## Thursday June 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am - 5pm</td>
<td>Registration at Ground Level</td>
</tr>
<tr>
<td>7:30am - 8:20am</td>
<td>Breakfast (The Gallery); Mkt Sci AE/SE/AB Breakfast Meeting (VIP Boardroom; Invitation Only)</td>
</tr>
<tr>
<td>8:20am - 8:50am</td>
<td>Plenary Indigenous Welcome to Country in Pyrmont Theatre</td>
</tr>
<tr>
<td>9am - 10:30am</td>
<td>Session TA: MASS in Pyrmont Theatre; 22 Parallel Sessions</td>
</tr>
<tr>
<td>10:30am - 11am</td>
<td>Coffee and Tea Break &amp; Welcome to First-time Conference Attendees in Room C4.5</td>
</tr>
<tr>
<td>11am - 12:30pm</td>
<td>Session TB: MASS in Pyrmont Theatre; 22 Parallel Sessions</td>
</tr>
<tr>
<td>12:30pm - 1:30pm</td>
<td>Lunch (The Gallery) / ISMS Board Lunch (VIP Boardroom; Invitation Only)</td>
</tr>
<tr>
<td>1:30pm - 3pm</td>
<td>Session TC: 18 rooms; Practice Prize in Pyrmont Theatre</td>
</tr>
<tr>
<td>3pm - 3:30pm</td>
<td>Coffee &amp; Tea Break</td>
</tr>
<tr>
<td>3:30pm - 5pm</td>
<td>Session TD: Practice Prize in Pyrmont Theatre; 22 Parallel Sessions</td>
</tr>
<tr>
<td>5:15pm - 6:15pm</td>
<td>Plenary Award Ceremony in Pyrmont Theatre</td>
</tr>
<tr>
<td>6:15pm - 9pm</td>
<td>Reception followed by 3-Course Conference Dinner in Grand Ballroom (Australian Food and Beverages)</td>
</tr>
</tbody>
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## Friday June 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am - 5pm</td>
<td>Registration at Ground Level</td>
</tr>
<tr>
<td>7:30am - 8:30am</td>
<td>Breakfast (The Gallery); Mkt Sci ERB Breakfast Meeting (Parkside 1; Invitation Only)</td>
</tr>
<tr>
<td>8:30am - 10am</td>
<td>Session FA: 21 Parallel Sessions</td>
</tr>
<tr>
<td>10am - 10:20am</td>
<td>Coffee &amp; Tea Break</td>
</tr>
<tr>
<td>10:20am - 11:50am</td>
<td>Session FB: 21 Parallel Sessions</td>
</tr>
<tr>
<td>11:50am - 1pm</td>
<td>Lunch (The Gallery) / Women in Marketing Science Lunch (Parkside 1)</td>
</tr>
<tr>
<td>1pm - 2:30pm</td>
<td>Session FC: 21 Parallel Sessions (Meet the Editors I)</td>
</tr>
<tr>
<td>2:30pm - 2:50pm</td>
<td>Coffee &amp; Tea Break</td>
</tr>
<tr>
<td>2:50pm - 4pm</td>
<td>Session FD: 21 Parallel Sessions (Meet the Editors II)</td>
</tr>
<tr>
<td>4:10pm - 6:30pm</td>
<td>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.</td>
</tr>
<tr>
<td>6:30pm</td>
<td>Dinner on your own</td>
</tr>
</tbody>
</table>

## Saturday June 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am - 12pm</td>
<td>Registration at Ground Level</td>
</tr>
<tr>
<td>7:30am - 8:30am</td>
<td>Breakfast (Levels 3 and 4)</td>
</tr>
<tr>
<td>8:30am - 10am</td>
<td>Session SA: 17 Parallel Sessions</td>
</tr>
<tr>
<td>10am - 10:30am</td>
<td>Coffee &amp; Tea Break</td>
</tr>
<tr>
<td>10:30am - 12pm</td>
<td>Session SB: 17 Parallel Sessions</td>
</tr>
<tr>
<td>12pm</td>
<td>Conference Ends (No Lunch)</td>
</tr>
<tr>
<td>12:00pm - 1:15pm</td>
<td>ISMS Fellows’ Lunch (Room C4.6; Invitation Only)</td>
</tr>
</tbody>
</table>

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, Session TA, 09:00 AM - 10:30 AM

**Session TA: Marketing and Social Impact**

**Chair:** Atif Ahmad 
**Co-Chair:** Daniel Yoon

**Morning Session 1**

- **Title:** Understanding the Drivers of Online Consumer Behavior: A Behavioral Economics Perspective on Social Media 
  **Authors:** Patrick McGurk, Sharad Agarwal, and Dinesh Khanna 
  **Affiliation:** University of Texas at Austin 

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Mohammad Alshammar, Mai Al-Moqbel, and M. Ammar 
  **Affiliation:** King Abdullah University of Science and Technology (KAUST) 

- **Title:** The Role of Social Media in Shaping Consumer Perceptions 
  **Authors:** Sarah Al-Jasser and Fatma Al-Fayed 
  **Affiliation:** University of Bahrain 

**Morning Session 2**

- **Title:** The Effect of Social Media on Consumer Behavior: A Comparative Study 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Impact of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Afternoon Session 1**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Afternoon Session 2**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Panel Discussion**

- **Title:** The Future of Social Media in Consumer Behavior 
  **Authors:** Discussion led by Atif Ahmad 
  **Affiliation:** University of Arizona 

**Poster Session**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Special Session**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Keynote Address**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Closing Remarks**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology 

**Follow-up Questions**

- **Title:** The Impact of Social Media on Consumer Behavior 
  **Authors:** Noura Al-Omari and Nasser Al-Moghrabi 
  **Affiliation:** American University of Dubai 

- **Title:** The Effect of Social Media on Consumer Decision-Making 
  **Authors:** Yaser Al-Hashimi and Faisal Al-Sharif 
  **Affiliation:** American University of Beirut 

- **Title:** The Role of Social Media in Shaping Consumer Preferences 
  **Authors:** Huda Al-Dabagh and Ammar Al-Zoubi 
  **Affiliation:** Jordan University of Science and Technology
Thursday, June 27, Session TB, 11:00 AM - 12:30 PM

**Track A: Marketing and Consumer Behavior**

**10:35 AM - 10:45 AM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Presentation**
- Luci Femminella, Andrew Gill (University of California, Los Angeles)
- Joo Hyun Lim, Rezaul Karim (University of California, Los Angeles)
- Wei-Lin Wang (Ontario Tech University), Aradhna Krishna (University of Michigan)

**10:45 AM - 11:00 AM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Discussion**
- Patrick van Bruggen (University of Amsterdam), Roman Choder (University of California, Los Angeles)
- Shang-Ting Chen (University of California, San Diego), Wei-Lin Wang (Ontario Tech University), Aradhna Krishna (University of Michigan)

**11:00 AM - 11:15 AM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Presentation**
- Robert L. Worden (University of Western Australia), Aradhna Krishna (University of Michigan)

**11:15 AM - 11:30 AM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Discussion**
- Patrick van Bruggen (University of Amsterdam), Roman Choder (University of California, Los Angeles)
- Shang-Ting Chen (University of California, San Diego), Wei-Lin Wang (Ontario Tech University), Aradhna Krishna (University of Michigan)

**11:30 AM - 11:45 AM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Presentation**
- Robert L. Worden (University of Western Australia), Aradhna Krishna (University of Michigan)

**11:45 AM - 12:00 PM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Discussion**
- Patrick van Bruggen (University of Amsterdam), Roman Choder (University of California, Los Angeles)
- Shang-Ting Chen (University of California, San Diego), Wei-Lin Wang (Ontario Tech University), Aradhna Krishna (University of Michigan)

**12:00 PM - 12:15 PM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Presentation**
- Robert L. Worden (University of Western Australia), Aradhna Krishna (University of Michigan)

**12:15 PM - 12:30 PM**
**Chair:** Shang-Ting Chen (University of California, San Diego)
**Panel Discussion**
- Patrick van Bruggen (University of Amsterdam), Roman Choder (University of California, Los Angeles)
- Shang-Ting Chen (University of California, San Diego), Wei-Lin Wang (Ontario Tech University), Aradhna Krishna (University of Michigan)
**Meeting Room**

**Third Presentation**

- **Topic:** Marketing
  - **Title:** User Engagement and Social Media
  - **Authors:** Jia Zhang (University of California, Los Angeles), Xiaotong Du (Tianjin University), Tomoki Matsumoto (Nara Institute of Science and Technology), Evangelia Mistakou (University of North Carolina-Chapel Hill)
  - **Abstract:** The paper explores the role of user engagement in social media platforms, focusing on the impact of social media addiction and the importance of user-generated content.

**Fourth Presentation**

- **Topic:** Retailing
  - **Title:** The Impact of Visual Merchandising on Consumer Behavior
  - **Authors:** Sheng Li (University of Pennsylvania), Leilei Han (Harbin Institute of Technology), Xia Yin (University of Hong Kong)
  - **Abstract:** The study examines the effects of visual merchandising on consumer behavior, including purchase intention and brand preference.

**Fifth Presentation**

- **Topic:** Economics
  - **Title:** The Role of Government Policies in Economic Development
  - **Authors:** Manjunath Padigar (Macquarie University), Xinyu Cao (Chinese University of Hong Kong), Yen-Xuan Yang (National University of Singapore)
  - **Abstract:** The paper discusses the role of government policies in economic development, focusing on the impact of fiscal and monetary policies on economic growth.

**第六 Presentation**

- **Topic:** Marketing
  - **Title:** The Impact of Personalization on Consumer Behavior
  - **Authors:** Shibo Li (University of California, Los Angeles), Xiaotong Du (Tianjin University), Tomoki Matsumoto (Nara Institute of Science and Technology), Evangelia Mistakou (University of North Carolina-Chapel Hill)
  - **Abstract:** The study examines the effects of personalization on consumer behavior, focusing on the use of data analytics and AI in marketing.

**第七 Presentation**

- **Topic:** Marketing
  - **Title:** The Role of Social Media in Brand Building
  - **Authors:** Manjunath Padigar (Macquarie University), Xinyu Cao (Chinese University of Hong Kong), Yen-Xuan Yang (National University of Singapore)
  - **Abstract:** The paper discusses the role of social media in brand building, focusing on the impact of social media on brand awareness and loyalty.

**第八 Presentation**

- **Topic:** Economics
  - **Title:** The Impact of Trade Policies on Economic Growth
  - **Authors:** Manjunath Padigar (Macquarie University), Xinyu Cao (Chinese University of Hong Kong), Yen-Xuan Yang (National University of Singapore)
  - **Abstract:** The study examines the effects of trade policies on economic growth, focusing on the impact of trade liberalization and protectionism.

**第九 Presentation**

- **Topic:** Marketing
  - **Title:** The Impact of Advertising on Consumer Behavior
  - **Authors:** Manjunath Padigar (Macquarie University), Xinyu Cao (Chinese University of Hong Kong), Yen-Xuan Yang (National University of Singapore)
  - **Abstract:** The paper discusses the role of advertising in shaping consumer behavior, focusing on the impact of advertising on brand preference and purchase intention.
The Impact of Competitive Intelligence Services on Online Marketing 

*This research is supported by the National Natural Science Foundation of China (71671067, 72004119, 72071410), National Key Research and Development Program of China (2017YFA0700604), and the 111 Project (B16034).*

**Corresponding author:** Bo Zhou, Bo Zhou, and Jingcun Cao.

**Abstract:** The impact of competitive intelligence services (CIS) on online marketing is ambiguous. This study extends the study of the impact of CIS on traditional firms to the context of online marketing. Using data from a large-scale experiment, we find that CIS can improve both online marketing performance and consumer satisfaction. Our findings suggest that CIS is a valuable tool for firms in the online marketing context.

**Keywords:** Competitive Intelligence Services; Online Marketing; Consumer Satisfaction; Performance; Experiment.