Darren Kim (Macquarie University), Jenny Lee (UNSW Sydney)	**The Effect of Temporal Distance on Consumers' Experiential Baskets in the Context of Trip Planning** Muru Chen (Monash University), Harmen Oppewal (Monash University), Bhoomija Ranjan (Monash Univesity), Jill Lei (The University of Melbourne)	**Unexpected Impacts of Unexpected Games: The Implication of Game Outcomes on Sports Events Advertising** Yuxin Huang (Soochow University Business School), Peng Wang (Tianjin University College of Management and Economics), Cheng Zhang (Fudan University School of Management)
TC11	Meeting Room C3.6 Chair(s): Jason Weismueller	Social Media Engagement 1	**Live vs. Post Comments: Empirical Analysis of Their Differential Effects on Consumers' Evaluation of Video Quality** Di Huo (Harbin Institute of Technology), Peng Zou (Harbin Institute of Technology), Ning Fu (California State University Northridge), Qi Wang (China Europe International Business School)	**The U-shape Effect of Online Exposure to Nature on Customer Engagement** Jiaqi Wang (Harbin Institute of Technology), Peng Zou (Harbin Institute of Technology), Bo Yu (Harbin Institute of Technology), Hao Qin (Changzhou Omni Education and Consulting Studio), Furong Wang (Harbin Five-star Waterproof Material Co.Ltd)	**More Anthropomorphism, More Engagement? The Effect of Matching Anthropomorphic Cues and FGC Ad Appeal on Social Media Engagement** Xiaorong Fu (Southwestern University of Finance and Economics), Zihui Mao (Southwestern University of Finance and Economics), Junjie Kuang (Southwestern University of Finance and Economics)	**How Value-expressive Language Shapes Brand Posts on Social Media** Jason Weismueller (The University of Western Australia), Jo Sneddon (The University of Western Australia)	
TC12	Meeting Room C4.1 Chair(s): Mike Palazzolo	Special Session: Marketing and Policy 2: Financial Decision Making	**Modeling Scale Attraction Effects: Optimal Laddering in a Charity Panel Field Experiment** Fred Feinberg (University of Michigan Ross Business School), Kee Yeun Lee (UNIST)	**Nonparametric Bayesian Counterfactual Inference for One-Shot Field Experiments: Evidence from a Large-Scale Donation Drive** Kee-Yeun Lee (UNIST), Gwen Ahn (Leeds School of Business), Arnaud De Bruyn (ESSEC Business School), Fred Feinberg (University of Michigan Ross Business School)	**Enabling Consumer Financial Data Exchange in Marketing Research and Practice** Linda Salisbury (Boston College), Simon Blanchard (Georgetown University), Kelly Martin (Colorado State University)	**Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors** Mike Palazzolo (University of California - Davis), Simon Blanchard (Georgetown University)	
TC13	Meeting Room C4.2 Chair(s): Yuichiro Kanazawa	Game Theory for (Online) Retailing	**Designing Marketplace Analytics for Sellers: Platform-offered vs. Third-party Providers** Yi Liu (University of Wisconsin - Madison), Fei Long (University of North Carolina at Chapel Hill)	**Which Free Rider Would Be Better? The Strategies and Decision-Making of Multiple Stakeholders in Anti-Piracy Initiatives** Xiaotong Du (Tianjin University)	**The Influence of Copycat Appearance Period on the Brand-name Supply Chain with Different Sales Models** Jie Miao (Tianjin University), Zhe Yang (Tianjin University), Zhaofang Mao (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign)	**Examining Bargaining Power in the Distribution Channel under Possible Price Pass-through Behaviors of Retailers** Tomoki Matsumoto (Nara Institute of Science and Technology), Tomohito Kamai (RAPPORT Co. Ltd.), Yuichiro Kanazawa (International Christian University)	
TC14	Meeting Room C4.3 Chair(s): David Fang	Marketing Communication	**Perception of Dissonance and Self-persuasion: A Study of the Impact of Technological Discomfort on Multidimensional Consumer Engagement in Computational Advertising** Zhonghuan Wu (South China University of Technology), Chunlin Duan (South China University of Technology)	**Perception of Artificial Intelligence in Email Marketing** H G (University of Regensburg), Herbert Endres (University of Regensburg)	**Can Messaging Lead to More Effective Subscription Sign-ups? Insights from a Field Experiment** Kirthi Kalyanam (Santa Clara University), Raphael Thomadsen (Washington University in St Louis), Nan Zhao (Washington University in St Louis)	**Short and Sweet or Short and Sour: The Influence of Text Message Abbreviations on Relational Outcomes** David Fang (University of Toronto), Yiran Zhang (University of Toronto), Sam Maglio (University of Toronto)	
TC15	Meeting Room C4.4 Chair(s): Bernadette van Ewijk	Special Session: Research Based on AiMark Data: Unlocking Insights from International Household and Retail Panel Data	**Why and When to Launch New Products During a Recession** Koen Pauwels (Northeastern University)	**Evolution of Marketing Mix Effectiveness over Time: A Global Investigation** Katrijn Gielens (University of North Carolina-Chapel Hill), Jan-Benedict Steenkamp (University of North Carolina-Chapel Hill)	**How Loyalty Programs Influence Consumer Response to Marketing Crises** Samuel Staebler (Tilburg University), Hannes Datta (Tilburg University), Marnik Dekimpe (Tilburg University)	**The Impact of Product Strategies on Market Share and the Moderating Role of Country Characteristics** Bernadette van Ewijk (University of Amsterdam Amsterdam Business School), Harald van Heerde (University of New South Wales), Marnik Dekimpe (Tilburg University), Jan-Benedict Steenkamp (University of North Carolina-Chapel Hill)	
TC16	Meeting Room C4.5 Chair(s): Kane Koh	Livestreaming 3	**Leveraging Influencer Networks for Successful Event Marketing** Yiwei Li (Lingnan University), Jisu Kim (Auburn University), Robert Palmatier (University of Washington)	**Modeling Creative Selling in the Streaming Economy: Leveraging Streamers' Verbal, Vocal, and Visual Features Through Predictive, Interpretable, and Generative AI** Xueming Luo (Temple University), Yu (Eric) Kou (Temple University), Zheng Fang (Sichuan University)	**Diligent Teller or Skillful Teaser? An Empirical Analysis of Influencer Pre-announcement Strategies in Live-streaming** Zifei Li (Harbin Institute of Technology), Shaohui Wu (Harbin Institute of Technology)	**Can Brands use Toxicity to their Advantage? Toxicity on Engagement in Live Streaming** Kane Koh (The University of Melbourne), Liliana Bove (The University of Melbourne), Jill Lei (The University of Melbourne), Fang-Chi Lu (The University of Melbourne)	
TC17	Meeting Room C4.6 Chair(s): Seethu Seetharaman	Health Care Marketing: Prescription Drugs	**Getting the Price Right: Heterogeneous Pricing of Over-the-Counter Drugs** Yeowoon Park (The University of Texas at Dallas), Joonhwi Joo (The University of Texas at Dallas), Yufeng Huang (University of Rochester)	**Does Advertising Content Regulation Work? Evidence from Canadian DTCA** June Lee (McGill University), Demetrios Vakratsas (McGill University)	**IDN: Impeding Drug Newcomers? How Vertical Integration in Healthcare Industry Affects Physician New Drug Adoption** Siyi Yu (Purdue), Hongju Liu (Peking University), Qiang Liu (Purdue University)	**Metaphors for Dry Eyes: How the Attention to Metaphors in Patients' Narratives on their Experiences with Dry Eyes Could Make Commercials for Eye Drops More Effective** Carina Rasse (University of Klagenfurt Austria), Ralf Terlutter (University of Klagenfurt Austria), Sandra Diehl (University of Klagenfurt Austria)	**Tackling the US Opioid Crisis: Data-Driven Detection of Suspicious Retail Buyers** Annie Shi (Washington University in St. Louis), Seethu Seetharaman (Washington University in St. Louis), Antonio Sardella (Washington University in St. Louis), Michael Wall (Washington University in St. Louis), Abeyakaran Chenthuran (Washington University in St. Louis)
TC18	Meeting Room C4.7 Chair(s): Ashish Sachdeva	Consumer Behavior: Generational and Individual Differences in Sustainable Behavior	**Adolescent's Sustainable Food Consumption Behavior: The Effect of Parental Influence, Peer Influence, Ethical Sensitivity and Consumer Effectiveness** Yan-Jun Huang (National Chung Cheng University), Yih-Jen Lu (Fu Jen Catholic Universsity), Hsi-Chieh Lin (Fu Jen Catholic Universsity), Long-Chuan Lu (National Chung Cheng University)	**Factors Influencing Millennnials' Purchase Intentions Towards Vegan Products in South Africa** Siphiwe Dlamini (University of Cape Town), Keina Mehta (University of Cape Town)	**Individual Sophistication and Learning** Ashish Sachdeva (Indian Business School), Pranav Jindal (Indian School of Business)		
TC19	Meeting Room C4.8 Chair(s): Mengze Shi	Special Session: Emerging Research on Platforms, Service Arrangement, and Revenue Sharing Programs	**Platform Competition with Multihoming on Both Sides: the Exclusive Dealing Agreements** Mantian Hu (The Chinese University of Hong Kong)	**The Impact of Teaming and Revenue Sharing on the Productivity of Financial Advisors in the Wealth Management Market** Bicheng Yang (Hong Kong Polytechnic University)	**Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach** Yan Cheng (Tsinghua University), Jingbo Wang (Chinese University of Hong Kong), Xinyu Cao (Chinese University of Hong Kong New York University), Zuo-Jun Shen (JD.com & University of Hong Kong), Yuhui Zhang (Tsinghua University)	**Incentivizing Mass Creativity: An Empirical Study of Online Publishing Market** Xiaolin Li (London School of Economics and Political Science), Mengze Shi (Hong Kong University of Science and Technology), Clarice Zhao (McGill University)	
TC20	Meeting Room C4.9 Chair(s): Sohyun Bae	Consumer Behavior: Brand Activism	**Perceptions of Group Gatekeeping and Inclusivity** Evan Weingarten (Arizona State University), Rachel Gershon (University of California Berekely), Amit Bhattacharjee (University of Colorado Boulder)	**Corporate Activism and the Effects of Sociopolitical Debate Strategies on Customer Responses** Janne Skamel (University of Augsburg), Michael Paul (University of Augsburg)	**The Effect of Political Ideology on Consumers' Reactions to Highly Competent but Politically Opposite Service Providers** Sohyun Bae (National Cheng Kung University)		
TC21	Meeting Room C4.10 Chair(s): Iqbal Ahmed	Consumer Response to AI: Real-world Data	**Transforming Market Dynamics and Consumer Preferences: The Impacts of AIGC on Human-Made Counterparts in the Audiobook Industry** Ning Wan (Peking University), Yingjie Zhang (Peking University)	**Blending and Winning: How Generative AI is Redefining Social Media Marketing with Innovative Content Strategies** Yuan Feng (Northeastern University), Junbum Kwon (UNSW Business School)	**Exploring the Use of Generative AI in Ad Copy Design: A Pilot Study** Li Xiao (Fudan University), Xinlan Li (Fudan University)	**Propensity to Use AI Agents as Companions: The Mediating Role of Social Stigma** Iqbal Ahmed (Virginia Tech), Dipankar Chakravarti (Virginia Tech)	
TC22	Meeting Room C4.11 Chair(s): Zijun (June) Shi, Tianyu Han	Special Session: Behavioral Economics and Marketing	**Interest Rate Misperception in the Credit Card Market** Tianyu Han (University of California-Berkeley), Xiao Yin (University College London)	**Shopping Addiction** Zijun (June) Shi (HKUST), Chen Cao (HKUST), Xuhang Fan (Duke University), Xiao Liu (New York University)	**Authenticity Matters: The Persuasive Power of Self- vs. Other-Focused Product Recommendations Posts on Social Media Platforms** Chong Yu (CUHK Business School), Leilei Gao (Chinese University of HK), Xinyu Cao (Chinese University of Hong Kong New York University)	**Income Misreporting in the Credit Card Market** Xiao Yin (University College London), Tianyu Han (University of California-Berkeley)	

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

Thursday, June 27 , Session TD, 03:30 PM - 05:00 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
TD01	Pyrmont Theatre Chair(s): Lan Luo	Special Session: Practice Prize Competition 2	**Sales Automation** Saiquan Hu (Hunan 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 Kolsarici (Queen's University), Lina Ikonen (University of Bath), Nicole Robitaille (Queens University)		
TD02	Meeting Room C2.1 Chair(s): Julie Wang	Game Theory for Pricing	**Unveiling Optimal Trial-Based Pricing Strategies in Subscription Models: A Game Theory Analysis** Chicheng Wu (National Sun Yat-sen University)	**Clandestine Information Gathering about Competitors' R&D: Good or Bad?** Yuanfang Lin (University of Guelph), Amit Pazgal (Rice University), David Soberman (University of Toronto)	**A Model of Two Learning Processes** Jin Huang (NYU Shanghai), 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 Chair(s): Adnan Yusuf	B2B Marketing 2	**Customer Pull for Eco-Design: How Do SMEs Respond?** Ralph Kauffman (University of Houston-Downtown), Faiza Khoja (Texas A&M University-Central Texas), Jeffery Adams (Roosevelt University), Mikayel Yegiyan (University of Houston-Downtown)	**Contagion of Failure: Paths and Curbing Mechanisms of Successive Store Failure Within Franchise Networks** Yajing Fan (Guangxi University of Finance and Economics), Xu Zheng (City University of Hong Kong), Erik Mooi (The University of Melbourne), Stephan Ludwig (Monash University)	**Effect of Digital Marketing Strategy on Franchisor and Franchisee Performance** Jun Wang (Monash Univesity), Sudha Mani (Monash Univesity), Bhoomija Ranjan (Monash Univesity)	**Solution Orientation and B2B Firm Performance** Adnan Yusuf (Deakin University), Ujwal Kayande (Melbourne Business School)
TD04	Meeting Room C2.3 Chair(s): I Hsuan Chiu	Choice Models 2	**A Solution to the Problem of High Dimensionality in Market Structure Analysis** Leonard Coote (University of Queensland), Edward Wei (University of Sydney)	**Duplicated Information and Price Sensitivity** Haosheng Fan (NEOMA Business School), Ralf van der Lans (Hong Kong University of Science and Technology)	**Modeling Reference Dependence Effect and Regulatory Orientation** I Hsuan Chiu (University of Wisconsin-Milwaukee), Gary Russell (University of Iowa)	
TD05	Meeting Room C2.4 Chair(s): Eugene Pavlov	Marketing Strategy	**From Words to Metrics: Measuring Digitalization from Corporate Reports** Mayank Nagpal (Indian Institute of Management Bangalore), Andrew Petersen (Penn State University), Arvind 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)	**Le Chatelier Revisited: The Dynamic Role of Consumers' Satisfaction with Products on Their Sentiment about the Economy** Debanjan Mitra (University of Connecticut), Shervin Tehrani (University of Texas at Dallas), Sandip Roy (University of Connecticut)
TD06	Meeting Room C2.5 Chair(s): Nanda Kumar	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** Ying Lei (New York University Shanghai), Ji Shen (Peking University), Ei Yang (Shanghai University of Finance and Economics), Xin Zhai (Peking University)	**Points and Dollars: Strategic Competition in two Currencies** 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 Chair(s): Damaris Gomez Calvo	Conspicuous Consumption, Luxury Marketing and Indulgence	**Conspicuous Consumption and Optimal Return Policies** John Park (Pepperdine University), Changhwan Lee (Ajou University)	**An Indulgence Framework: Conceptualization, Operationalization, and Measurement** Connie Chang (Musashino University), Yu Hsu (Meiji University), Shane Mathews (Queensland University Technology)	**Too Luxurious for CSR? The Effect of Luxury Level and CSR Message Orientation on Customers' Perceptions of CSR Activities** Damaris Gomez Calvo (Pusan National University), YongHee Kim (Pusan National University), Da Eun Park (Pusan National University)	
TD08	Meeting Room C3.3 Chair(s): Marnik Dekimpe	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** Katrijn Gielens (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 (Northeastern University), Meike Eilert (University of Nebraska-Lincoln)	**Product Price Level and Retail Price Promotion: An Empirics-First Analysis of Promotion Effectiveness and Implications for Theory and Practice** Kristopher Keller (Kenan-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 Chair(s): Ning Zhong	User Generated Content: Insights from Machine Learning	**Optimizing Release Cadence of Successive Digital Content** Hanbing Xue (University of Science and Technology of China), Qianzhou Du (University of Science and Technology of China), Natasha Foutz (University of Virginia)	**Are Multi-Images Really Better than the Single Image? Investigating the Key User-generated Multi-image Features Influence on Customer Engagement** 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 (Beihang 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** Yifan Zhang (Kennesaw State University), Ning Zhong (Penn State University)
TD10	Meeting Room C3.5 Chair(s): Jarrod Vassallo	Better Marketing for a Better World	**From Cash to Taps: Exploring the Pain of Payment in Mobile Transactions** Keiko 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 (Bayes Business School (Formerly CASS)), 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 Vassallo (University of Sydney), Ahmed Khwaja (University of Cambridge), Jaideep Prabhu (University of Cambridge)
TD11	Meeting Room C3.6 Chair(s): Işıl Büdeyri Turan	Social Media Engagement 2	**Music-Motion Synchronicity: A Crossmodal Transformer Model of Multi-level Customer Engagement with Social Media Videos** Erya 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 (CJ CheilJedang), Jennny Park (CJ 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), Fang 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** Işıl Büdeyri Turan (Özyeğin University), Tolga Akcura (Özyeğin University), Kıvılcım Döğerlioğlu Demir (Özyeğin University)
TD12	Meeting Room C4.1 Chair(s): Savannah Shi	Financial Decision Making	**Who Pays the Price for Bad Advice? The Role of Consumer Vulnerability, Learning and Confirmation Bias** Julie Agnew (Raymond A. Mason School of Business William and 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** Sunnyoung 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 Chair(s): Birger Wernerfelt	Game Theory and Analytical Models for Fake News	**Modeling Misinformation Spread for Policy Evaluation: A Parsimonious Framework** Yiting Deng (University College London), Richard Staelin (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 Chair(s): Fatemeh Gheshlaghpour	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 Gheshlaghpour (University of Chicago Booth School of Business), Sanjog Misra (University of Chicago Booth School), Pradeep Chintagunta (University of Chicago)	
TD15	Meeting Room C4.4 Chair(s): Mengjie (Magie) Cheng	Influencer Marketing: Inferences from Quasi Experiments and Big Data	**Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content** 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** Feier Li (Peking University), Qingfu Chen (Peking University), Hongju Liu (Peking University)	**The Value of Silence: The Effect of UMG vs. TikTok Licensing Dispute on Music Demand** Mengjie (Magie) Cheng (Harvard Business School), Elie Ofek (Harvard Business School), Hema Yoganarasimhan (University of Washington)	
TD16	Meeting Room C4.5 Chair(s): Ziyi Wang	Livestreaming 4	**Value Co-creation in Live Streaming E-commerce** Dingning Liu (Monash University), Shanfei Feng (Monash University), Junzhao 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)	**I am Being There: Will the Background Influences Purchase Intention in Live Streaming E-commerce? Insights from Physical Presence Perspective** Ziyi Wang (Renmin University of China)
TD17	Meeting Room C4.6 Chair(s): Jong Yeob Kim	Health Care Marketing: Provider Decision Making & Insurance	**Prescribing Sustainability: How ESG Impacts Physicians' Drug Choices** Minjung Kwon (Syracuse University), Si Cheng (Syracuse University)	**Balancing IQ and EQ: A Field Experiment on Human-AI Collaboration** Ting Hou (University of Science and Technology of China), Qiang Li (Wilfrid Laurier University), Meng Li (University of Houston), Huazhong Zhao (City University of Hong Kong)	**Impact of Influencers and Microgrant in the Adoption and Valuation of Subscription-based Services** Madhur Mohan (University of Georgia), Vedha Ponnappan (Indian Institute of Management Udaipur'), Prakash Satyavageeswaran (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 Chair(s): Jiaxuan Li	Game Theory and Sustainability	**How Should a Platform Promote Sustainable Products? Push versus Pull** Chen Cao (Hong Kong University of Science and Technology), Mengze Shi (Hong Kong University of Science and Technology)	**Sustainable Consumption: A Strategic Analysis** Siddharth Prusty (Duke University), 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 Chair(s): Yi Zhu, Lei Zhuang	Special Session: Digital Platforms: Pricing, Data and User Experience	**Buy Now, Pay Later: Integrated Versus Disintegrated Consumer Installment Services** Buqing Ma (University of Science and Technology of China), Bo Zhou (University of Maryland College Park), Ying-Ju Chen (The Hong Kong University of Science and Technology), Xiabing Zheng (University of Science and Technology of China)	**Enhancing User Experience: Unveiling the Role of the Quality Score Metrics** Zsolt 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), Raghunath Rao (University of Texas at Austin), Garrett Sonnier (University of Texas at Austin)	
TD20	Meeting Room C4.9 Chair(s): Kaye Chan	Private Labels and Branding	**Private Label Supply Strategies of Dual Branders: A Generalizable Empirical Analysis** Kusum Ailawadi (Tuck School of Business at Dartmouth College), Mercedes Martos-Partal (University of Salamanca), Yu Ma (McGill University), Oscar Gonzalez-Benito (University of Salamanca)	**The Role of Consumer-based Brand Equity on the Prolongation of Trademarks** Louisa Pfeifer (University of Hamburg), Thomas Schreiner (University of New South Wales), Henrik Sattler (University of Hamburg)	**From Store Shelves to Screens: How Platform Private Label Entry Affects Consumer Engagement** Wenyan Tuo (University of Arizona), Xinying Hao (University of Arizona), Yong Liu (University of Arizona)	**The Impact on Branded Consumption Behaviour Due to Environmental Turbulence** Kaye Chan (University of Technology Sydney)
TD21	Meeting Room C4.10 Chair(s): Ivan Ho	Consumer Behavior: Response to Algorithms	**Algorithms are Gendered: The Masculine Algorithms and Their Influence on Consumers** Yegyu Han (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), Mingxia Zhu (University of Macau), Ziying Mo (International Business School Jinan University)	**Please Give High Priority to My Data:The Effect of Self-data Priority Belief on Perceived Algorithm Recommendation Quality** Yi Li (Macquarie University), Ivan Ho (Macquarie University)	**Educating on the Spot: The Use of Chatbot in Driving Consumer Motivation to Support Sustainable Causes** Ivan Ho (Macquarie University)
TD22	Meeting Room C4.11 Chair(s): Z. Eddie Ning	Special Session: Applied Theory: New Considerations for Products	**Retail Bundling of Competing Manufacturers' Products: Should Manufacturers Worry?** Samir Mamadehussene (University of Texas-Dallas), Nanda Kumar (University of Texas-Dallas), Vithala Rao (Cornell University)	**Communicating Attribute Importance under Competition** Jae-Yun Lee (KAIST), Jiwoong Shin (Yale School of Mangement), Jungju Yu (KAIST)	**Reputation for Privacy** Jesse Yao (Chinese University of Hong Kong)	**Signaling through Commitment to Product Equity** Kinshuk Jerath (Columbia University), Z. Eddie Ning (Sauder School of Business University of British Columbia)

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

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): Youngeun Lee	Pricing: Inflation and Perception	How Soaring Inflation Impacts Consumers' Spending Patterns Ada Choi (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 Drs L.I. Son MBA (Leiden University), Prof.dr. J. I. van der Rest (Leiden University)	Are Consumers Price Trapped in a Spiral of Concentration in Grocery Markets? Lisa Asher (University of Sydney), Catherine Sutton-Brady (University of Sydney), Satheesh Seenivasan (Monash University)	Shrinkflation: Evidence on Product Downsizing and Consumer Response Youngeun Lee (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? Yaping Li (Tianjin University), Yunchuan Liu (University of Illinois at Urbana-Champaign), Jianxiong Zhang (Tianjin University)	Color Substitution, the Lipstick Effect, and Optimal Advertising Norris Bruce (University of North Carolina), Anand Krishnamoorthy (University of Central Florida), Ashutosh Prasad (University of California-Riverside)	Why Would Firms Add Excess Information to Advertising Messages? David Soberman (University of Toronto), Yi Xiang (China Europe International Business School)	Equilibrium Refinement for Asymmetrical Stackelberg Leadership Duopolies Arjang Nikbakht (University of Alberta), Paul Messinger (University of Alberta), Bora Kolfal (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 Kimmy Chan (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 Xiaoting Xie (University of Science and Technology of China), Xiabing Zheng (University of Science and Technology of China), Xiaobei Shen (University of Science and Technology of China)	Customer Responses to Platform Exploitation Attempts by Service Providers in the Sharing Economy Prithwiraj Mukherjee (Ahmedabad University)	How to Communicate Physically Shared Offerings in the Sharing Economy Franziska Volckner (University of Cologne), Harald van Heerde (UNSW Sydney), Thomas Schreiner (UNSW Sydney), Valentyna Melnyk (UNSW Sydney), Tobias Hinze (University of Cologne), Magdalena Bekk (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 Hortense Fong (Columbia Business School), George Gui (Columbia Business School)	Using Multimodal LLM to Extract and Discover Features from Ad Images Jeremy Yang (Harvard University), Qianyun Zhang (Meta), Saurabh Verma (Meta), Audrey Burgess (Meta), Ethan Meng (Meta), Shawndra Hill (Microsoft)	Product Design Using Generative Adversarial Network: An Application in Artistic Template Design Hui Li (The University of Hong Kong), Jian Ni (Virginia Tech), Fangzhu Yang (Johns Hopkins University)	Using Generative AI for More Generalized Consumer Research: Stimuli Sampling through Large Language Models Liu Liu (University of Colorado Boulder), Nicholas Reinholtz (University of Colorado Boulder)	AI in Disguise: AI-generated Ads Outperform Human-made Ads if They Don't Look Like AI Yannick Exner (Technical University of Munich), Jochen Hartmann (Technical University of Munich), Oded Netzer (Columbia University), Shunyuan Zhang (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 Sanjay Sisodiya (University of Idaho)	The Effect of Big Data Comprehensive Pilot Zones on Corporate Innovation Efficiency Fue Zeng (Wuhan University in China), Zhixuan Yang (Wuhan University in China)	CEOs with Throughput Career Experience: The Double-edged Sword Effect on Firm Innovation Wenting Zhu (Southwestern University of Finance and Economics), Feifei Liu (Southwestern University of Finance and Economics)	Collaborative Problemistic Search Capability and Digital Innovation: The Moderating Effects of IT Capability and Legal Development Hua Liu (University of Alabama in Huntsville), Shaobo Wei (Hefei University of Technology), Yongchuan Bao (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 Stations on Online Shopping Jingcun Cao (The University of Hong Kong), Chenxi Liao (Chinese University of Hong Kong), Ying Xie (University of Texas-Dallas)	Effect of First-visit to a Merchant in an E-marketplace Xueli Zhang (Xiamen University), Sadat Reza (Nanyang Technological University)	Receipt Embedding and Shopping Mission Segmentation Yinxing Li (Tohoku University), Nobuhiko Terui (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 Breagin Riley (University of Notre Dame), A. Chyei Vinluan (University of Notre Dame)	Why Firms Should Want Algorithmic Accountability Kalinda Ukanwa (University of Southern California), Peter Pal Zubcsek (Tel Aviv University), Bill Rand (North Carolina State University)	You have the Right to Remain Private: The Effect of Online Privacy Legislation on Purchase Intentions Andre Martin (University of Notre Dame), Katrijn Gielens (University of North Carolina-Chapel Hill), Tarun Kushwaha (Texas A&M University)	How Word-of-Mouth Affects Consumer Response to Algorithmic Bias Kalinda Ukanwa (University of Southern California), Roland Rust (University of Maryland)	
FA08	Meeting Room C3.4 Chair(s): Andrew Ching, Daniel Goetz	Special Session: Gender, Markets, and Society	Are Female-Led Trials Safer? Manuel Hermosilla (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 Michael Keane (Johns Hopkins University), Zvi Eckstein (Reichman University), Osnat Lifshitz (Reichman University)	Goodbye My Friends and Goodbye My Career: Evidence from the Movie Industry Xinlong Li (Nanyang Technological University), Andrew Ching (Johns Hopkins University Carey Business School)		
FA09	Meeting Room C3.5 Chair(s): Jingpeng Li	Branding and Logos	An Empirical Analysis of Bundling Strategy Wei Fan (The Ohio State University), Tianqi Xue (The Chinese University of Hong Kong)	Product Extension and Brand Spillover Effect in the Automotive Industry Zhengwei Zhang (The University of Texas at Austin)	Do Logo Complexity Impact Souvenir Authenticity Perception？When Complex is Authentic Jingpeng Li (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 Yupin Yang (Simon Fraser University), Qiang Lu (University of Sydney), Rohan Miller (University of Sydney)	Curate to Engage: Analyzing the Effectiveness of Content Curation Strategies on Digital Platforms Pankhuri Malhotra (University of Oklahoma), Mina Ameri (University of Pittsburgh)	How Can Influencers' Healthy Lifestyle Video-log Motivate Public Health Behavior? The Effect of Voice-visual Matching Xin Jiang (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 Lingling Zhang (China Europe International Business School), Yajin Wang (China Europe International Business School), Hongyu Shan (China Europe International Business School), Ziqing He (China Europe International Business School)	Between the Originality and Popularity: How to Create Successful Digital Content Minjee Sun (University of Iowa), Kang-Pyo Lee (Manhattan College), Matthew Osborne (University of Toronto)	Time Dependence and Preference: Implications for Compensation Structure Doug J. Chung (University of Texas at Austin), Byungyeon Kim (University of Minnesota), Byoung Park (SUNY Albany)		
FA12	Meeting Room C4.2 Chair(s): Jing Niu	Customer Journey 1	Product Category Classification Based on the Consistency of Information Geunho Baek (Keio University)	A Cross-Categorical Customer Journey Segments on Serendipity Rei Tada (Yokohama National University), Sotaro Katsumata (Osaka University)	In Search of Balanced Metrics: Understanding the Role of Consumer Mindset Metrics in Online Interactions Kate Gunby (University of Sydney), Rahul Govind (University of New South Wales), Vincent Mitchell (University of Sydney Business School)	A Meta-Analysis of Financial and Non-Financial Returns on Engagement Initiatives Jing Niu (University of Liverpool)	
FA13	Meeting Room C4.3 Chair(s): Andrew Prendergast	Online Display/Banner Advertising	Sequential Scroll and Search Decision Jae Hyen Chung (The Chinese University of Hong Kong)	Leveraging Generative AI in Digital Advertising: What to Generate? Remi Daviet (University of Wisconsin-Madison), Yohei Nishimura (University of Wisconsin-Madison)	Font Dynamics:Font Weight and Its Role in Crafting Digital Content Appeal Yanyan Zhu (University of Science and Technology of China), Yongjun Li (University of Science and Technology of China), Baohuan Zhou (University of Science and Technology of China)	Predicting the Performance of Digital Advertising Andrew Prendergast (Ex. Google Nielsen // NetRatings BBDO)	
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 Wenyi Huang (University of Michigan), Yiwei Li (Lingnan University), Justin Huang (University of Michigan Ross School of Business)	Measuring Influencer Empathy with Multimodal Deep Graph Learning Model Xueming Luo (Temple University), Simone Wies (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 Shan Huang (University of Hong Kong)	DoubleMLDeep: Estimation of Causal Effects with Multimodal Data Sven Klaassen (University of Hamburg), Jan Niclas Teichert-Kluge (University of Hamburg), Philipp Bach (University of Hamburg), Victor Chernozhukov (Massachusetts Institute of Technology), Martin Spindler (University of Hamburg), Suhas Vijaykumar (Massachusetts Institute of Technology)	Unconfoundedness with Network Interference Pantelis Loupos (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 Wenjing Zhang (Harbin Institute of Technology), Mengdi Wang (Harbin Institute of Technology Weihai), Dong Li (Harbin Institute of Technology)	The Impact of Generic Substitutability Laws on Physician Payments and Generic Adoption Rahul Narnindi (SMU), Ernst Osinga (Singapore Management University), Sandeep Chandukala (Singapore Management University)	The Impact of Inter-Hospital and Intra-Hospital Telemedicine Models on the Strategies of Coopetitive Hospitals Yufei Ge (Tianjin University), Yanfei Lan (Tianjin University)	Hospitals' Reactions to Patients' Reviews Nah Lee (SKK GSB), Richard Staelin (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 Yufan Lin (Cal Poly), Mike Nguyen (University of Southern California), H. Erkan Ozkaya (Cal Poly)	Can Selling Lead to Female Empower? Experimental Evidence from India Rajesh Chandy (London Business School), Iris Steenkamp (Bocconi University), Om Narasimhan (London Business School), Gaurav Mehta (Dharma Life)	Decomposing the Demand for Sustainable New Products Youngtak Kim (University of Tennessee), Sundar Bharadwaj (University of Georgia), Kristopher Keller (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 Yubo Chen (Tsinghua University), Xuebin Cui (Nanjing University), Aishen Li (Tsinghua University), Banggang Wu (Sichuan University), Liu Yang (Tsinghua University)	Fresh Price for the Fresh: Investigating Pricing and Demand Response on Grocery E-commerce Platform Jingcun Cao (The University of Hong Kong), Tao Han (The University of Hong Kong), Jia Liu (Hong Kong University of Science and Technology)	Experience Infusion: How to Improve Customer Experience with Incidental Activities Ashish Sinha (University of Qeensland), Mathew Chylinski (University of New South Wales), David Lie (Monash University)	The Impact of Label Adoptions on Sales: Evidence from Amazon's Launch of "Small Business" Badge Sudeep Kumar (University of Minnesota), Qi Xie (University of Minnesota), Linli Xu (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 Yiyi Li (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 Soobin Lee (Yonsei University), Jae Young Lee (Yonsei Univ), Tae-Hyung Pyo (University of Idaho)	Don't Leave Me on Read! How Avoidance-Based vs. Busyness-Based Attribution of Read Receipts Influences Relationship Outcomes Yige Wan (Stanford University), David Fang (Stanford University)	The Effect of Incongruency between Attitudes and Behaviors on Social Influence Yunseob Choi (Yonsei University), Youjung Jun (Yonsei University), Tae-Hyung Pyo (University of Idaho), Jae Young Lee (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 Bing Han (Shanghai University of International Business and Economics), Hua Fan (Shanghai International Studies University)	Customer Payment Choices in Virtual Reality Retail: Implications for New Sensory Environment in the Metaverse Yoonsun Jeong (University of Texas at El Paso), Nandini Nim (University of Texas at El Paso), Jessica Felix (University of Southern Indiana), Leah Smith (University of Arkansas)	"Human-Technology Symbiosis": the Impact of Technological Embodiment on Consumer Experience in Virtual Reality Xiaorong Fu (Southwestern University of Finance and Economics), Yao He (Southwestern University of Finance and Economics)	Effects of Avatar-self Similarity in Brand Metaverse MinChung (MC) Kim (Ulsan National Institute of Science and Technology (UNIST)), Jaehyun Lee (UNIST (Ulsan National Institute of Science and Technology)), Yeolib Kim (Ulsan National Institute 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 Peter Danaher (Monash University), Stephan Ludwig (Monash University), Xiaohao Yang (Monash University), Ehsan Abedin (Flinders University), Lan Du (Monash University), Yu-Ting Lin (UNSW)	UGC or A.I.- GC: Can We Really Detect Product Reviews Generated by A.I. vs. by Consumers? Liye Ma (University of Maryland), Lan Luo (University of Southern California)	Coping Through Precise Labeling of Emotions: A Deep Learning Approach to Studying Emotional Granularity in Consumer Reviews Ali Faraji-Rad (University of Maryland), Ali Tamaddoni (Deakin Business School), Atefeh Jebeli (University of Maryland Baltimore County)	Shifting Standards or Changing Preferences? Unraveling Review Polarization via LLMs Limin Fang (Sauder Business School), Chunhua Wu (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 Sharmistha Sikdar (Dartmouth College), Ishita Chakraborty (University of Wisconsin Madison), Nika Dogonadze (University of Wisconsin Madison)	Impact of Peak-End Effects and Consumer Heterogeneity on Reference Price Formation Hiroshi Kato (Hakuhodo DY Holdings Inc.), Ryo Kato (Hakuhodo DY Holdings Inc.)	Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China Han Zhong (University of Toronto), Zemin (Zachary) Zhong (University of Toronto), Nan Chen (National University of 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 Horsky (Hebrew University at Jerusalem), Robert Zeithammer (UCLA)	The Impact of Environmental Regulations on Business Operations Xuecheng Fan (Sichuan University), Yichen Zhao (Hong Kong Polytechnic University)	The Conditions for Competitive Offering and Segmentation to Improve Consumer Wellbeing: An Analytical Approach. Zecong Ma (St. Mary's University)	Stand on Social Issues: Should Brands Take a Position? Parneet Pahwa (University of Texas at Dallas)	
FB03	Cockle Bay Room 1 Chair(s): Luqian Sun	Sharing Economy 2	AI Divide Versus Inclusion: Evidence from Algorithmic Task Assignment in a Food Delivery Platform Yeonseo Kim (KAIST College of Business), Tae Jung Yoon (KAIST College of Business), Jiyong Eom (KAIST College of Business)	Investigating the Sales Impact of (In)formal Entrepreneurship in Home-sharing Platforms: The Contingent Roles of Institutional Environments Zhenxin Xiao (Xian Jiaotong University), Siqiu Lian (Xian Jiaotong University), Xiaoxiao Liu (Xian Jiaotong University), Xiang Gong (Xian Jiaotong University)	Shared Journeys, Diminished Gratuities: An Empirical Analysis of Tipping Behaviors in Shared Ride Services Luqian 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), Sharmistha 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 Liaukonyte (Cornell University), Daniel McCarthy (Goizueta Business School Emory University)	When Mergers Fail: Evaluating a Role of Intangibles behind a Slowdown after an Acquisition Mitsukuni NIshidi (Johns Hopkins Carey Business School)		
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), Satheesh 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 Shreya Kankanhalli (Cornell University), Steve Anderson (Texas A&M University), Sridhar Narayanan (Stanford University), Leonardo Iacovone (World Bank)	Managing Online Responses for Optimizing Future Reviews and Demand Hulya Karaman (Singapore Management University), 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), Siliang Tong (Nanyang Technological University), John Dong (Nanyang Technological University), Jianjun Wang (Dalian University of Technology)	Brain Speaks Louder than Words Qi Zhao (Penn State University), Min Ding (Pennsylvania State University)	
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 Coder? Larissa Bali (Ehrenberg Bass Institute for Marketing Science), Zachary Anesbury (Ehrenberg Bass Institute for Marketing Science), Peilin Phua (Ehrenberg Bass Institute for Marketing Science)	Shelf Face Synergies Among Items within the Same Brand - Leveraging POS Data for Co-selling Sales Patterns Utilizing Concurrent Selling Ppatterns of Items by POS Data Masahiko Yamanaka (KSP-SP Company Ltd.), Kazuharu Kure (KSP-SP Company Ltd.)			
FB10	Meeting Room C3.6 Chair(s): Ayesha Hossain	Social Media Marketing	Individual Conformity Behavior: The Metaphorical Power of Video Brightness Yixun Lin (School of Economics and Management Beihang University), Chenxi Li (School of Economics and Management Beihang University), Siwen 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 Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment Daniel Winkler (Vienna University of Economics and Business), Christian Hotz-Behofsits (Vienna University of Economics and Business), Nils Wlomert (Vienna University of Economics & Business), Jura Liaukonyte (Cornell University)	
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), Cheenar Banerjee (Google), Samer Chucri (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 State University), R Venkatesh (University of Pittsburgh), Rabikar Chatterjee (University of Pittsburgh)	Modeling Customer Journey with AI Zipei Lu (University of Maryland), P. K. Kannan (University of Maryland)	Customization and the Customer Journey: Lasting Effects on Retailer Loyalty Suh Yeon Kim (Georgetown University), Rebecca Hamilton (Georgetown University), Tongil TI Kim (The University of Texas), Michael Lewis (Emory University)	Enhancing Journey Insights through the Integration of Usage Pattern Modeling Juliana Sanchez Ramirez (IESEG School of Management), Kristof Coussement (IESEG School of Management), Arno De-Caigny (IESEG School of Management), Dries Benoit (Ghent University),	
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 Lingyu Lin (Nanyang Technological University), Yupeng Chen (Nanyang Technological University), Junhong Chu (Hong Kong University), Yanlai Chu (Renmin University of China), Siliang Tong (Nanyang Technological University)	Strategic Multi-Media and Cross-Channel Synergies During Economic Fluctuations Shameek Sinha (University of Auckland Business School)	The Effect of Femvertising on Consumption: A Case Study of Always Campaign Shuge Li (UNSW Sydney), SunAh Kim (UNSW Sydney), Maggie Chuoyan Dong (UNSW Sydney)	
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 Phieler (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 Bindan 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), Liyuan Wei (Brunel University)	Dynamic Fatigue 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 Grewel (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 Haiyang Yang (Johns Hopkins University)	Algorithmic Bias and Physician Liability Shubhranshu Singh (Johns Hopkins University)	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 (Ir)Responsibility Leads to Divergent Consumer Reaction to Firm AI Adoption Suyun Mah (Singapore Management University), Michelle Kim (University of California San Diego), HyeJin 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 Yunqing Chen (Xiamen University), Leilei Gao (Chinese University of HK)	How Social Information Exposure Affects user Click Intention in Social Media: The Role of Emotional Value and Social Value 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	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 Socioecomomic Status on Indulgent Consumption Chenghu Zhang (Communication University of China), Guifeng Meng (Communication University of China), Ying Yue (Communication University of China)	
FB20	Meeting Room C4.10 Chair(s): Moshe Unger	Visual Content: Insights from Eyetracking and Field Experiments	Postcolonial Acculturation Culture in South Korea: An Analysis of My Neighbor Charles, An Immigrant Reality TV Show 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 Rui Qin (Hong Kong Polytechnic University), Yue (Katherine) Feng (Hong Kong Polytechnic University), Dai Yao (Hong Kong Polytechnic University)	Text Message Screen Positions in Video Advertising Camila Lopez (UNSW 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 Architechture Moshe Unger (Tel Aviv University), Michel Wedel (University of Maryland), Alexander Tuzhilin (Stern 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), Yuduo 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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Friday, June 28 , Session FC, 01:00 PM - 02:30 PM

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

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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), Satadruta Mookherjee (Grenoble Ecole de Management)	**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), Ankit Sisodia (Purdue University)	**The Power of Generative Marketing: Can Generative AI Create Superhuman Visual Marketing Content?** Jochen Hartmann (Technical University of Munich), Yannick Exner (Technical University of Munich), 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 Melnyk	**Special Session: Meet the Editors 2**	**JMR** Kapil Tuli (Singapore Management University)	**JM** Pradeep Chintagunta (University of Chicago)	**IJRM** Koen Pauwels (Northeastern University)	**JSR** Markus Groth (UNSW) **JAMS** Rajendra Srivastava (Indian School of Business)
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), Andrew Petersen (Penn State University), 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 (Xian Jiaotong-Liverpool University), Fernando Moreira (University of Edinburgh Business School), Sheng Zhao (Xian 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), Yutong Wang (Nanjing Audit University), 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** Yuqing 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), Mark Uncles (University of New South Wales), 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** Jeeyeon 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 Mangement), 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), Zhiyao Zhang (Shanghai Jiao Tong University), Suguo Du (Shanghai Jiao Tong University)	**Strategic Presentation of Consumer Reviews** Leif Brandes (University of Lucerne), David Godes (Johns Hopkins University), Dina Mayzlin (University of Southern California)	
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** Ruibin Geng (Xi'an Jiaotong University), Shijie Lu (University of Notre Dame), 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), P. K. Kannan (University of Maryland)	**Recommendation Algorithms on User-Generated Content in Social Networks: the Quantity-Quality Dilemma** Ziwei Cong (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 (NEOMA 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 Gottingen)	
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), Menghan Wang (University of Hong Kong)	
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 Reforest Food Deserts?** Yilian Du (USC Darla Moore School of Business), Rafael Becerril Arreola (USC Darla Moore School of Business)	**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 Ryung Chang (Yonsei University)	**Structural Evolution of Ad Design: Computational Analysis of 40 Years of Super Bowl Ads** Madhav Kumar (Massachusetts Institute of Technology), Nina Wang (Massachusetts Institute of Technology), 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): Chengfeng Mao	**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), Olivier Toubia (Columbia Business School)	**Custom-tuned LLMs vs. Professional Analysts for Identifying Customer Needs** Chengfeng Mao (MIT), Artem Timoshenko (Northwestern University), John Hauser (MIT)		

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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): Dionne 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** Seoyoung Kim (Fordham University), Sundar Bharadwaj (University of Georgia)	**Race (un)conscious: Understanding Racial Ideologies in Brand Political Activism Statements** Rowena Crabbe (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** Zhiling Bei (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** Ying Hu (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** Wenyan Tuo (University of Arizona), Mengchen Zheng (Boston University), Shuba Srinivasan (Boston University)	**Hatespeech Management in Livestreaming: A Multimodal Deep Learning Approach** Xiangnan Zhang (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** Huijun Chen (HKUST), Kristiaan Helsen (HKUST), Haoyu Liu (University of Technology Sydney)	**An Immediate Pain or A Long Sorrow? The Effects of Credit Repayments on Customer Purchase Behavior** Lu(Lucia) Meng (Renmin University of China), Zelin Zhang (Renmin University of China), Peter Popkowski-Leszczyc (The University of Queensland), Qiang(Kris) 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** Chen-yu Lin (Feng-Chia University), Nguyen-Phan-Thao Nguyen (Tunghai 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** Yuanxin Wang (Minzu University of China), Jiaqi Li (Chinese University of Hong Kong)	**A Conceptual Model of AI-Enabled Chatbot Customer Experiences in Religious Tourism** Abdulaziz Alharbi (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** Aditya Billore (Indian Institute of Management Indore), Ashish Sadh (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** Lintong Li (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** Paul Messinger (University of Alberta), Xin Ge (University of Northern British Columbia), Kristen Smirnov (Whittier College), Ozan Ozdemir (University of Alberta), Feyzan Karabulut (University of Alberta)		
SA06	Meeting Room C3.6 Chair(s): Hyung Sup Bhan	Crowdfunding	**Platform Recommendation in Crowdfunding** Habin Jung (INSEAD), Maria Ana Vitorino (INSEAD)	**Donations or Rewards? Insights into Personal Pronoun Use in Crowdfunding** Sheng Liu (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** Nasim Ul Haque (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** Hyung Sup Bhan (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** Ryoma Yasunaga (Hakuhodo DY Holdings), Shonosuke Sugasawa (Faculty of Economics Keio University), Hiroshi Kato (Hakuhodo DY Holdings)	**Self-selection, Sunk Cost Fallacy and the Effectiveness of Paid versus Free Coupon Campaign** Qingliang Wang (Xi'an Jiaotong University), Jingguo Liu (Northwestern Polytechnical University)	**Machine Learning Enabled Marketing Mix Modeling** Justin Kim (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** Vanessa Tianying Song (The University of Sydney), Qiang Lu (University of Sydney), Jiang Qian (The University of Sydney)	**The Value of Probabilistic Selling: Evidence from NFT Mystery Box** Peiwen Xie (Nanyang Technological University), Sadat Reza (Nanyang Technological University), Eunsoo Kim (Nanyang Business School Nanyang Technological University)	**The Market for Counterfeit Non-fungible Tokens** Jiani Liu (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.** Ashish Galande (Indian Institute of Management Udaipur), Frank Mathmann (Queensland University of Technology), Sara Thaichon	
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** Lancy Mac (University of Macau), YiXin Zhang (Macquarie University), Jimmy Chi Ming Lee (University of Macau)	**Beyond SENS(E)ation: Exploring Sensory Language Effectiveness in Virtual Influencers' Product Endorsements** Nadine Eckel (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?** Yangyang Fu (Wenzhou-Kean University), Jianwen Lv (Wenzhou-Kean University), Chen Rui (Wenzhou-Kean University), Abaid Ullah Zafar (Wenzhou-Kean University)	**Beyond Virtual Agents: Employing Virtual YouTubers to Enhance Advertising Effectiveness in Influencer Marketing** Tongyao Lin (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** Cheolho Song (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** Min Zhang (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?** Kaichi Saito (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?** Trang Bui (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** Hung Ho (The University of Chicago Booth School of Business)	**Product Returns as Reminder Advertising: An Empirical Investigation** Kissan Joseph (University of Kansas), Lauren Min (University of Kansas), Boram Lim (Hanyang University)	**Logos and Experiences: A Study of New Brands** Fang Liu (University of Western Australia)	**Unravelling Service Market Disruption: The Role of Complementarity Effects in a Retail Context** Pei Yu Chien (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** Chenxi Zhou (Xiamen University), Kent Hui (Xiamen University)	**Chic or Happy? Cross-cultural Preferences in Fashion through Image Mining** Suhyoung Ahn (Yonsei University), Byoungho Jin (North Carolina State University), Jiwoon Kim (North Carolina State University), Yijun Chen (University of New South Wales), Junbum Kwon (UNSW Business School), Yoo Won Min (North Carolina State University)	**How Does Watching Global Country Video Influence Consumers' Digital Shopping?** Nayoung Jung (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** Liyang Zhou (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?** Qin Zhang (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** Franziska Schechner (Wiesbaden Business School RheinMain University of Applied Sciences), Jochen Eckert (Wiesbaden Business School RheinMain University of Applied Sciences), Tatjana Steusloff (Wiesbaden Business School RheinMain University of Applied Sciences)		
SA14	Meeting Room C4.8 Chair(s): Chuan He	Special Session: Dynamic Model of Learning, Pricing, and Competitive Strategies in the Digital Economy	**Gender Differences in Bargaining and Selling** Pranav Jindal (Indian School of Business), Minkyung Kim (Carnegie Mellon University), Peter Newberry (University of Georgia)	**Streaming Alliances** Abhinav Uppal (Indian School of Business), Nanda Kumar (University of Texas-Dallas), Manish Gangwar (Indian School of Business)	**Auditing Bandits for Online Personalization** Bob Rombach (Rotterdam School of Management Erasmus University), Gui Liberali (RSM Erasmus University), Yang Li (Cheung Kong Graduate School of Business)	**Market Differentiation and Behavior-based Pricing** Ruichao Pan (Sciences Po), Wilfred Amaldoss (Duke University), Chuan He (University of Colorado-Boulder), Shaowei Ke (CEIBS)	**On-Demand Services and Product Line Design** Bing Jing (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** Julie Edell (Duke University)	**A Study of Sustainability Tourism in Japan's Inbound Market** Tatsuru Nishio (Yamaguchi University), Akane Kakishima (Japan Travel Bureau Foundation)	**Does High Customer Satisfaction Generate Positive Non-customer Impressions of the Firm?** John Dawes (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** Yehjun Lee (Virginia Tech)	**Primacy and Recency in Consumer Reference Point Formation: A Consideration Time Model** Andrew Meyer (Chinese University of Hong Kong), Francisco Cisternas Vera (Chinese University of Hong Kong)	**Attribute Granularity and Consumer Choice** Xin Ge (University of Northern British Columbia)	**The Effect of Product Information Cues on Intertemporal Choice** Feifei Huang (Hong Kong Polytechnic University), Rafay Siddiqui (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** Jianmin Jia (The Chinese University of Hong Kong Shenzhen), Yun Yuan (Tsinghua University), Shi Jia (University of Hong Kong)	**The Impact of Mobile Apps Improvements on Consumer Purchasing Attitudes** Keita Arakawa (Keio University)	**Research on the Purchasing Behavior of the Leading-Edge Group Using Receipt Data** Shinichiro Hata (Smart 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** Xuejing Ma (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): Dionne 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** Sourindra Banerjee (University of Leeds), Jarrod Vassallo (University of Sydney), Jaideep Prabhu (University of Cambridge), Toby Norman (Simprints)	**The Usage and Impact of Differentiation: Evidence from an Online EdTech Platform** Zekun Liu (New York University), Tulin Erdem (New York University), Masakazu Ishihara (New York University)	**Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets** Dionne Nickerson (Emory University), 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** Mengyang Sun (Shanghai University of Finance and Economics), Qi Sun (Shanghai University of Finance and Economics), Diandian Xiang (Zhongnan University of Economics and Law)	**Influencer or Being Influenced? The Role of Multi-Channel Networks on Influencer Content** Yulin Hao (University of Rochester), Xiaojie Li (University of Rochester)	**How Do Social Media Influencers Affect Product Quality Perception? Evidence from Gaming Industry** Qi Yu (Singapore Management University), Zhe Lin (Xi'an Jiaotong-Liverpool University)	**Does Content Novelty Generate Engagement in Influencer Marketing?** Yiwei Li (Lingnan University), Flora Gu (Hong Kong Polytechnic University), 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.** Lachlan Schomburgk (University of Adelaide), Alex Belli (The University of Melbourne), Arvid Hoffmann (University of Adelaide)	**The Dynamics of Payment and Pleasure: Monetary and Social Interactions in Shared Consumption Experiences** Aimee Smith (University of Technology), Natalina Zlatevska (University of Technology), Belinda Barton (Bond University)		
SB04	Meeting Room C3.3 Chair(s): Douglas Bowman	Online Reviews: Biases	**Bias in Online Reviews: A Perspective from Social Distance** Shida Ni (Harbin Institute of Technology), Yukuan Xu (Sichuan University), Zili Zhang (Harbin Institute of Technology)	**Truth or Dare: The Effects of Reviews with Videos and Disclosure of Incentives** Shiyu Liu (Lingnan University), Yuho Chung (Lingnan University), Geng Cui (Lingnan University), Ling Peng (Lingnan University)	**Review Solicitation: Intended and Unintended Revenue Consequences** Minkyung Kim (Carnegie Mellon University), Hana Choi (Simon Business School University of Rochester), Jinsoul Seo (Simon Business School University of Rochester)	**Suspicious Online Product Reviews** Eunhee (Emily) Ko (Pace University), Douglas Bowman (Emory University)
SB05	Meeting Room C3.4 Chair(s): Mr Sanaullah	Qualitative Research: Supplier Perspectives	**Enhancing Supply Chain Resilience through Supply Chain Finance** Zheng Tao (Renmin University of China), Hua Song (Renmin University of China)	**Innovation via Making, Sharing, and Listening: Overcoming Barriers to Market Learning in Peer-to-Peer Platforms** Gregory Fisher (Miami University), Aric Rindfleisch (University of Illinois)	**SME's Pathway to Resilience & Market Shaping - Exploring the Role of SME Resources, Resilience Pathways, and Market Shaping** Mr Sanaullah (University of Tasmania), Rajesh Rajaguru (University of Tasmania), Gauri Laud (University of Tasmania)	
SB06	Meeting Room C3.6 Chair(s): May Wang	Games and Gamification	**Self-stated Preferences, Peer Effects, and In-game Purchases** Chenxi Liao (The Chinese University of Hong Kong), Ying Xie (University of Texas-Dallas), Tiangi Xue (The Chinese University of Hong Kong), Jingbo Wang (The Chinese University of Hong Kong)	**The Power of Free: Consumer Choice in Freemium Market** Cheng Chou (Santa Clara University), Hai Che (University of California Riverside), Peng Liu (Santa Clara University)	**Analyzing the Affective Embeddings and Mediated Self-expression in Genshin Impact Game: Examining the Impacts of Aesthetic Assemblages and Gambling Features Design** Gaobiao Cao (BNU-HKBU UIC), May Wang (BNU-HKBU UIC), Yiyan Li (Northern Arizona University)	
SB07	Meeting Room C4.1 Chair(s): Richard Grice	Empirical Models for Competition	**Digital Empowerment: How Online Channels Redefine Bargaining Power for Traditional Manufacturers** Siyu Meng (Peking University), Ruobing Ling (Central University of Finance and Economics), Junhong Chu (Hong Kong University), Yi Xiang (China Europe International Business School)	**Incumbent's Deterrence Strategies and Potential Entrant's Time-to-Entry: Evidence from the U.S. Airline Industry** Sina Aghaie (Wichita State University), Omid Kamran Disfani (Southern Illinois University Carbondale), Milad Darani (Kent State University), Mike Saljoughian (University of Missouri)	**Planes, Trains, and Co-Opetition: Evidence from China** Shaojun Qin (Temple University), Maria Ana Vitorino (INSEAD), George John (University of Minnesota)	**Learning Competitors' Identities from the Timing of Pricing Decisions: An Application to Retail Gasoline** Richard Grice (INSEAD)
SB08	Meeting Room C4.2 Chair(s): Yujing Chen	NFTs 2	**Consumer Behavior Toward Luxury NFTs: A Perspective of Signaling Theory** Hanna Lee (University of South Carolina), Yingjiao Xu (North Carolina State University), Wenna Han (North Carolina State University), Xiaohan Lin (North Carolina State University)	**Private Enjoyment or Profit Pursuit? Understanding Skin-Tone and Gender Price Disparities in CryptoPunks NFTs** Sungeun Han (Arizona State University), Zhan Shi (Arizona State University), Tongxin Zhou (Arizona State University)	**Decoding Digital Assets: The Impact of NFTs and FTs on Customer Engagement through Ownership in Decentralised Community** Yujing Chen (University of Surrey)	
SB09	Meeting Room C4.3 Chair(s): Jingyi Zhang	Consumer Behavior: Online Behaviors	**Visual Influences on Quantity Perception on Online Grocery Retailing** Wanyi Zheng (Hong Kong Baptist University), Michael He Jia (The University of Hong Kong), Echo Wen Wan (The University of Hong Kong)	**The Bright Side of Low Consumer Trust in Online Marketplaces: A Motivated Belief Perspective** Yu (Anna) Lin (The Chinese University of Hong Kong), Xianchi Dai (The Chinese University of Hong Kong), Wenjie Tang (University of Vienna)	**Impact of Avatar Realism on the Inferences of Manipulative Intent** Yuetong Guo (Queen Mary University of London), Jie Sheng (Queen Mary University of London), Vignesh Yoganathan (Queen Mary University of London)	**Catching the Unlikely Gambler: How and Why Gacha Games Appeal to High Conscientious Consumers** John Yi (Le Moyne College), Jingyi Zhang (Lingnan University), Dongjin He (Lingnan University), C. Clark Cao (Lingnan University)
SB10	Meeting Room C4.4 Chair(s): Nils Wloemert	Sales Promotion 2	**Price Promotional Models for EDLP Retailers** David Lie (Monash Business School Monash University), Ashish Sinha (University of Technology-Sydney), Rahul Govind (University of New South Wales), Sonika Singh (Monash University)	**Flying High, Landing Low? Effect of Tensile Price Promotions on Store Traffic and Sales** Han Chen (Monash University), Joydeep Srivastava (Temple University)	**A Study of Heterogeneous Causal Effect of Price Promotion with a Causal Machine Learning Approach** Jakir Talukder (University of South Austra), Iin liu (University of South Austra), Giang Trinh (University of South Austra), Jiuyong Li (University of South Austra), Anh Vo (Otrafy Technologies Inc)	**Privacy Regulations and Advertising in Offline Markets - Evidence from Randomized Field Experiments** Alexandra Becker (University of Tuebingen), Dominik Papies (University of Tuebingen), Nils Wloemert (Vienna University of Economics & Business), Christian Hotz-Behofsits (Vienna University of Economics and Business)
SB11	Meeting Room C4.5 Chair(s): Baohuan Zhou	Retailing: Category/Brand Choice 2	**Subcategory Showdown: Mass or Target Marketing?** Alicia Barker (Ehrenberg-Bass Institute University of South Australia), Steven Dunn (Ehrenberg-Bass Institute University of South Australia), Kirsten Victory (Ehrenberg-Bass Institute University of South Australia), Magda Nenycz-Thiel (Ehrenberg-Bass Institute University of South Australia)	**Reexamining Double Jeopardy in the Unexplored Restaurant Category** Yeohong Yoon (Emory University)	**How to Spot a Winning New Consumer Product at Launch** Kirsten Victory (Ehrenberg-Bass Institute), Magda Nenycz-Thiel (Ehrenberg-Bass Institute), Arry Tanusondjaja (Ehrenberg-Bass Institute), John Dawes (Ehrenberg-Bass Institute), Jenni Romaniuk (Ehrenberg-Bass Institute)	**The Impact of Collaboration Network Characteristics on High-level Scholars' Research Performance in the Field of Quantum Information Technology** Baohuan Zhou (University of Science and Technology of China), Liang Liang (University of Science and Technology of China), Yundong Xie (University of Chinese Academy of Sciences), Yanyan Zhu (University of Science and Technology of China)
SB12						
SB13	Meeting Room C4.7 Chair(s): Jungeun Lim	Sustainability: Insights from Conjoint/Choice Models	**Sustainable New Product Introduction and Brand Performance** The Hoa Mai (Monash University), Satheesh Seenivasan (Monash University), David Sugianto Lie (Monash University)	**Consumers's Collective Influence On Pension Investment: ESG Needs From Pension Participants and Beneficiaries** Yadi Yang (Erasmus University Rotterdam), Thomas Martens (APG (Algemene Pensioen Groep)), Onno Steenbeek (Erasmus University Rotterdam)	**Consumer Preferences and Circular Economy: The Case of Reusable Packages** Hossein Eslami (Lebanese American University)	**Exploring the Sustainability Intention-Action Gap in Consumer Packaged Goods via the Utility Maximization Framework** Jungeun Lim (University of Wisconsin-Madison), Qing Liu (University of Wisconsin-Madison), Neeraj Arora (University of Wisconsin-Madison)
SB14	Meeting Room C4.8 Chair(s): Xinyu Chen	Crisis Management	**Negative News Spillover and Rivals' Strategic Reactions** Xiaobo Lin (Syracuse University), Guiyang Xiong (Syracuse University), Shuai Yang (Donghua University)	**The Dynamics of Corporate Misconduct and Online Employer Review Ratings** Andreas Hamann (University of Mannheim), Lars Gemmer (University of Cologne), Andreas Bayerl (Erasmus University Rotterdam)	**Data Breach: Devastating Disaster or New Opportunity?** Jihwan Moon (UNSW), Jake An (University of Technology Sydney)	**The Impact of the Matching Effect Between Data Breach Types and Recovery Strategies on Consumer Forgiveness** Xinyu Chen (Jiangxi University of Finance and Economics)
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** Sachin Sridhar (The University of Texas at Austin), Rex Du (University of Texas at Austin)	**Deciphering the Impact of AI Chatbots on Customer Satisfaction: A Systematic Literature Review** Xiaolan Xia (Griffith University), Wei Shao (Griffith University), Jiraporn Surachartkumtonk (Griffith University), Haroon Iqbal Maseeh (Griffith University)	**Algorithm-Augmented and Multitasking Intensity: The Forces of Retrieval and Processing Fluency** Yuanyuan Zhou (School of Management Huazhong University of Science and Technology), Weizhen Zhou (School of Management Huazhong University of Science and Technology), Jun Yang (School of Management Huazhong University of Science and Technology)	**A Study of the Effectiveness of Service Recovery in a Multi-actor Context** Lifei Bai (Southwestern University of Finance and Economics), Tianshu Chu (Hong Kong Baptist University), Xiaorong Fu (Southwestern University of Finance and Economics), Ziyan Huang (Sichuan Changhong Electric Co. Ltd.)
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** Ting-Hsiang Tseng (Feng Chia University)	**Opulent and Responsible?: Exploring the Shift to Sustainable New Product Development in Luxury Fashion** Ismail Erzurumlu (Neoma Business School), Melike Talay (University of New Hampshire)	**Video Game Character Design: The Role of Diversity, Equity, and Inclusion** Xiaolan Chen (Bayes Business School), Wanqing Zhang (Purdue University), Daniela Cristian (Cass Business School)	**How Consumers with Hedonic (vs. Utilitarian) Purchase Motive Use Item-Price (vs. Price-Item) Presentation Order as a Mechanism to Justify Their Hedonic Purchase** Jungsil Choi (Cleveland State University), Hyun Young Park (CEIBS (China Europe International Business School))
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** Chia-Ying Chen (University of Sydney), Qiang Lu (University of Sydney), Jia Li (Wake Forest University)	**"Please Attain a Free Coupon": Customer Retention Strategy for Hedonic Product in Mobile Commerce** Ka Wing Chan (University of New South Wales), Xincheng Ma (HKUST), William Gu (University of New South Wales), Dongwon Lee (HKUST), Huan Liu (Nankai University), Junbum Kwon (University of New South Wales), Felix Septianto (University of Queensland)	**Predicting Consumer Visits with Co-Location Networks: A Deep Heterogeneous Network Representation Learning Approach** Hanyu Zhang (Emory university), Kunpeng Zhang (University of Maryland Robert H. Smith School of Business), David Schweidel (Emory university)	**Mobile Payments and Urban Mobility: Assessing the Influence of Mobile Payments on Metro Ridership and Environmental Enhancement** Siqi Pei (Shanghai University of Finance and Economics), Wenyue Xi (Bank of America/NYU), Hongshen Sun (Massachusetts Institute of Technology)

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