

# 2023 Marketing Dynamics Conference Schedule

Egan Research Center at Northeastern University (120 Forsyth Street, Boston)

PhD Track Co-Chairs: Koen Pauwels and Prasad Naik; AI Track Co-Chairs: Yakov Bart and Kay Peters

*Thursday, September 28*

## Learning (PhD Track)

<p>8:30 - 10:00am Egan 240</p>	<p><b>Using Deep Learning and Eye Tracking to Optimize Package Design under Time Pressure</b> <i>Jingling Yu (HKUST), Ralf van der Lans (HKUST), and Bertram Shi (HKUST)</i></p> <p><b>The Power of MAPs Channel Governance: Safeguarding Manufacturer Revenue and Profits</b> <i>Fahmi Grey (University of North Carolina), Katrijn Gielens (University of North Carolina)</i></p> <p><b>Mitigating Algorithmic Discrimination in Ad Delivery through Design Modification: An ML-Based Counterfactual Generation Approach</b> <i>Soogand Alavi (UT Dallas), Ying Xie (UT Dallas)</i></p>
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## Communication (PhD Track)

<p>8:30 - 10:00am Egan 440</p>	<p><b>Co-Created Parasocial Connections: The Dual Role of Consumers and Influencers in Enhancing Influencer Effectiveness</b> <i>Shoshana Segal (New York University), Jared Watson (New York University), Lauren Grewal (Dartmouth College)</i></p> <p><b>Doing More with Less: Overcoming Ineffective Long-run Targeting using Short-Term Signals</b> <i>Ta-Wei Huang (Harvard Business School), Eva Ascarza (Harvard Business School)</i></p> <p><b>When, Where, What Amount. How Smarter Decisions on the WWW of Advertising Budget Allocation Grow Consumer Mindset Metrics and Brand Sales</b> <i>Hidde Smit (University of Groningen), Maarten Gijsenberg (University of Groningen), Tammo Bijmolt (University of Groningen)</i></p>
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## Satisfaction and Advertising

10:30 -  
12:00pm  
Egan 240

**Le Chatelier Revisited: The Dynamic Role of Consumers' Satisfaction with Products on Their Sentiment about the Economy**

*Weining Bao (University of Connecticut), Debanjan Mitra (University of Connecticut), and Sandip Roy (University of Connecticut)*

**When and where should the government advertise for support of its anti-pandemic actions**

*Lina Welke (ESSEC), Raoul Kübler (ESSEC), Koen Pauwels (Northeastern University)*

**Advertising to Businesses: Experimental Evidence for High-Involvement Purchases**

*Michael Thomas (National University of Singapore), Marcel Goic (Universidad de Chile), Kirthi Kalyanam (Santa Clara University)*

## Recommendations and Ratings

10:30 -  
12:00pm  
Egan 440

**Is collaborative filtering always better than best-seller recommenders? Evidence from an A/B Test in online retail**

*George Knox (Tilbury University), Shrabastee Banerjee (Tilbury University)*

**Motivating Seller Quality Investment on Two-Sided Platforms: The Role of Rating Aggregation Policies**

*Sherry He (Michigan State University)*

**Does ad spend increase with user ratings? Evidence from Amazon**

*Davide Proserpio (Amazon), Daniela Yu (Amazon), Koen Pauwels (Amazon)*

## Customer Feedback and Word of Mouth (PhD Track)

1:00 -  
2:30pm  
Egan 240

**Word of Mouth as A Network of Narratives: A New Framework to Study Public Discourse's Impact on Product Performance**

*Poorya Selkghafari (University of Guelph), Tirtha Dhar (University of Guelph)*

**The Role of Dynamic Customer Feedback Information in Customer Churn Prediction**

*Alexander Kulumbeq (Vienna University), Thomas Reutterer (Vienna University)*

**Hatespeech Management in Live Streaming: Evidence from Panel VAR Model**

*Xianqnan Zhang (Temple University), Wen Wang (University of Maryland), Xueming Luo (Temple University)*

## ESG and Disasters (PhD Track)

1:00 -  
2:30pm  
Egan 440

### **Unraveling Panic Buying: Insights from Household Panel Data**

*Lieve Heyrman (KU Leuven), Marco Kotschedoff (KU Leuven), Els Breugelmans (KU Leuven)*

### **Philanthropy Amidst Peril: Unraveling the Brand Impact of Corporate Disaster Philanthropy**

*Kiwoong Yoo (University of Tennessee), Kelly Hewett (University of Tennessee), Katrijn Gielens (University of North Carolina), Youngtak Kim (University of Tennessee)*

### **When Non-Materiality is Material: Effects of Non-Material ESG Emphasis on Firm Value**

*Sonam Singh (University of Texas), Ashwin Malshe (University of Texas), Yakov Bart (Northeastern University), Serguei Netessine (University of Pennsylvania)*

## B2B Markets, Promotions and Advertising

3:00 -  
4:30pm  
Egan 240

### **Measuring Mistargeting in US Retail TV Ad Spending**

*Tsung Hsieh (Northeastern University), Samsun Knight (University of Toronto), Yakov Bart (Northeastern University)*

### **The Value of Professional Ties in B2B Markets**

*Navid Mojir (Harvard Business School), Sriya Anbil (Board of Governors of the Federal Reserve)*

### **Measuring the Effects of Targeted B2B Promotions: A Counterfactual Imputation Approach**

*Paul B. Ellickson (University of Rochester), Wreetabrata Kar (Purdue University), James C. Reeder, III (University of Kansas)*

## Loyalty and Community

3:00 -  
4:30pm  
Egan 440

### **When Loyalty Program Adoption (vs. not) Increases Consumption: Insights from a Natural Experiment**

*Verdina Giannetti (University of Leeds), Raji Srinivasan (UT Austin), Abhi Bhattacharya (University of Alabama)*

### **The Value of Brand Community A Field Experiment on WeChat**

*Jeremy Yang (Harvard Business School), Max Ma (HKUST)*

### **How Firms Can Steer Social Media Conversations Using Elements of Empathetic Engagement**

*Mike Saljoughian (University of Missouri), Kelly Hewett (University of Tennessee), Harald van Heerde (University of New South Wales), Bill Rand (North Carolina State University)*

*Friday, September 29*

**Customer Journey (AI Track)**

8:30 -  
10:00am  
Egan 240

**The Role of Marketing Spending and Website Content on Digital Funnel Progression: A Deep Learning-based Attribution Model**

*Ceren Kolsarici (Queen's University), Praveen Kopalle (University of Dartmouth), Yihao Fang (Queen's University), Xiaodan Zhu (Queen's University)*

**Modeling Customer Journey with AI**

*Zipei Lu (University of Maryland), PK Kannan (University of Maryland)*

**Unveiling Invisible Demand: A Bayesian Deep Learning Approach**

*Myounggu Lee (KAIST), Jihoon Cho (Kansas State University), Hye-Jin Kim (KAIST)*

**Sales (AI Track)**

8:30 -  
10:00am  
Egan 440

**Algorithm Recommendations and Salespeople's Efforts: A Regression Discontinuity Approach**

*Qiyuan Wang (Hong Kong Polytechnic University), Tao He (Virginia Tech), Minxue Huang (Wuhan University)*

**Helping Salespeople Determine Qualified Leads from Chatbot Conversations**

*Valerie Good (Michigan State University), Abhi Bhattacharya (University of Alabama), Clay M. Voorhees (University of Alabama), Bryan W. Hochstein (University of Alabama)*

**One model fits all? Exploring the zero-shot capabilities of multimodal large language models for automated marketing image analytics**

*Maximilian Konrad (Technical University of Munich), Jochen Hartmann (Technical University of Munich)*

<b>Fairness (AI Track)</b>	
<p>10:30 - 12:00pm Egan 240</p>	<p><b>My Fair AI: Policy Impacts on Content Recommendation with Consumer Identity Revelation</b> <i><u>Evelyn Smith (University of Washington)</u>, Jeffrey Shulman (University of Washington)</i></p> <p><b>Algorithm failures and consumers' response: Evidence from Zillow</b> <i><u>Isamar Troncoso (Harvard Business School)</u>, Runshan Fu (New York University), Nikhil Malik (University of Southern California), Davide Proserpio (University of Southern California)</i></p> <p><b>From Representation to Reception: Evaluating the Impact of Diversity in TV Advertising on Consumer Purchase Intention</b> <i><u>Gijs Overgoor (Rochester Institute of Technology)</u>, Gokhan Yildirim (Imperial College London), Yakov Bart (Northeastern University), Koen Pauwels (Northeastern University)</i></p>
<b>Pricing</b>	
<p>10:30 - 12:00pm Egan 440</p>	<p><b>The Roles of Pricing and Technology for Delivering Affordable Clean Energy to Consumers</b> <i>Jesse Burkhardt (Colorado State University), Kenneth Gillingham (Yale University), Lauren Grewal (Dartmouth College), <u>Praveen K. Kopalle (Dartmouth College)</u>, Nailya Ordabayeva (Dartmouth College)</i></p> <p><b>Behavioral Skimming: Theory and Evidence from Resale Markets</b> <i><u>Andreas Kraft (University of Chicago)</u>, Raghunath S. Rao (UT Austin)</i></p> <p><b>Duplicated Pictorial Information and Price Sensitivity</b> <i><u>Haosheng Fan (NEOMA Business School)</u>, Ralf van der Lans (HKUST)</i></p>
<b>Demand Effects</b>	
<p>1:00 - 2:30pm Egan 240</p>	<p><b>Sales Impact of Reviews with Verified and Non-Verified Purchases</b> <i><u>Yi Yin (Northeastern University)</u>, Shantanu Mullick (Coventry University), Ashwin Malshe (UT San Antonio), Suman Basuroy (Michigan State University)</i></p> <p><b>Nonparametric Bandits Leveraging Informational Externalities to Learn the Demand Curve</b> <i>Ian N. Weaver (Yale University), <u>Vineet Kumar (Yale University)</u></i></p> <p><b>Online-Offline Differences in Consumer Sentiments</b> <i><u>Amy Pei (Northeastern University)</u>, Yakov Bart (Northeastern University)</i></p>

## Product life cycle and marketing effectiveness

1:00 -  
2:30pm  
Egan 440

### **Understanding the Drivers of Product Life Cycles at the SKU Level: Empirical Generalizations Across Brands, Categories, and Continents**

*Arjen van Lin (Tilburg University), Harald van Heerde (University of New South Wales), Marnik Dekimpe (Tilburg University), Jan-Benedict Steenkamp (University of North Carolina)*

### **Evolution of Marketing Mix Effectiveness Over Time: a Global Investigation**

*Katrijn Gielens (University of North Carolina), Jan-Benedict Steenkamp (University of North Carolina)*

### **Absent Ties and Product Diffusion**

*Daniel Goetz (University of Toronto Mississauga), Wei Lu (Baruch College)*

## Beliefs and creativity

3:00 -  
4:30pm  
Egan 240

### **Can Creative Strategy Prevent Video Ad Audience Abandonment?**

*Prasad Vana (Dartmouth College), Scott Neslin (Dartmouth College)*

### **Addiction and Alcohol Tax: Evidence from Japanese Beer Industry**

*Kohei Hayashida (University of California San Diego), Masakazu Ishihara (New York University), Makoto Mizuno (Meiji University), Kosuke Uetake (Yale University)*

### **How do people update beliefs? Evidence from the laboratory**

*Andrew T. Ching (Johns Hopkins University), Tanjim Hossain (University of Toronto), Shervin Tehrani (University of Texas), Clarice Yulai Zhao (McGill University)*

## Targeting and Personalization

3:00 -  
4:30pm  
Egan 440

### **Geotargeted Mobile Advertising for Small Businesses**

*Inyoung Chae (SKKU), Max Joo (UC Riverside), Alex J. Kim (SKKU)*

### **Model-Learning Bandits for Personalization**

*Hong Deng (Erasmus University Rotterdam), Bas Donkers (Erasmus University Rotterdam), Dennis Fok (Erasmus University Rotterdam)*

### **Optimizing Digital Out-of-Home Advertising: A Field Experiment**

*Shun-Yang Lee (Northeastern University), Yakov Bart (Northeastern University), Koen Pauwels (Northeastern University)*