

2017 INFORMS Marketing Science Conference

Thursday, June 8th, 2017

8.30-10.00 (TA)

<p>TA01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: MultiChannels I</p> <p>Chair: Yongbum Choi</p> <p>Customer Lifetime Value Dynamics for Multichannel Customers <i>Wenyu Jiao, Nicolas Glady</i></p> <p>Which Device of Mobile or PC Would be Used for Webrooming Before Purchasing Products in Stores or Online? <i>Fumiyo Kondo, Takumi Osugi, Yasuyuki Mizuta, Megumi Kataoka</i></p> <p>A Hidden Semi-markov Model of Multi-channel Customer Engagement Dynamic <i>Sharmistha Sikdar, Giles J. Hooker, Young-Hoon Park</i></p> <p>Showrooming, Webrooming and Smartphones in a Multichannel Retail Market <i>Yongbum Choi, Eunkyoo Lee</i></p>	<p>TA02 – Fertitta Hall, 102, Lower Level</p> <p>Online Search & Advertising</p> <p>Chair: Paulo Albuquerque</p> <p>Modeling the Effects of Search Duration on Search Outcomes <i>Raluca Ursu, Pradeep Chintagunta, Qingliang Wang</i></p> <p>Known Unknowns in Consumer Judgment and information Search <i>Daniel Walters, Philip M. Fembach, Craig Fox</i></p> <p>The Effects of Advertising on Awareness, Consideration, and Choice: Evidence from the U.S. Auto Insurance Industry <i>Elisabeth Honka, Yi-Lin Tsai</i></p> <p>Shocked by What People Write Online? How Uncovering Negative Reviews Impacts online Search and Purchase <i>Paulo Albuquerque, Marton Varga</i></p>	<p>TA03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Apps for Marketing</p> <p>Chair: Venkatesh Shankar</p> <p>Investigating the Value of Competitive Mobile Loyalty Program Platforms for Intermediaries and Retailers <i>Joseph Pancras, Rajkumar Venkatesan, Bin Li</i></p> <p>Mobile App Stickiness: The Effect of App Drop on Shopper Behavior <i>Unnati Narang, Venkatesh Shankar</i></p> <p>Seizing the Commuting Moment: Contextual Targeting Based on Mobile Transportation Apps <i>Hyeokkoo Eric Kwon, Anindya Ghose, Dongwon Lee, Wonseok Oh</i></p>	<p>TA04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media & Negative Information I</p> <p>Chair: Elea McDonnell Feit</p> <p>Behavioral Engagement in Social Media: Measurement, Antecedents, and Purchase Consequences <i>Welf Hermann Weiger, Wendy W. Moe, Hauke A. Wetzel, Maik Hammerschmidt</i></p> <p>Perils of Consumer Complaint Response in Social Media: A Natural Experiment with Facebook Conversation Policy <i>Yuchi Zhang, Kunpeng Zhang, Xueming Luo</i></p> <p>No Publicity is Bad Publicity: How Negative Buzz Increases Brand Awareness and Purchase Intention <i>Jung Ah Han, Elea McDonnell Feit, Shuba Srinivasan</i></p>
<p>TA05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content: Uses</p> <p>Chair: Andreas Lanz</p> <p>The Pattern of Online Reviews <i>Verena Schoenmueller, Oded Netzer, Florian Stahl</i></p> <p>From Zero to Hero - How to Balance Lost Returns and Wasted Investments using Predictions of Rare Events <i>Daniel Shapira, Andreas Lanz, Jacob Goldenberg, Florian Stahl</i></p> <p>The Relationship Between the Multi-scale Structure and the Sustainability of Online Communities <i>Yaniv Dover, Daniel Shapira, Jacob Goldenberg</i></p> <p>Climb or Jump - Status-Based Seeding in User-Generated Content Networks <i>Andreas Lanz, Jacob Goldenberg, Daniel Shapira, Florian Stahl</i></p>	<p>TA06 – Fertitta Hall, 236, 2nd Floor</p> <p>The Sharing Economy I</p> <p>Chair: Davide Proserpio</p> <p>Owning, Using and Renting: Some Simple Economics of the "Sharing Economy" <i>John Joseph Horton</i></p> <p>Time- and Location-based Seasonality and Flexible-capacity Firm Strategy: Airbnb and Hotels <i>Hui Li, Kannan Srinivasan</i></p> <p>Discrimination with Incomplete Information in the Sharing Economy: Field Evidence from Airbnb <i>Dennis Zhang, Jun Li, Ruomeng Cui</i></p> <p>Setting up Shop: The Impact of Airbnb on Hotel Entry <i>Uttara Ananthakrishnan</i></p>	<p>TA07 – Fertitta Hall, 239, 2nd Floor</p> <p>No Session</p>	<p>TA08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory Models in Advertising & Market Spillover</p> <p>Chair: Michelle Y. Lu</p> <p>Manufacturer and Retailer Competitions in Search Advertising <i>Fei Long, Kinshuk Jerath, T. Tony Ke</i></p> <p>Real-Time Bidding in Online Display Advertising <i>Amin Sayedi</i></p> <p>Unbranded Advertising — A Dishonest Act or a Credible Signal? <i>Michelle Y. Lu</i></p> <p>Implications of a Negative Market Spillover <i>Jeffrey D. Shulman, Amir Fazli</i></p>

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<p>TA09 – Fertitta Hall, 241, 2nd Floor</p> <p>Machine Learning Applications in Marketing I</p> <p>Chair: Eric Schwartz</p> <p>Co-Chair: Daria Dzyabura</p> <p>Optimal Product Design by Sequential Experiments in High Dimensions <i>Mingyu Joo, Michael Thompson, Greg M. Allenby</i></p> <p>Machine Learning of Successful New Product Launches <i>Lan Luo, Dongling Huang</i></p> <p>Non-Metric Multidimensional Scaling and Applications to Marketing <i>Jacob Abernethy</i></p> <p>Modeling Multi-Taste Consumers <i>Daria Dzyabura, Liu Liu</i></p>	<p>TA10 – Fertitta Hall, 313, 3rd Floor</p> <p>Competition: Competitive Strategy I</p> <p>Chair: Vinay Kanetkar</p> <p>Competition of Content Acquisition and Distribution Under Consumer Multi-purchase <i>Lin Tian, Baojun Jiang, Bo Zhou</i></p> <p>When Private and Public Firms Compete <i>Steven Mark Shugan, Jihwan Moon</i></p> <p>Success in Sports: Randomness or Abilities <i>Vinay Kanetkar</i></p>	<p>TA11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product: Design I</p> <p>Chair: Chen Lin</p> <p>Coordinating on Design Standard: The Role of Editors <i>Kitty Wang, James Campbell, Avi Goldfarb</i></p> <p>User Designed Products and New Venture Success <i>Miriam Lohmann, Tomas Bayon, Martin Eisend</i></p> <p>Designing Products for Children: When a Buyer is Not A User <i>Dinara Akchurina, Paulo Albuquerque</i></p> <p>Design or Sales Leadership? Examining the Relative Importance of Design and Sales Operation Capabilities in Online <i>Chen Lin, Mengze Shi, Jeongwen Chiang</i></p>	<p>TA12 –Fertitta Hall, 322, 3rd Floor</p> <p>Choice Models I</p> <p>Chair: Ryan Webb</p> <p>An Empirical Model of Screening Rule Choice <i>Joseph Jason Bell</i></p> <p>Building A Choice Model of Consumer Decision States <i>Paul Wang, David Waller, Kyuseop Kwak</i></p> <p>Predicting Bundle Preference using Configuration Data <i>Gary J. Russell, I-Hsuan Chiu, Thomas S. Gruca</i></p> <p>Pairwise Attribute Normalization: A Theory of Multi-attribute Choice <i>Ryan Webb, Peter Landry</i></p>
<p>TA13 – Fertitta Hall, 327, 3rd Floor</p> <p>Price Discrimination</p> <p>Chair: Ossama Elshiewy</p> <p>New Disneyland Dilemma: Seasonal Pricing for Emotional Mickey Mouse Fans <i>Matthew Selove</i></p> <p>How do Personalized Recommendations and Price Discrimination Compare? <i>Xiaochen Zhang, Pedro M. Ferreira, Rodrigo Belo, Miguel Godinho De Matos</i></p> <p>Using Obfuscation to Intensify Price Discrimination in a Monopoly <i>Samir Mamadehussene</i></p> <p>Heterogeneous Willingness-to-Pay for Competitor Products <i>Ossama Elshiewy, Jan Schikofsky</i></p>	<p>TA14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance I</p> <p>Chair: Shuba Srinivasan</p> <p>Organizational Herding in Advertising Spending Disclosures: Mechanisms and Evidence <i>Huanhuan Shi, Rajdeep Grewal, Shrihari Sridhar</i></p> <p>When do Marketing Executives Drive Growth in Firms? <i>Raji Srinivasan, Leigh McAlister</i></p> <p>Advertising and Online Investor Search: the Role of Investor Sophistication <i>Abhishek Borah, Cem Bahadir, Gerard J. Tellis</i></p> <p>How Does Digital Advertising Impact Firm Performance and Firm Value? <i>Bemd Skiera, Shuba Srinivasan, Emanuel Bayer, Edward Riedl</i></p>	<p>TA15 – Fertitta Hall, 331, 3rd Floor</p> <p>Customer Churn: Advances, Challenges and New Directions</p> <p>Chair: Roelof Hars</p> <p>In Pursuit of Enhanced Customer Retention Management <i>Scott A. Neslin, Eva Ascarza, Oded Netzer, Zachery Anderson, Peter Fader, Sunil Gupta, Bruce G .S. Hardie, Aurelie Lemmens, Barak Libai, David Neal, Foster Provost, Rom Schrift</i></p> <p>Generalizations on the Drivers of Customer Churn: A Meta-Analysis <i>Roelof Hars, Arjen Onrust, Hans Risselada, Jaap Wieringa</i></p> <p>Whom to Target? Managing Risk when Predicting Retention <i>Aurelie Lemmens, Bas Donkers, Peter C. Verhoef</i></p> <p>Short- and Long-term Effects of Price Promotions on Consumption <i>Daniela Schmitt, Florian Stahl, Raghuram Iyengar</i></p>	<p>TA16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising on TV</p> <p>Chair: Liangbin Katie Yang</p> <p>Mobile Content: Understanding Drives of Engagement By Screen <i>Myoung-Jin Chae, Omar Rodriguez-Vila, Sundar G. Bharadwaj</i></p> <p>Impact of Timeshift TV on TV Consumption <i>Filipa Reis, Pedro M. Ferreira, Rodrigo Belo, Miguel Godinho de Matos</i></p> <p>The Evolution of Television Viewing: Social TV, Time Shifted Viewing and Advertising Avoidance <i>Buffy Mosley, David A. Schweidel, Robert J. Kent</i></p> <p>The Effect of Random Slot Allocation on Advertisers' Welfare in Television Advertising <i>Yang Shi, Jun Beom Kim, Ying Zhao</i></p> <p>Inferring Individual Preferences and Intragroup Dynamics with Aggregate and De-identified Data: An Application to Targeted TV Advertising <i>Liangbin Yang, Eric T. Bradlow, Peter Fader</i></p>

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<p>TA17 – Fertitta Hall, 416, 4th Floor</p> <p>Brand Metrics</p> <p>Chair: Gopal Das</p> <p>Impact of Consumer Age on Brand Verbal Fluency: A Moderated Mediation Analysis Involving Cognitive Ability and Brand Recency <i>Gilles Laurent , Raphaëlle Lambert-Pandraud, Bernard Gourvenec</i></p> <p>Brand Growth and Advertising: Latent Growth Curve Modeling Approach <i>Hikaru Yamamoto, Satoshi Nishida, Shinji Morioka</i></p> <p>New Measures of Cross-cultural Affinity in Global Branding <i>Willem Smit, Catherine Tucker</i></p> <p>How Does Textual Paralanguage Affect Brand Personality <i>Gopal Das</i></p>	<p>TA18 – Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior & Context Effects</p> <p>Chair: I-Hsuan Chiu</p> <p>Contextual Deliberation and Procedure-dependent Preference Reversals <i>Liang Guo</i></p> <p>How Defined Contribution Plans Generosity Affects Employees Contribution and Early Leakage Decisions <i>Muxin Zhai, Yanwen Wang, John G. Lynch</i></p> <p>Modeling Reference Dependence Effect and Regulatory Orientation <i>I-Hsuan Chiu , Gary J. Russell</i></p>	<p>TA19– Popovich Hall, 300, 3rd Floor</p> <p>ISMS Doctoral Dissertation Winners I</p> <p>Chair: Olivier Toubia</p> <p>China Goes Online: Opportunity or Threat for CPG brands? <i>Bernadette Van Ewijk, Els Gijbrecchts, Jan-Benedict Steenkamp</i></p> <p>A Structural Model of Organizational Buying: Innovation Adoption under Share of Wallet Price Contracts <i>Navid Mojir, K. Sudhir</i></p> <p>Valuing Non-Contractual Firms using Common Customer Metrics <i>Daniel McCarthy</i></p>	
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10.30-12.00 (TB)

<p>TB01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: MultiChannels II</p> <p>Chair: Katrijn Gielens</p> <p>The Omnichannel Fulfillment Dilemma: Consumer Preferences and Manager Perceptions <i>Robert Rooderkerk, Santiago Gallino, Antonio Moreno-Garcia</i></p> <p>The Impact of In-store Product Recommendation Technology on Customer Behavior: Evidence from a Multichannel Retailer <i>Joon Ho Lim, Rishika Rishika, Ramkumar Janakiraman, Subodha Kumar</i></p> <p>A Consumer Behavior Typology Based on Temporal and Spatial Characteristics in an Omnichannel Retail Environment <i>Penelope Schoutteet, Lieselot Vanhaverbeke, Heleen Buldeo Rai, Sara Verlinde, Cathy Macharis</i></p> <p>Navigating the Last Mile in Grocery Shopping Through the Click and Collect Format <i>Katrijn Gielens, Els Gijbrechts, Inge Geyskens</i></p>	<p>TB02 – Fertitta Hall, 102, Lower Level</p> <p>Online Auctions I</p> <p>Chair: Paul R. Hoban</p> <p>Pricing of Internet Leads: Cost Per Lead Advertising Auction Versus Affiliate Marketing <i>Somnath Banerjee, Pradeep Bhardwaj</i></p> <p>Incorporating Hidden Costs of Annoying Ads in Display Auctions <i>Eric T. Bax, Valeria Stourm</i></p> <p>Disclosing Information About Ad Placements in Online Display Advertising: The Effect on Demand and Price <i>Sila Ada, Nadia Abou Nabout</i></p> <p>An Optimal Bidding Algorithm for Real-time Exchanges <i>Paul R. Hoban, Srinivas Tunuguntla</i></p>	<p>TB03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing and Advertising</p> <p>Chair: Xueming Luo</p> <p>Mobile Targeting with Traffic Jams for Higher Prosocial Responses <i>Xueming Luo, Zheng Fang, Cheewei Phang</i></p> <p>The Value of information in Mobile Ad Targeting <i>Omid Rafeian, Hema Yoganarasimhan</i></p> <p>Motivating Effective Mobile App Adoption in Multi-channel Shopping: A Large Field Experiment <i>Tianshu Sun, Lanfei Shi, Siva Viswanathan, Elen Zheleva</i></p> <p>Small App Nudges for Big Results: Combining Field Experiment with Machine Learning <i>Jack Siliang Tong, Xueming Luo, Xiaoyi Wang</i></p>	<p>TB04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media & Customer Service</p> <p>Chair: Tarique Newaz</p> <p>How to Ask and How to Respond: An Examination of Successful Customer Service Engagement on Twitter <i>Yuheng Hu, Ali Tafti, David Gal</i></p> <p>Popularity of Digital Products in Online Social Tagging Systems <i>Jurui Zhang, Raymond Liu</i></p> <p>Longitudinal Analysis of Online Consumer Disengagement Patterns in Times of Crisis <i>Chedia Dhaoui, Cynthia Webster, LayPeng Tan</i></p> <p>An Investigation into the Role of Marketing on the Survival of Social Networking Sites <i>Tarique Newaz, Mayukh Dass</i></p>
<p>TB05 – Fertitta Hall, 233, 2nd Floor</p> <p>UGC Bias, Incentives & Conformity</p> <p>Chair: David Godes</p> <p>Paid vs. Independent Product Recommendation by Bloggers <i>Dina Mayzlin, Amy Pei</i></p> <p>Raindrops are Falling on My Head: The Effect of Weather Conditions on Online Reviews <i>Yaniv Dover, Leif Brandes</i></p> <p>Media Bias in the Presence of Feedback <i>David Godes</i></p>	<p>TB06 – Fertitta Hall, 236, 2nd Floor</p> <p>Sharing Economy II</p> <p>Chair: Upender Subramanian</p> <p>Market Structure with the Entry of Peer-to-Peer Platforms: The Case of Hotels and Airbnb <i>Chiara Farronato, Andrey Fradkin</i></p> <p>Business Models in the Sharing Economy: Manufacturing Durable Goods in the Presence of Peer-to-Peer Rental Markets <i>Vibhanshu Abhishek, Jose A. Guajardo, Zhe Zhang</i></p> <p>Strategic Surge Pricing and Forecast Communication on on-Demand Service Platforms <i>Harish Guda, Upender Subramanian</i></p> <p>On-demand Service Platforms <i>Terry Taylor</i></p>	<p>TB07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing 1</p> <p>Chair: Gil Appel</p> <p>How Content Affect Clicks: A Dynamic Model of Online Content Consumption <i>Inyoung Chae</i></p> <p>Stickiness and the Monetization of Apps <i>Gil Appel, Barak Libai, Eitan Muller, Ron Shachar</i></p> <p>Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers? <i>Beth Fossen, David A. Schweidel</i></p> <p>Advancing the Knowledge on Electronic Word of Mouth: The Role of Aliases and Scholarly Communication <i>Ana Babic Rosario, Kristine De Valck, Francesca Sotgiu</i></p>	<p>TB08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory of Platforms</p> <p>Chair: Song Lin</p> <p>Consumer Search on online Retail Platform <i>Baojun Jiang, Tianxin Zou</i></p> <p>Bilateral Ratings and P2P Market Segmentation <i>T. Tony Ke, Monic Sun, Baojun Jiang</i></p> <p>Two-Sided Price Discrimination <i>Song Lin</i></p> <p>The Impact of Paid Inclusion on Platform Screening and Consumers' Overall Service Experience <i>Zibin Xu, Yi Zhu, Shantanu Dutta</i></p>

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<p>TB09 – Fertitta Hall, 241, 2nd Floor</p> <p>Machine Learning Applications in Marketing II</p> <p>Chair: Eric Schwartz</p> <p>Co-Chair: Daria Dzyabura</p> <p>Recommending Products when Consumers Learn their Preferences <i>John R. Hauser, Daria Dzyabura</i></p> <p>Visual Listening in: Measuring Brand Perception from Consumer-Created Images <i>Liu Liu</i></p> <p>Mixed Integer Programming Approaches for Adaptive Choice-based Conjoint Analysis <i>Juan Pablo Vielma, Denis Saure</i></p> <p>Dynamic Online Pricing with Incomplete Information using Multi-Armed Bandit Experiments <i>Eric Schwartz</i></p>	<p>TB10 – Fertitta Hall, 313, 3rd Floor</p> <p>Competition: Competitive Strategy II</p> <p>Chair: Sungtak Hong</p> <p>Brand Competition in Attribute Space: An investment Perspective <i>Aharon Hibshoosh</i></p> <p>Competitive Strategies for Duopoly Firms with Highly Differentiation <i>Chi-cheng Wu, Yung-Jan Cho</i></p> <p>The Impact of Commodity Taxation on Firm's Product Portfolio and Market Structure <i>Sungtak Hong</i></p>	<p>TB11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product: Design II</p> <p>Chair: Shan-Yu Chou</p> <p>Cyber Empathic Design - Using Sensor Enabled Products to Improve New Product Design <i>Arun Lakshmanan, Junghan Kim, Dipanjan Ghosh, Andrew Olewnik, Kemper E. Lewis</i></p> <p>Creativity Templates for Radical Innovation <i>Maria Saaksjarvi, Gerard J. Tellis</i></p> <p>Design Innovativeness and Product Design Evolution <i>Svetlana Khimina, Gaia Rubera</i></p> <p>New Product Development and Transaction-based Pricing Scheme with Consumer Deliberation <i>Shan-Yu Chou, Chyi-Mei Chen</i></p>	<p>TB12 – Fertitta Hall, 322, 3rd Floor</p> <p>Choice Models II</p> <p>Chair: Narine Yegoryan</p> <p>Discrete Spatial Choice Model <i>Jing Zhou, Lu Liu, Hansheng Wang</i></p> <p>The Impact of Nutrition Claims on SKU Choice <i>Niels Holtrop, Kathleen Cleeren, Kelly Geyskens, Peter C. Verhoef</i></p> <p>A Simultaneous Model of Multiple-discrete Choice of Variety and Quantity <i>Ralf van der Lans</i></p> <p>Understanding the Consequences of Attribute Non-attendance in Discrete Choice Models <i>Narine Yegoryan, Daniel Guhl, Daniel Klapper</i></p>
<p>TB13 – Fertitta Hall, 327, 3rd Floor</p> <p>Pricing: Automobiles</p> <p>Chair: Umut A. Guler</p> <p>A Bayesian Structural Model for Designing Financial Incentive Offers to Automotive Dealerships <i>Wenyi Wu, Peter J. Lenk</i></p> <p>Hold Back To Help Dealers?: Obfuscation in Bargaining <i>Preyas Desai, Sriram Venkataraman</i></p> <p>On Factors of Consumer Heterogeneity in (MIS) - Valuation of Future Energy Costs: Evidence for The German Automobile Market <i>Vlada Pleshcheva, Daniel Klapper, Till Dannewald</i></p> <p>Heterogeneous Price Effects of Consolidation: Evidence from the Car Rental Industry <i>Umut A. Guler, Kanishka Misra, Vishal P. Singh</i></p>	<p>TB14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance II</p> <p>Chair: Mehdi Nezami</p> <p>Innovation Recalls and Firm Value and Firm Stock Risk <i>Nukhet Harmancioglu, Ismail Erzurumlu</i></p> <p>Supplier Relations: Effects on Product Recalls and Firm Performance <i>Wonjoo Yun</i></p> <p>Service Transition Strategies and Firm-idiosyncratic Stock Returns: An Empirical Investigation of the Software Industry <i>Mehdi Nezami, Kapil R. Tuli, Shantanu Dutta</i></p>	<p>TB15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Churn</p> <p>Chair: Yashar Bashirzadeh</p> <p>Essays in Customer Acquisition <i>Frederica Vecchioni</i></p> <p>Effects of Customer Credits as Service Failure Recovery Solution on Customer Churn and Purchases <i>Stanislav Stakhovych, Ali Tamaddoni</i></p> <p>Target the Ego or Target the Group <i>Rodrigo Belo, Pedro M.Ferreira, Miguel Godinho de Matos</i></p> <p>Once You Churn, You Never Return: A Study of E-mail Retention and Reacquisition Effectiveness in the Context of Mobile Applications <i>Yashar Bashirzadeh, Ivan Guitart, Corinne Faure</i></p>	<p>TB16 – Fertitta Hall, 414, 4th Floor</p> <p>TV Viewing</p> <p>Chair: Steven Hooomaert</p> <p>The Impact of Binge Watching on TV Viewership and on the Subscription of TV Products <i>Miguel Godinho de Matos, Pedro M. Ferreira</i></p> <p>The Interplay of the First and Second Screen on Marketing Effectiveness <i>Lena Hoeck, Martin Spann</i></p> <p>The Interrelationship Between Brand Actions, Customer Engagement Behaviors and Brand Consumption <i>Steven Hooomaert, Vijay Viswanathan, Edward C. Malthouse, Ewa Maslowska, Dirk Van den Poel</i></p>

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10.30-12.00 (TB)

<p>TB17 – Fertitta Hall, 416, 4th Floor</p> <p>Brand Equity</p> <p>Chair: Anthony Koschmann</p> <p>Do Layoffs Hurt a Firm's Brand? An Event Study with Consumer Mindset Metrics <i>Max Philipp Backhaus, Alexander Himme</i></p> <p>Close the Plant, Lose the Brand? Sales and Advertising Consequences of Collective Factory Layoffs <i>Vardit Landsman, Stefan Stremersch</i></p> <p>Brand Alliances and Brand Equity: Doing More Harm Than Good? <i>Anthony Koschmann</i></p> <p>An Integrated Model for Dynamic Brand Equity <i>Elea McDonnell Feit, Tung Phan, Eric T. Bradlow</i></p>	<p>TB18 – Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior & Gender</p> <p>Chair: Youngjee Han</p> <p>Constituting, Testing and Validating Gender Based Learner Profiles <i>Lawrence L. Garber, Eva M. Hyatt, Ünal Ö. Boya, Bibek Banerjee</i></p> <p>Are the Brand Choice Considerations of Men and Women Really Different? <i>Enav Friedmann</i></p> <p>Female Data Scientists: How Can We Increase Their Ranks? <i>Graciela Carrasco</i></p> <p>Better Possible Self or Better Other? Gender Affects Who is More Inspirational <i>Youngjee Han, Myungwoo Nam</i></p>	<p>TB19– Popovich Hall, 300, 3rd Floor</p> <p>ISMS Doctoral Dissertation Winners II</p> <p>Chair: Olivier Toubia</p> <p>Demand for (Un)Biased News: The Role of Government Control in Online News Markets <i>Andrey Simonov, Justin Rao</i></p> <p>Identifying Customer Needs from User Generated Content <i>Artem Timoshenko, John Hauser</i></p> <p>Targeted Search and Platform Design <i>Zachary Zhong</i></p>	
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1.30-3.00 (TC)

<p>TC01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: MultiChannels III</p> <p>Chair: Jeeyeon Kim</p> <p>Multichannel Shopper Segments Consisted of Purchase Channels and Media Touchpoints using Single Source Panel Data <i>Satoshi Nakano, Fumiyo Kondo</i></p> <p>Is Tmall the Right Gateway to China's E-commerce Market? The Value of Marketplace Channels to Manufacturers <i>Zhiling Bei, Katrijn Gielens</i></p> <p>Multichannel Sales and Store Accessibility: How Store Accessibility Influences Multichannel Sales Across Regions <i>Jeeyeon Kim, Sue Ryung Chang, Jeonghye Choi, Minakshi Trivedi</i></p>	<p>TC02 – Fertitta Hall, 102, Lower Level</p> <p>Online Auctions II</p> <p>Chair: Simha Mummalaneni</p> <p>Utility of Soft Floors in Ad Exchange Auctions <i>Robert Zeithammer</i></p> <p>Position as an Imperfect Signal in Search Advertising <i>Taylor Bentley, Tat Y. Chan, Young-Hoon Park</i></p> <p>Affirmative Action as a Cost Cutting Tool in Procurement Markets <i>Simha Mummalaneni</i></p>	<p>TC03 – Fertitta Hall, 105, Lower Level</p> <p>Digital and Mobile Learning</p> <p>Chair: Xueming Luo</p> <p>The Impact of Device Selection on the Digital Path to Purchase and Consumer Price Sensitivity <i>Meheli Basu, Kirk Wakefield, Jeff Inman</i></p> <p>Does Mobile Improve Learning? An Empirical Analysis of Student Engagement and Academic Achievement in Massive Open online Courses (MOOCs) <i>Sang-Pil Han, Mi Hyun Lee, Sungho Park, Sunghoon Kim</i></p> <p>When Online Reviewers Meet Mobile Devices <i>Mina Jun, Jongmin Kim, Chung Koo Kim</i></p> <p>Mining E-Book Reading Patterns: Applications in Segmentation and Recommendation Systems <i>Sungho Park, Sang Pil Han, Wonseok Oh, Jae Yun Moon</i></p>	<p>TC04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media & Gaming</p> <p>Chair: Sarang Sunder</p> <p>Keep Winning or Stop Losing? The Effect of Consumption Outcomes on Variety-seeking in Online Video Games <i>Tong Lu, Liangbin Katie Yang</i></p> <p>The Competitiveness of Social Interactions as a Marketing Variable in Social Gaming <i>Huazhong Zhao, Haibing Gao, Jinhong Xie</i></p> <p>Social Structure, Entrepreneurship and Consumption in Video Game Community <i>Peng Liu</i></p> <p>Unintended Consequences of Policy Interventions. Assessing the Impact of Usage Restriction on Online Game Usage and Spending <i>Sarang Sunder, Wooyong Jo, Jeonghye Choi, Minakshi Trivedi</i></p>
<p>TC05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & Brand Maps</p> <p>Chair: Sungha Jang</p> <p>Unsupervised Concept Mapping for Big Data Marketing Strategic Analysis: A Word Embedding Approach <i>Wenjing Duan, Yang Yu, Ezekiel Leo</i></p> <p>Embedding Products in Latent Attribute Spaces: Implications for Managing Product Assortments in Retailing <i>Sebastian Gabel, Daniel Klapper</i></p> <p>Brand Map: A Spatial and Dynamic Analysis of Brand Associations using Social Media <i>Hyunhwan Lee, Joseph Johnson, Gerard J. Tellis</i></p> <p>How do Consumers Evaluate Identical Products on Competing online Retailers? A Text Mining Approach using Consumer Reviews <i>Sungha Jang, Ji Hye Kang, Tian Liu</i></p>	<p>TC06 – Fertitta Hall, 236, 2nd Floor</p> <p>Sharing Economy III</p> <p>Chair: Shunyuan Zhang</p> <p>Measuring Consumer Surplus in the on-Demand Economy: The Case of Ride Sharing <i>Mengze Liu, Tom Lam</i></p> <p>Running an Airbnb Hotel - A New Business Model of Sharing Economy <i>Xi Li, Mengze Shi, Xin (Shane) Wang</i></p> <p>Professional Versus Amateur Images: Investigating Differential Impact on Airbnb Property Demand <i>Shunyuan Zhang, Dokyun Lee, Param Vir Singh, Kannan Srinivasan</i></p>	<p>TC07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing II</p> <p>Chair: Garrett A. Johnson</p> <p>Co-Chair: Ayelet Israeli</p> <p>How Reliable is Programmatic Audience Targeting with Third-party Data? Lessons from Three Field Tests <i>Nico Neumann, Timothy Whitfield</i></p> <p>Privacy Choice in internet Advertising: Who Opt's Out and at What Cost to Industry? <i>Garrett A. Johnson, Shaoyin Du, Scott Shriver</i></p> <p>Green Marketing in Social Media: An Empirical investigation of Strategy, Sincerity, and Relationship to Brand Image <i>Jennifer Cutler, Aron Culotta</i></p> <p>The Pop-Over Paradox: Field Experiments at Collage.com <i>Ayelet Israeli, Garrett Johnson</i></p>	<p>TC08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory in Marketing I</p> <p>Chair: Amirreza Fazli Salehi</p> <p>Persuasive Advertising in Vertically Differentiated Markets <i>W. Jason Choi, Kinshuk Jerath, Miklos Sarvary</i></p> <p>Exploring the Impact of Artificial Intelligence: Prediction Versus Judgment <i>Avi Goldfarb, Ajay Agrawal, Joshua Gans</i></p> <p>The Scale of Economy and Endogenous Multi-dimensional Product Differentiations <i>Jungju Yu, Jiwoong Shin, Michelle (Yi) Lu</i></p> <p>The Effects of Autoscaling in Cloud Computing on Entrepreneurship <i>Amirreza Fazli Salehi, Amin Sayedi, Jeffrey D. Shulman</i></p>

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<p>TC09 – Fertitta Hall, 241, 2nd Floor</p> <p>Statistical Learning for Big Data</p> <p>Chair: Jinchi Lv</p> <p>Large-scale Sparse Orthogonal Factor Regression Y <i>Yingying Fan</i></p> <p>Stein's Method and Practical Machine Learning: Bridging the Gap <i>Qiang Liu</i></p> <p>Permuted and Augmented Stick-Breaking Multinomial Regression <i>Mingyuan Zhou</i></p> <p>Sparse Orthogonal Factor Regression <i>Jinchi Lv</i></p>	<p>TC10 – Fertitta Hall, 313, 3rd Floor</p> <p>Competition: Entry & Exit</p> <p>Chair: Xiang Hui</p> <p>Who Benefits from Brand Exits? Why? <i>Baris Depecik, Berk Ataman</i></p> <p>Aggressive Growth in Retail: A Trade-off Between Deterrence and Survival? <i>Limin Fang, Nathan Yang</i></p> <p>Certification, Reputation and Entry: An Empirical Analysis <i>Xiang Hui, Maryam Saeedi, Giancarlo Spagnolo, Steve Tadelis</i></p>	<p>TC11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product: Design III</p> <p>Chair: Taewan Kim</p> <p>The Role of Design Quality vs. Perceived Quality in Consumer Return Behavior <i>Xiaojing Dong, Necati Ertekin</i></p> <p>Product Line Design with Expert Review <i>Chenxi Liao, Dmitri Kuksov</i></p> <p>The Impact of Product Concept Demonstration on Product Line Design <i>Taewan Kim, Ji-Hung (Ryan) Choi</i></p> <p>Value-added Resellers Participation in the Design of a Firm New Generations of Products <i>Skander Essegaier</i></p>	<p>TC12 – Fertitta Hall, 322, 3rd Floor</p> <p>Choice Models III</p> <p>Chair: Prithwiraj Mukherjee</p> <p>Dealing with Intra-household Heterogeneity <i>Parneet Pahwa, B.P.S. Murthi, Nanda S. Kumar</i></p> <p>Modeling Intra-household Heterogeneity to Explain Multiple Discrete Continuous Demand <i>Vedha Ponnappan, Avadhoot Jathar, Srinivas Prakhya</i></p> <p>Explaining Preference Heterogeneity with Mixed Membership Modeling <i>Marc R. Dotson, Joachim Buschken, Greg M. Allenby</i></p> <p>A Unified Model of Anchoring and Context-dependent Preferences <i>Prithwiraj Mukherjee, Arnaud De Bruyn, Ayse Onculer</i></p>
<p>TC13 – Fertitta Hall, 327, 3rd Floor</p> <p>Pricing: Freemium</p> <p>Chair: Reo Song</p> <p>Augmenting One-shot Field Experiments with Longitudinal Customer Data: An Application to Menu-based Subscription Pricing <i>Longxiu Tian, Fred M. Feinberg</i></p> <p>Uncovering Price Elasticities for Fiction Books in the Presence of Endogeneity <i>Cord Otten, Sonke Albers, Michel Clement</i></p> <p>Free-to-paid Transition of Online Content Providers: An Empirical Analysis of Newspapers' Paywall Rollout <i>Reo Song, Ho Kim, Youngsoo Kim</i></p>	<p>TC14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance III</p> <p>Chair: Tetsuo Horiguchi</p> <p>Ceo's Marketing Experience and Firm Performance <i>Hooman Mirahmad, Venkatesh Shankar</i></p> <p>How to Pay Your Executives to Build Stronger Brands? <i>Hanieh Sardashti, Hang Nguyen, Roger J. Calantone</i></p> <p>The Varying Advantage of Focus and Diversification Along the Value Chain: The Case of the Motion Picture Industry <i>Can Uslay, Ekaterina Kamiouchina, Stephen J. Carson, William L. Moore</i></p> <p>Strategic Frameworks Lead to Myopic Decision Making?: Deliberate Decision Making of a Boundedly Rational Decision Maker <i>Tetsuo Horiguchi</i></p>	<p>TC15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Lifetime Value I</p> <p>Chair: Nhat Quang Le</p> <p>A Generalized Customer Lifetime Value Framework for the Health and Fitness Industry <i>Angeliki Christodouloupoulou, V. Kumar</i></p> <p>Extending the Customer Lifecycle: Optimal Resource Allocation Throughout the Customer Journey <i>Agata Leszkiewicz, V. Kumar, Angeliki Christodouloupoulou</i></p> <p>Finding the Right Balance for CRM Activities between New and Reacquired Customers <i>Christian Schlereth, Josephine Sueptitz, Christina Hofmann-Störling</i></p> <p>The Dynamic Relationships between Marketing Communication, Customer Commitment, and Customer Spending: A Study on Donation Behavior <i>Nhat Quang Le, Bram Foubert, Barbara Briers, Kathleen Cleeren</i></p>	<p>TC16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising Display Ads I</p> <p>Chair: Lara Lobschat</p> <p>Spillover Effect of Online Display Advertising: Brand Portfolio and Attribution Implications <i>Lin Boldt, Neeraj Arora</i></p> <p>The Impact of Display Ad Viewability on Advertising Effectiveness <i>Christina Uhl, Nadia Abou Nabout, Klaus Miller</i></p> <p>Assessing The Effectiveness of Display Advertising on Ecommerce Websites <i>Jyoti Jagasia</i></p> <p>Making online Ads Great Again - The Effects of Message Content and Ad Executional Elements on Display Ad Effectiveness Along the Purchase Funnel <i>Lara Lobschat, Norris Ignatius Bruce, Ram C. Rao, Niels Holtrop</i></p>

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<p>TC17 – Fertitta Hall, 416, 4th Floor</p> <p>Brand Performance</p> <p>Chair: Yupin Yang</p> <p>Brand Awareness and Performance in Kenyan Banks <i>Jane Omwenga</i></p> <p>The Impact of Brand Architecture Decisions on Portfolio Sales <i>Burcu Sezen, Koen Pauwels, Berk Ataman</i></p> <p>Investigating Human Brand Value in Matching Equilibrium <i>Yupin Yang, Liyuan Wei</i></p>	<p>TC18 – Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior & Loyalty</p> <p>Chair: Chu-Hsuan Tsao</p> <p>Captive Vs Non-captive Customers: Post-purchase Behavior and Drivers of Satisfaction <i>Biswajita Parida</i></p> <p>Asymmetrical Learning Across Categories for Consumers New to the Market <i>Xing Fang</i></p> <p>Perceived Cost of Payment Using Cash and Points <i>Hironichi Nakagawa</i></p> <p>Transactional or Relational Satisfaction Leading to Customer Loyalty -a B to B Case <i>Chu-Hsuan Tsao, Ming-Chih Tsai, Jiana Fu Wang</i></p>	<p>TC19– Popovich Hall, 300, 3rd Floor</p> <p>JMR AE</p> <p>(3:00- 3:45pm)</p>	
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3.30-5.00 (TD)

<p>TD01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: Competition I</p> <p>Chair: Qingyuan Zhu</p> <p>Another View of Bargaining Power in the Distribution Channel: Incorporating Retailer Stackelberg <i>Yuichiro Kanazawa, Tomohito Kamai</i></p> <p>Catching Friendly Fire: How Retailer Characteristics Influence the Impact of Manufacturer Direct-to-consumer Sales on Retail Sales <i>Michiel Van Crombrugge, Els Breugelmans, Kathleen Cleeren</i></p> <p>Up Against the Organized Retail the Marketing Mix Strategies of the Incumbent Small Stores Against Organized Retail Entry <i>Prashant Mishra, Tinu Jain</i></p> <p>Domestic or Low-cost Locations: The Impacts of Consumers' Trade Fairness Concern on Firms' Sourcing Strategy <i>Qingyuan Zhu, Jiong Sun, Jie Wu, Yunchuan Liu</i></p>	<p>TD02 – Fertitta Hall, 102, Lower Level</p> <p>Online Retailing I</p> <p>Chair: Shijie Lu</p> <p>Intervention Strategies to Recover Abandoned Online Shopping Carts <i>Yong Chin Tan, Sandeep R. Chandukala, Srinivas Reddy</i></p> <p>Curing the Curse of Choice: Smart Choice Sets Improve Decision Quality <i>Benedict G. C. Dellaert, Tom Baker, Eric J. Johnson</i></p> <p>Impact of Synergy Between Product Descriptions and Customer Impressions on Performance <i>Shilpa Somraj, Dinesh Gauri</i></p> <p>Price-based Prominence under inventory Constraint <i>Shijie Lu, Lin Liu, Haojun Yu</i></p>	<p>TD03 – Fertitta Hall, 105, Lower Level</p> <p>Panel on Digital Mobile Marketing Analytics</p> <p>Moderator: Xueming Luo</p> <p>Panelist: Randolph E. Bucklin, Anindya Ghose, Xueming Luo, Sridhar Narayanan, Dominique Mike Hannsens</p>	<p>TD04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media & Social Influence</p> <p>Chair: Margherita Pagani</p> <p>The Impact of Audience Size on Viewer Engagement in Live Streaming <i>Dai Yao, Xingyu Chen, Shijie Lu</i></p> <p>The Differential Effect of Social Reward Schemes on the form of Contribution: Monetary Donation Vs. Volunteer Work <i>Gil Peleg, Oded Lowengart, Daniel Shapira</i></p> <p>I'll Have What She's Having: Identifying Social Influence in Household Mortgage Decisions <i>Avni Shah, W. Benedict McCartney</i></p> <p>Privacy, Trusting Beliefs and information Disclosure in online Social Networks: A Three Market Empirical Study <i>Margherita Pagani, Alessandro Ferrari</i></p>
<p>TD05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & LDA</p> <p>Chair: Shengli Hu</p> <p>Research on User Needs Mining Model Based on Online Automobile Reviews <i>Deyong Kong, Xin Zheng, Zhenhuan Shao</i></p> <p>Joint Topic Models for Integrating Customer Information <i>Takuya Satomura</i></p> <p>Exploring Institutional Dynamic of Consumption Practices using a Quantitative Content Analysis <i>Akihiro Nishimoto, Sotaro Katsumata</i></p> <p>Information Design and Audience Experience <i>Shengli Hu, Shawn Mankad</i></p>	<p>TD06 – Fertitta Hall, 236, 2nd Floor</p> <p>Innovation and Crowdsourcing</p> <p>Chair: Nuno Camacho</p> <p>Co-Chair: Stefan Stremersch</p> <p>Beating the Going-Public Effect in Firm Innovation <i>Simone Wies, Christine Moorman</i></p> <p>The View from the Top: How Top Management Impacts Firms' Innovation Output <i>Alina Sorescu, Nooshin L. Warren, Shuba Srinivasan</i></p> <p>Incentives, Participation, and Design Quality in Crowdsourcing Contests: A Joint Selection-Treatment Model of a Quasi-Experimental Field Study <i>Gerard J. Tellis, Christopher Riedl, Katja Hutter, Johann Füller</i></p> <p>The Role of Scenario Presentation in the Selection of Innovation Ideas <i>Nuno Camacho, Stefan Stremersch, Wim Van der Stede, Vardan Avagyan</i></p>	<p>TD07 – Fertitta Hall, 239, 2nd Floor</p> <p>Role of Photos in Consumer Lives</p> <p>Chair: Kristin Diehl</p> <p>Photos for the Future: Effects on Memory for Experiences <i>Kristin Diehl</i></p> <p>Temporary Sharing, Enduring Impressions <i>Leslie John</i></p> <p>How Audience Engagement (in the form of Likes vs. Comments) on Instagram Posts influences Subsequent Self-Disclosure <i>Yuheng Hu, David Gal</i></p> <p>Divergent Effects of Likes Versus Comments on Self-disclosure on Social Media: Evidence from Instagram and Experiments <i>David Gal, Yuheng Hu</i></p>	<p>TD08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory in Marketing II</p> <p>Chair: T. Tony Ke</p> <p>The Benefit of Collective Reputation <i>Aniko Oery, Zvika Neeman, Jungju Yu</i></p> <p>The Social Value of Brands and Product Line Design <i>Kangkang Wang, Michelle Y. Lu</i></p> <p>Revision Games Part II: Applications and Robustness <i>Yuichiro Kamada, Michihiro Kandori</i></p> <p>Informational Complementarity <i>T. Tony Ke, Song Lin</i></p>

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<p>TD09 – Fertitta Hall, 241, 2nd Floor</p> <p>Experiments, Models and Marketing Science</p> <p>Chair: Sanjog Misra</p> <p>A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook <i>Brett R. Gordon, Florian Zettelmeyer, Neha Bhargava, Dan Chapsky</i></p> <p>Sponsorship Disclosure and Consumer Deception: Experimental Evidence from Native Advertising in Mobile Search <i>Harikesh Nair, Navdeep Sahni</i></p> <p>Scalable Price Targeting <i>Sanjog Misra, Jean-Pierre Dube</i></p> <p>Optimal Targeting with Heterogenous Treatment Effects <i>Sanjog Misra, Günter Hitsch</i></p>	<p>TD10 – Fertitta Hall, 313, 3rd Floor</p> <p>Competition: Performance of Competitive Markets</p> <p>Chair: Anna Dubiel</p> <p>Silicon Envy: How Global innovation Clusters Hurt or Stimulate Each Other Across Developed and Emerging Markets <i>Gerard J. Tellis, Nukhet Gür</i></p> <p>Poor but Sexy: How do Rents and Cultural Amenities Impact the Evolution of Location Specific Marketplaces? <i>Anna Dubiel, Sourindra Banerjee, Jaideep Prabhu, Rajesh Chandu, Jing Wang</i></p> <p>Forced to do Good: The Effects of Mandatory Corporate Social Responsibility on Firm Behavior and Performance <i>Nandini Ramani, Raji Srinivasan</i></p> <p>Blessed from Birth? Predicting Start-up Success with Twitter <i>Gaia Rubera, Paola Cillo, Svetlana Khimina</i></p>	<p>TD11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product: Design Movies & Digital</p> <p>Chair: Peter McGraw</p> <p>Effect of Employee Incentives and Motivations on the Success of New Products in the Online Market <i>Jeongwen Chiang, Chen Lin, Mengze Shi</i></p> <p>Is this New Product a Hit or Miss?: The Role of Screenplays <i>JeeWon Choi, V. Kumar</i></p> <p>Editing Entertainment: Length Constraints, Product Quality, and the Motion Picture Industry <i>A. Peter McGraw, Anika Stuppy, Justin Pomerance</i></p> <p>The Impact of Competition between Stars on Market Outcomes <i>Mike Lewis, Suh Yeon Kim</i></p>	<p>TD12 – Fertitta Hall, 322, 3rd Floor</p> <p>Choice Models IV</p> <p>Chair: Zhiguo Yang</p> <p>The Perils of Ignoring the Budget Constraint in Single-unit Demand Models <i>Max Pachali, Peter Kurz, Thomas Otter</i></p> <p>Uncovering Goal Structure from Consumer Purchase Histories <i>Yang Pan, Gary J. Russell</i></p> <p>Generating Dynamic Nonlinear Parameters for Brand Loyalty Estimation Application to the U.S. Beer Retail Market <i>Roozbeh Iranikermani, Edward Jaenicke</i></p> <p>Examining a Consumer Spending Habit Model in Cross Category Purchase Contexts <i>Zhiguo Yang, D. Sudharshan</i></p>
<p>TD13 – Fertitta Hall, 327, 3rd Floor</p> <p>Pricing: Reference Points</p> <p>Chair: Dong Soo Kim</p> <p>Cross-category Spillover Effects of Reference Price: A SKU-level Model of Multiple Item Choice <i>Sri Devi Duvvuri, Gary J. Russell, Kyuseop Kwak</i></p> <p>Assessing the Empirical Evidence for Loss Aversion: Errors of Omission and Commission <i>K. Sivakumar</i></p> <p>The Triple Role of Price <i>Jochen Reiner, Julia Wamster, Martin Natter</i></p> <p>Reference Price and Opportunity Cost Consideration <i>Dong Soo Kim, Mingyu Joo, Greg M. Allenby</i></p>	<p>TD14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance: IPOs I</p> <p>Chair: Minghui Ma</p> <p>The Short & Long Term Impact of Customer Concentration on Firm Performance <i>Alok Saboo, V. Kumar, Ankit Anand</i></p> <p>Rush to Tell? The Strategic Value of Preannouncements and Launch Announcements <i>Ashish Sood, Gerard J. Tellis, Ruth Maria Stock, Thomas Krueger</i></p> <p>Insider Influence on Post IPO Marketing Activity: Self-serving or Value Enhancing? <i>Minghui Ma, Jian Huang, Frank Chen</i></p>	<p>TD15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Lifetime Value II</p> <p>Chair: Peter Landry</p> <p>Instant Customer Base Analysis: Re-assessing the Performance of Managerial Heuristics <i>Patrick Bachmann, Markus Meierer, Rene Algesheimer</i></p> <p>Effect of Trust in Green Services on Consumer Brand Relationship <i>Abhishek Mishra</i></p> <p>Slipping Down the Retention Reaction Curve - Some Paradoxes of Optimal Customer Retention Value <i>Igor Sloev, Gerasimos Lianos</i></p> <p>Behavior-based Servicing <i>Peter Landry, Mengze Shi</i></p>	<p>TD16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising Display Ads II</p> <p>Chair: Alexander Eiting</p> <p>The Moderating Impact of Clutter on Display Advertising Effectiveness <i>Sean Melessa</i></p> <p>The Effects of in Site Display Advertising <i>Ernst C. Osinga, Sandeep R. Chandukala</i></p> <p>Consumer Privacy, Imperfect information, and Advertising Avoidance: Evidence from Retargeting <i>Alexander Eiting</i></p> <p>Advertising Response of Local Restaurants to a Better Online Rating a Regression Discontinuity Design <i>Ying Lei</i></p>

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<p>TD17 – Fertitta Hall, 416, 4th Floor</p> <p>Branding: Generics</p> <p>Chair: Anand Nandkumar</p> <p>Store Brands and Category Captaincy <i>Woochoel Shin, Wilfred Amaldoss</i></p> <p>Branded Drugs Marketing Support Around Nonequivalent Generic Entry <i>Jaap Wieringa, Ernst C. Osinga, P.S.H. Leeflang</i></p> <p>Building a Local Brand for Fresh Fruits and Vegetables: The Rule of Animosity <i>Amir Heiman</i></p> <p>Change in Patent Regime and the Role of Branded and Generic Drugs on Price and Quantity: Evidence from the Indian Pharmaceutical Industry 1995-2009 <i>Shantanu Dutta, Anand Nandkumar, Nimay Srinivasan</i></p>	<p>TD18 – Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior, Brand & Luxuries</p> <p>Chair: Qiang Lu</p> <p>Consumers' Perception of Celebrity Endorsement and Celebrity Co-branding: Similarities and Differences <i>Olivier Reimann, Heribert Reisinger, Udo M. Wagner</i></p> <p>You Are What You Wear: Millennials' Conspicuous Consumption <i>Sua Jeon, Retno Suryandari</i></p> <p>For the Love of Luxuries: on Brand Love and Consumer Personality Traits in the Luxury Fashion and Accessories Market <i>Julia Finnegan, Yvonne Kreis</i></p> <p>The Impact of Social Media Influencers on Consumer Engagement with Luxury Brands <i>Qiang Lu, Zhen Yi Seah, Zhiyong Wang</i></p>	<p>TD19– Popovich Hall, 300, 3rd Floor</p> <p>JMR ERB</p> <p>(3:45- 5:00pm)</p>	
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8.30-10.00 (FA)

<p>FA01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: Competition II</p> <p>Chair: Florentine Frentz</p> <p>Trust and Betrayal Aversion in Principal-agent Settings <i>Zuhui Xiao, George John</i></p> <p>Changing the Power Equation: A Structural Analysis of the Impact of Used Cars in the Distribution Channel <i>Sivaramakrishnan Siddarth, Dinakar Jayarajan, Jorge Mario Silva-Risso</i></p> <p>Managing Used Products: Who Should Refurbish? <i>Ahmed Timoumi, Narendra Singh</i></p> <p>Online Grocery Shopping: How Users Experience the Shopping Process and their Willingness to Return <i>Florentine Frentz</i></p>	<p>FA02 – Fertitta Hall, 102, Lower Level</p> <p>Online Communities & Newspaper</p> <p>Chair: Eunho Park</p> <p>Coaches and Cheerleaders: Leaders and Followers in Online Brand Communities <i>Keith Smith, Scott Thompson, John Hulland</i></p> <p>Are Breaking News Worth Paying for? Exogenous Demand Shocks and the Effect of Paywalls on Online Newspaper Readership <i>Kathrin Gruber, Klaus Miller</i></p> <p>Customer Valuation in Online Community; Roles of Social Contagion and Customer Engagement <i>Eunho Park, Ramkumar Janakiraman</i></p>	<p>FA03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing: Usage</p> <p>Chair: Mark Rodgers</p> <p>The Impact of Mobile App Introduction on Grocery Shoppers <i>Boram Lim, Ying Xie, Ernan E. Haruvy</i></p> <p>Examining Preceding Factors of User Innovation Behaviors: A Case Study on Smartphone Applications <i>Bosul Yoo, Sotaro Katsumata</i></p> <p>A Hidden Markov Model of Mobile Application Usage Dynamics <i>Shaohui Wu, Yong Tan, Yubo Chen</i></p> <p>Does Perceived Cyber Security Influence Moral Judgment and Purchase Intention <i>Waymond Rodgers, Wen-Ling Liu</i></p>	<p>FA04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media Network Analysis</p> <p>Chair: Ke Li</p> <p>A Value-in-context Service Perspective of an Online Health Community: Examining the Macro, Meso and Micro Levels with Social Network Analysis <i>Cynthia M. Webster, Susan Stewart Loane, Jennifer Chandler</i></p> <p>Testing The Stability of Supply Chain Networks Exclusive Channels with Hyundai <i>Hyojin Song</i></p> <p>Exploring Anti-brand Idea Flow Spread Across Brand Community Platforms in Social Networks <i>Jesheng Huang</i></p> <p>Learning and Predicting the Online Community Evolution <i>Ke Li</i></p>
<p>FA05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & Managerial Response</p> <p>Chair: Chunyu Li</p> <p>A Question to Big Data: When Do injured Consumers Stay Satisfied? <i>Sash Vaid</i></p> <p>Dynamic Effect of Digital Badging on Content Consumption and Generation on User-generated Content Platforms <i>Ying Xie, Shijie Lu, Celine Chen</i></p> <p>The Effects of Online Management Responses on Market Demands <i>Hui Cen, Yiwei Li, Chunyu Li, Geng Cui, Jianmin Jia</i></p> <p>Managerial Responses to Online Word of Mouth: Its Dynamics and Impact on Sales <i>Chunyu Li, Yiwei Li, Peng Ling, Xiangnan Feng, Jianmin Jia</i></p>	<p>FA06 – Fertitta Hall, 236, 2nd Floor</p> <p>Crowdfunding I</p> <p>Chair: Jihoon Hong</p> <p>Dynamics of Social Influence in Online Crowdfunding <i>Yiwei Li, Yuho Chung, Naiqing Gu, Jianmin Jia</i></p> <p>Backer Networks and Their Impact on Project Outcomes on Crowdfunding Digital Platforms <i>Yee Heng Tan, Srinivas Reddy</i></p> <p>Making the Product Happen: A Driver of Crowdfunding Participation <i>David Zvilichovsky, Shai Danziger, Yael Seinhart</i></p> <p>Drivers of Serial Success in Crowdfunding Contests: Talent or Luck? <i>Jihoon Hong, Gerard Tellis</i></p>	<p>FA07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing II: Content and Price Management</p> <p>Chair: Michaela Draganska</p> <p>Determinants of Price Sensitivity for Freemium Products <i>Julian Runge, Michaela Draganska, Daniel Klapper</i></p> <p>Enhancing Freemium Model Performance: Impact of Product Line Extensions <i>Xian Gu, P. K. Kannan, Liye Ma</i></p> <p>Digital Content and Customer Subscription Behavior <i>Michaela Draganska, Pradeep Chintagunta, George Knox</i></p> <p>Anatomy of Gaming Communities: Value of Facilitating Social Interaction for Content Engagement <i>Yulia Nevskaya</i></p>	<p>FA08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory in Marketing III</p> <p>Chair: Luc R. Wathieu</p> <p>Repeated Interaction in Teams: Duration and Performance <i>J. Miguel Villas-Boas</i></p> <p>Vertical Probabilistic Selling under Competition: The Role of Consumer Anticipated Regret <i>Lin Liu, Yong Chao, Dongyuan Zhan</i></p> <p>Informal Lending in Emerging Markets <i>Shubhanshu Singh, Weining Bao, Jian Ni</i></p> <p>Over-diagnosis Equilibria: The Willful Marketing of False Positives <i>Luc Wathieu, Jeeva Somasundaram</i></p>

2017 INFORMS Marketing Science Conference

Friday, June 9th, 2017

8.30-10.00 (FA)

<p>FA09 – Fertitta Hall, 241, 2nd Floor</p> <p>Structural Models and Online Marketplaces</p> <p>Chair: Kosuke Uetake</p> <p>Working under Search and Information Frictions: Evidence from an Experiment in an Online Crowdsourcing Platform <i>Kosuke Uetake, Yusuke Narita</i></p> <p>Learning to Set Prices in the Washington State Liquor Market <i>Yufeng Huang, Paul Ellickson, Mitch Lovett</i></p> <p>Online Marketplace Advertising <i>Carl F. Mela, Hana Choi</i></p> <p>Identification of Present-biased Discount Functions in Dynamic Discrete Choice Models <i>Oeystein Daljord, Jaap Abbring</i></p>	<p>FA10 –Fertitta Hall, 313, 3rd Floor</p> <p>Sales Force: General</p> <p>Chair: Helen Si Wang</p> <p>Does Empathy Improve Marketing Performance? Evidence from High Autonomy Sales Environments in Bangladesh <i>Sourindra Banerjee, Toby Norman, Jaideep Prabhu</i></p> <p>Exploring the Interaction between Networking Behaviors and Marketing Communications: An Empirical Investigation <i>Srinath Gopalakrishna, Andrew Crecelius</i></p> <p>Interaction Transition: How Managing Dynamics of Professional Service Conversations Influences Advice Adherence <i>Helen Si Wang, Chi Kin Bennett Yim</i></p>	<p>FA11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion Takeoff & Technology</p> <p>Chair: Herbert Bucheli</p> <p>Zooming in on the International Takeoff of New Products <i>Margot Loewenberg, Markus Meierer, Rene Algesheimer</i></p> <p>Technology-push or Demand-pull? How to Support the Adoption of Green Technologies <i>Hossein Eslami</i></p> <p>Situated Technology Acceptance <i>Herbert Bucheli, Joachim Scholderer</i></p>	<p>FA12 – Fertitta Hall, 322, 3rd Floor</p> <p>Choice Models V</p> <p>Chair: Arun Gopalakrishnan</p> <p>Solving Large Linear-ordering Problems <i>Khaled Boughanmi, Rajeev Kohli</i></p> <p>Latent Class Random Regret Minimization for Market Structure Analysis <i>Jooyoung Lim, Minhi Hahn</i></p> <p>When do Consumers Prefer to Resolve Uncertainty: Theory and Empirical Evidence <i>Arun Gopalakrishnan, Raghuram Iyengar, Robert J. Meyer</i></p>
<p>FA13 – Fertitta Hall, 327, 3rd Floor</p> <p>Pricing: Tariffs</p> <p>Chair: Haojun Yu</p> <p>How Many Pricepoints? Theoretical Model and Empirical Evidence <i>Katerina Kormusheva</i></p> <p>An Analysis of Menus of Multi-part Tariffs <i>Ji-Hung (Ryan) Choi, Taewan Kim</i></p> <p>On the Optimality of Three-part Tariff Plans <i>Manish Gangwar, Hemant Bhargava</i></p> <p>A Sequential Search Model with Partial Depth Evaluation <i>Haojun Yu, Lin Liu, X. H. Wang, Yuxin Chen</i></p>	<p>FA14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance: Advertising & Brands</p> <p>Chair: Larisa Ertekin</p> <p>Marketing in Mutual Funds Industry <i>Yanhao Wei, Nikolai Roussanov, Hongxun Ruan</i></p> <p>Did Hedge Funds Circumvent the Advertising Ban? <i>Debanjan Mitra</i></p> <p>Soapbox Profits: How Brand Activism Impacts Abnormal Stock Returns <i>Yashoda Bhagwat, Joshua Beck, Nooshin Warren, George Watson</i></p> <p>Hands off My Brand! The Financial Consequences of Protecting Brands Through Trademark Infringement Lawsuits <i>Larisa Ertekin, Alina Sorescu, Mark B. Houston</i></p>	<p>FA15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Loyalty I</p> <p>Chair: Filipe Sengo Furtado</p> <p>Estimating the Breakage Rate of a Frequent-flyer Program using Individual Level Data <i>Marcel Goic, Isamar Troncoso, Ricardo Montoya</i></p> <p>The Impact of Loyalty Reward App on Customer Behavior <i>Young-Hoon Park, Yupeng Chen, Raghuram Iyengar</i></p> <p>Loyalty Programs: The Impact on Loyalty, Revenue, and Profit <i>Federico Bumbaca</i></p> <p>Predicting Share of Wallet and Share of Category Requirements using Customer Loyalty Card Data <i>Filipe Sengo Furtado, Thomas Reutterer, Oded Netzer</i></p>	<p>FA16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising Content Design</p> <p>Chair: Scott Koslow</p> <p>Optimal Content Monetization on Online Platforms <i>Christian Hotz -Behofsits, Nils Wloemert, Nadia Abou Nabout</i></p> <p>Dynamic Team Composition and Creativity a Qualitative Study of Balancing Novelty and Usefulness in Advertising <i>Afra Koulaei</i></p> <p>Co-creation or Agency Theory in Marketer-ad Agency Relationships: Do Competitive Account Reviews or Performance-based Compensation Systems Work? <i>Scott Koslow, Sheila Sasser, Huw O'Connor</i></p> <p>Automatic Abstraction of Commercial <i>Shasha Lu, Min Ding</i></p>

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8.30-10.00 (FA)

<p>FA17– Fertitta Hall, 416, 4th Floor</p> <p>Brands & Social Media I</p> <p>Chair: Arnaud De Bruyn</p> <p>The Relationship Between Brand Post Characteristics and Customer Engagement on Social Media <i>Teerawut Techachaicherdchoo, Jos Lemmink, Ko de Ruyter, Tapanan Yeophantong</i></p> <p>Effects of Branded Celebrity Posts on Customer Engagement in Social Media <i>Goetz Greve, Andrea Schlüschen, Claudia Fantapié Altobelli</i></p> <p>The Charitable Giving and Market Entry of Walmart <i>Jinghui Qian, Andrew Ching</i></p> <p>The Spillover Effects of Online Word-of-mouth on Rival Brands <i>Arnaud De Bruyn, Anatoli Colicev</i></p>	<p>FA18 – Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior Anomalies</p> <p>Chair: Kangjun Choi</p> <p>Evaluation of Multistage Service Experience using Experimental Design <i>Sheila Roy, Indrajit Mukherjee</i></p> <p>Pain of Payment and the Moral Tax: The Neural Basis of the Credit Card Effect <i>Sachin Banker, Derek Dunfield, Alex Huang, Drazen Prelec</i></p> <p>Is Time Money and Money Time? Mindset as Moderator <i>Dipankar Chakravarti, Debjit Gupta</i></p> <p>Can Foods Nearing Expiration Look More Attractive?: The Effect of Nearing Expiration Date on Purchase Intention for Vice and Virtue <i>Kangjun Choi, Jaeyoung Lee, Byeongkyu Kim, Keunwoo Kim</i></p>	<p>FA19– Popovich Hall, 300, 3rd Floor</p> <p>No Session</p>	
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2017 INFORMS Marketing Science Conference

Friday, June 9th, 2017 10.30-12.00 (FB)

<p>FB01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: Competition III</p> <p>Chair: Lingling Zhang</p> <p>Cooperative Advertising for Competing Manufacturers: The Impact of Long-term Promotional Effects <i>Salma Karray, Guiomar Martin-Herran, Simon-Pierre Sigue</i></p> <p>The Factors Associated with Consumer Accessing E-commerce Sites: Pre-purchase Search and Selecting Other Channels <i>Naoki Akamatsu</i></p> <p>Channel Contracts among Asymmetric Players with Incomplete Information: The Role of Marketing Interventions under Preference Heterogeneity and Quality Differentiation <i>Shameek Sinha</i></p> <p>Strategic Channel Selection with Online Platforms: An Empirical Analysis of the Daily Deal Market <i>Lingling Zhang, Doug J. Chung</i></p>	<p>FB02 – Fertitta Hall, 102, Lower Level</p> <p>Online Design</p> <p>Chair: Alexander Bleier</p> <p>The Effects of Digital Payments Adoption on Charitable Giving <i>Subroto Roy, K. Sudhir</i></p> <p>Improving Engagement with Firm-generated Social Media Content through Computer Vision <i>Eugene Pavlov, Natalie Mizik</i></p> <p>Digital Marketing on Enterprises <i>Maria Gomes</i></p> <p>Effective Selling on the Web: How Content Factors Influence the Performance of Online Product Listings <i>Alexander Bleier, Colleen Harmeling, Robert Palmatier</i></p>	<p>FB03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing & Advertising</p> <p>Chair: Kaiquan Xu</p> <p>Personalizing Ad for Mobile Targeting <i>Zhuping Liu, Vijay Mahajan</i></p> <p>The Effects of Volume and Valence of Communication, Service and Earned Touchpoints on Customer Satisfaction: A Real Time Attribution Approach <i>Umut Konus, Jing Li, Hugh Wilson, Emma MacDonald, Fred Langerak</i></p> <p>Effectiveness of Location-based Behavioral Ads <i>Christine Eunyoung Sung</i></p> <p>What Happens When TV Advertisement Meets Mobile? The Impacts of Mobile App in TV Shopping <i>Kaiquan Xu, Xi Chen</i></p>	<p>FB04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media Networks I</p> <p>Chair: Juliana Huppertz</p> <p>Can an Advertising Message Impact the Content of Mass Media? An Examination of the Dove Campaign for Real Beauty <i>Jun Bum Kwon, Avi Goldfarb</i></p> <p>Financial Constraints and Word of Mouth <i>Stephanie Tully, Anna Paley, Eesha Sharma</i></p> <p>Driving Demand by Managing Network Structure and Network Communication <i>Juliana Huppertz, Mark Heitmann, Florian Stahl</i></p>
<p>FB05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & Market Structure</p> <p>Chair: Marco Vriens</p> <p>Dynamic Market Structure Modeling Using Online Data in High Velocity Industries <i>Gaurav Sabnis</i></p> <p>Novel Machine Learning Approach to Brand Differentiation <i>James Hale</i></p> <p>An Lab Taxonomy-based Classifier for Categorizing High Volume Noisy Data of User Generated URLs <i>Peng Wang, Karun Arora, Roger Brooks, Mudit Jain, Prateek Jain, Sahil Jain, Zainab Jamal, Kuldeep Jiwani, Shipra Kapadia, Nisha Vashist</i></p> <p>Mapping and Visualizing using Stochastic Neighbor Embedding <i>Marco Vriens, Song Chen</i></p>	<p>FB06 – Fertitta Hall, 236, 2nd Floor</p> <p>Crowdfunding II</p> <p>Chair: Peter T. Popkowski Leszczyc</p> <p>The Power of Small: The Dynamic Effect of Small Donations on the Success of Crowdfunding Projects <i>Tingting Fan, Yiwei Li</i></p> <p>Puppeteers Holding the Strings: The Dominant Role of Angel investors in Equity Crowdfunding <i>Wanxin Wang, Ammara Mahmood, Catarina Sismeiro, Nir Vulkan</i></p> <p>Supply Side Social Learning in Online Crowdfunding Platforms <i>Baek Jung Kim, Masakazu Ishihara, Vishal Singh</i></p> <p>The Influence of Social Media on Charitable Fundraising <i>Peter T. Popkowski Leszczyc, Eman E. Haruvy</i></p>	<p>FB07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Media Strategy</p> <p>Chair: Ron N. Borkovsky</p> <p>An Experimental Investigation of the Effects of Retargeted Advertising - the Role of Frequency and Timing <i>Navdeep S. Sahn, Sridhar Narayanan, Kirithi Kalyanam</i></p> <p>Optimizing Content and Pricing Strategies for Digital Video Games <i>Scott Shriver, Hema Yoganarasimhan</i></p> <p>The Effects of Binge-Watching on Media Franchise Engagement <i>Mina Ameri, Elisabeth Honka, Ying Xie</i></p>	<p>FB08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory IV</p> <p>Chair: Tianxin Zou</p> <p>The Role of Regulatory Disclosure in Cause Marketing <i>Yu Wang, Aradhna Krishna, Uday Rajan</i></p> <p>Certification of Quality and Seller Profits: An Experimental Study <i>Sung Ham, David Seung Huh, Dmitry Shapiro</i></p> <p>On the Marketing of Experience Goods: The Case of Movies <i>Sridhar Moorthy, Tirtha Dhar</i></p> <p>Anticipated Regret and Product Line Design <i>Tianxin Zou, Baojun Jiang, Bo Zhou</i></p>

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10.30-12.00 (FB)

<p>FB09 – Fertitta Hall, 241, 2nd Floor</p> <p>Structural Learning Models</p> <p>Chair: Andres I. Musalem</p> <p>Co-Chair: Andrew Ching</p> <p>A Heuristic Approach to Explore: Value of Perfect information <i>Shervin Shahrokhi Tehrani, Andrew T. Ching</i></p> <p>Delegation and Productivity in a Retail Business <i>Kohei Kawaguchi</i></p> <p>An Empirical Study of Customer Spillover Learning about Service Quality <i>Andres I. Musalem, Yan Shang, Jing-Sheng Song</i></p>	<p>FB10 – Fertitta Hall, 313, 3rd Floor</p> <p>Sales Force: Incentives</p> <p>Chair: Siddharth S. Singh</p> <p>Group Versus Individual Incentives and Selling Performance <i>Wenshu Zhang, Subramanian Balachander, Jia Li</i></p> <p>Selling Platforms <i>Olivier J. Rubel, Hemant Bhargava</i></p> <p>Uniform Commission Contract and Sales Agent Identification <i>Ying Bao, Mengze Shi</i></p> <p>Gamified Sales Training and Salesperson Performance <i>Siddharth S. Singh, Ravi Sen, Sharad Borle</i></p>	<p>FB11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion: Bass Model</p> <p>Chair: Kanoko Go</p> <p>Dynamic Pricing for New Products: Utility-based Generalization of the Bass Diffusion Model <i>Koray Cosguner, Seethu Seetharaman</i></p> <p>Leapfrogging Adoption in Technology Triplets <i>Deepa Chandrasekaran, Gerard J. Tellis, Gareth James</i></p> <p>An Analysis of Consumer Adoption of a New Product Incorporating Case-based Decision Theory <i>Kanoko Go, Yutaka Hamaoka</i></p> <p>On the Stochastic Foundations of Diffusion Modeling <i>Ulrich Mueller-Funk, Robert Wilken, Max Philipp Backhaus, Klaus Backhaus</i></p>	<p>FB12 – Fertitta Hall, 322, 3rd Floor</p> <p>Product Recalls</p> <p>Chair: Koushyar Rajavi</p> <p>A Structural Model of Bad Debt and Product Return With Implications for Return Policies <i>Nian Wang, Joseph Pancras, Hongju Liu, Malcolm Houtz</i></p> <p>Recalled But Not Repaired: The Role of Customer orientation and Dealer Quality on Product Recall Efficacy <i>Vivek Astvansh, Kersi Antia, Xin (Shane) Wang</i></p> <p>How Does the Effect of Product Recalls Extend Beyond Country Boundaries? A Study of the Automobile Market in China and The United States <i>Qi Sun, Fang Wu, Yong Liu, Qian Wang</i></p> <p>Role of Trust and Technological Connectivity in Managing Product Recalls: A Cross-category and Cross-country Perspective <i>Koushyar Rajavi, Tarun Kushwaha, Jan-Benedict Steenkamp</i></p>
<p>FB13 – Fertitta Hall, 327, 3rd Floor</p> <p>Pricing: Warranties</p> <p>Chair: Eddie Ning</p> <p>Price Optimization Under Product Environment Considerations <i>Francisco Orlando Cisternas Vera</i></p> <p>How do Changes to Manufacturer-backed Warranties Impact Demand for Extended Warranties? <i>Hyeong-Tak Lee, Sriram Venkataraman, Pranav Jindal</i></p> <p>Price and Warranty Competition with Informed and Uninformed Consumers <i>Fabio Caldieraro, Dongsoo Shin</i></p> <p>How to Make an Offer? Optimal Selling under Stochastic Learning <i>Eddie Ning</i></p>	<p>FB14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance: Advertising</p> <p>Chair: Kyuhong Han</p> <p>When Marketing Strategy Meets Capital Markets: Marketing Spending and Market Feedback From Securities Analysts <i>Jacob Do-Hyung Cha, Esther Lee</i></p> <p>Investor Uncertainty and Disclosure of Advertising Spending <i>Sungkyun Moon, Kapil R. Tuli, Anirban Mukherjee</i></p> <p>The Market Value of Voluntarily Disclosed Marketing Information <i>Cong Feng, Scott A. Fay</i></p> <p>Value Appropriation and Firm Shareholder Value: Role of Advertising and Receivables Management <i>Kyuhong Han, Carly Frennea, Vikas Mittal</i></p>	<p>FB15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Loyalty II</p> <p>Chair: Hyung Sup (Zack) Bhan</p> <p>Unmasking New Behavioral Effects Resulting From Reward Redemption for A Coalition Loyalty Program <i>Peter Danaher</i></p> <p>The Effects of Customer Perceived Benefits on Loyalty Program Effectiveness While Moderated by Type and Timing of Rewards in the Financial Industry <i>Sonja Fourie</i></p> <p>Investigating Satisfied but Disloyal Business Customers - Case of Air Express Market <i>Shiau-Chi Lin, Ming-Chih Tsai, Mei-Ting Tsai</i></p> <p>Decomposing the Long Term Impacts of Backorder Delays: A Quasi Experimental Approach <i>Hyung Sup (Zack) Bhan, Eric T. Anderson</i></p>	<p>FB16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising Models</p> <p>Chair: Tirtha Dhar</p> <p>Optimal Advertising When Credibility of Film Reviews is under Challenge <i>Minki Kim, Hayeon Joo</i></p> <p>Content Advertising in a Two-sided Market <i>Bo Zhou, Prabirendra Chatterjee</i></p> <p>Business Cycles and Product Types as Drivers of Deceptive Advertising <i>Tirtha Dhar</i></p> <p>Asymmetric Advertising Response <i>Maarten Gijsenberg, Julien Schmitt, Jaap Wieringa</i></p>

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10.30-12.00 (FB)

<p>FB17– Fertitta Hall, 416, 4th Floor</p> <p>Brands & Social Media II</p> <p>Chair: Purushottam Papatla</p> <p>Firm Crisis and Media Response <i>Piyush Anand</i></p> <p>Rebuilding a Brand from Crisis Management to Recapturing the Image and Brand Consumption <i>Rajesh Kumar Srivastava, Manoj Bhide</i></p> <p>Tell Me Who Your Brands Are and I will Tell You Who You Vote for <i>Oded Netzer, Verena Schoenmueller, Florian Stahl</i></p> <p>An Empirical Investigation of Brand and Category Differences in the Engagement of Brand Communities on Facebook <i>Purushottam Papatla, Prashanth Ravula</i></p>	<p>FB18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior Culture</p> <p>Chair: <i>Faryal Salman</i></p> <p>Cultural Capital and Taste Distinctions in Urban India <i>Tanuka Ghoshal, Rishtee Batra, Russell W. Belk</i></p> <p>Cross-cultural Influences on Customer Evaluation of Dysfunctional Customer Behavior <i>Chloe Y. Qiu, Shannon X. Yi, Lisa C. Wan</i></p> <p>A Discussion on the Connection between Consumer Culture Theory (CCT) and National Culture Theory (NCT) <i>Faryal Salman</i></p>	<p>FB19– Popovich Hall, 300, 3rd Floor</p> <p>No Session</p>	
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Friday, June 9th, 2017

1.30-3.00 (FC)

<p>FC01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: Governance</p> <p>Chair: Alberto Sa Vinhas</p> <p>Delegation and Consignment in Channels <i>Cexun (Jeff) Cai, Venkatesh Shankar</i></p> <p>Learn to be Good or Bad. Observer Effects of Distributor Punishment; Curvilinear Relationships and Network Contingencies <i>Zhenxin Xiao, Maggie Chuoyan Dong, Xiaoxuan Zhu</i></p> <p>Contract and Interorganizational Learning <i>Yi Zheng, Qiong Wang</i></p> <p>Sharing of Distribution Functions for Customer Value Creation in B2b Markets <i>Alberto Sa Vinhas</i></p>	<p>FC02 – Fertitta Hall, 102, Lower Level</p> <p>Online Retailing II</p> <p>Chair: Raghunath S. Rao</p> <p>E-tailing, Social Contagion and Chicken-egg Paradox <i>Guneet Kaur, Ruby Lee, Rajdeep Grewal, Shrihari Sridhar</i></p> <p>Augmented Difference-in-differences: Practical and Consistent Estimation of Average Treatment Effects <i>Kathleen Li, David Bell</i></p> <p>E-Commerce Mail Order Fraud: Feature Analysis of B2C Transaction Data <i>Tobias Knuth, Dennis Ahrholdt</i></p> <p>Online Competitor Referral and Entry-deterrence <i>Raghunath S. Rao, Jianqiang Zhang, Zhuping Liu</i></p>	<p>FC03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing: Discounts</p> <p>Chair: Gabor Darvasi</p> <p>When Institutional Change Meets a Mobile App - An Empirical Study of a Coalition Loyalty Program <i>Rebecca Jen-Hui Wang, Lakshman Krishnamurthi, Edward C. Malthouse</i></p> <p>Advance Selling Cancellation under Valuation Uncertainty <i>Tianfu Wang</i></p> <p>QR Codes Make Location Matter Even More: The Mere Exposure Effect of QR Codes <i>Wenbo Wang</i></p> <p>The Effect of Physical Context on Social Contagion in the Usage of Mobile Promotions <i>Gabor Darvasi, Martin Spann</i></p>	<p>FC04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media WoM</p> <p>Chair: Giwoong Bae</p> <p>Investigating the Effectiveness of Integrating Amplified Word of Mouth into the Marketing Plan <i>Florian Dost, Ulrike Phieler</i></p> <p>Group Consumption and Word of Mouth in Experiential Goods <i>Irit Nitzan, Talia Rymon, Jehoshua Eliashberg</i></p> <p>The Interplay of Information from Friends Versus Crowds in Consumer Digital Shopping Journey <i>Baojiang Yang, Miguel Godinho de Matos, Pedro M. Ferreira</i></p> <p>Dynamic Relation between E-word of Mouth, Media Coverage, and TV Viewership <i>Giwoong Bae, Yuwon Kim, Hye-jin Kim</i></p>
<p>FC05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & Performance I</p> <p>Chair: David M. Muir</p> <p>Impact of Social Media on the Relationship Between Customer Shopping Experience and Impulse Buying <i>Gursimranjit Singh, Maninder Singh, Priyanka Singh</i></p> <p>Prominence in Performance Reporting: The Case of the Automobile industry <i>Rajdeep Grewal, Guneet Kaur</i></p> <p>The Effects of Shared Information Distance on New Product Sales: Insights from New Automobile Sales in the U.S. <i>Kyung-Ah Byun, Kevin Kim, Minghui Ma, Taeghyun Kang</i></p> <p>Predicting Online Dynamic Consumer Search and Choice with Reinforcement Learning: Evidence from Clickstream Data <i>David M. Muir</i></p>	<p>FC06 – Fertitta Hall, 236, 2nd Floor</p> <p>Crowdfunding & Crowdsourcing III</p> <p>Chair: Christian Schulze</p> <p>How Social Media Can Drive Business Outcome: A Signaling Theory Perspective <i>Alireza Golmohammadi, Taha Havakhor, Dinesh Gauri</i></p> <p>Explaining Social Dynamics in Cooperation Networks using Trust Awareness <i>Amine Louati, Mehdi Alexandre Elmoukhliss, Christine Balagué</i></p> <p>Consumer Protection and the Lack of Regulation of Innovative Enterprises <i>Christian Schulze, Daniel Blaseg, Bernd Skiera</i></p>	<p>FC07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing: Field Experiments I</p> <p>Chair: Alexander Bleier</p> <p>Co-Chair: Maik Eisenbeiss</p> <p>Promoting Customer Search and Cross-Category Purchasing <i>Nathan Fong, Yuchi Zhang, Xueming Luo, Xiaoyi Wang</i></p> <p>The Impact of Hard- and Soft-Floors in Real-Time Advertising Auctions on Publisher's Profit <i>Steffen Foersch, Marc Heise, Bernd Skiera</i></p> <p>Personalizing Mental Fit for Online Shopping Applications - How the Success of Recommendations Depends on Mental Categorization and Mental Budgeting <i>Oliver Thomas Emrich, Thomas Rudolph, Catherine Tucker</i></p> <p>The Role of Retargeting in Shaping Consumers' Shopping Behavior <i>Maik Eisenbeiss, Alexander Bleier, Sylvia Hristakeva</i></p>	<p>FC08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory in Marketing V</p> <p>Chair: Yu-Hung Chen</p> <p>Managerial Optimism in a Vertically Differentiated Market with Demand Uncertainty <i>Chang Liu</i></p> <p>Privacy Concern and Quality Competition <i>Yue Wang, Joicey Wei</i></p> <p>Probabilistic Selling in Quality-differentiated Complementary Goods Markets <i>Feiqiong Wei, Zelin Zhang</i></p> <p>Who Benefits from Big Data Collected by In-vehicle Data Recorders <i>Yu-Hung Chen, Baojun Jiang</i></p>

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<p>FC09 – Fertitta Hall, 241, 2nd Floor</p> <p>Dynamic Structural Models</p> <p>Chair: Ron N. Borkovsky</p> <p>Brand Building to Deter Entry and its Impact on Brand Value <i>Ron N. Borkovsky, Avery Haviv</i></p> <p>Transitional Industry Dynamics in Complex Environments <i>Przemyslaw Jeziorski, Lanier Benkard, Gabriel Weintraub</i></p> <p>Dynamic Product Sequencing Strategy <i>Vineet Kumar, Tim Derdenger</i></p>	<p>FC10 – Fertitta Hall, 313, 3rd Floor</p> <p>Sales Force: Relationship</p> <p>Chair: James Reeder</p> <p>Do Angry Customers Definitely Impair First-line Employees' Cognitive Performance? Employees' Emotion Response Strategies Matter <i>Xinyan Liu, Xingyao Ren, Xin Zheng</i></p> <p>Success Beyond Self-performance: Collective Performance Lift from Inter-agent Effects <i>Nuo Xu, Yuping Liu-Thompkins, Yi Zhao</i></p> <p>Evaluating the Drivers of Salespeople'S Farming Effectiveness <i>Ashutosh R. Patil, Srinath Gopalakrishna, Andrew Crecelius</i></p> <p>Quantifying the Effect of A Long-term Salesforce Relationship <i>James Reeder, Sangwoo Shin, Wreetabrata Kar</i></p>	<p>FC11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion: Forecasting</p> <p>Chair: Oliver Schaer</p> <p>Pre-launch Diffusion Model Parameter Estimation using Online Search Traffic Data <i>Oliver Schaer, Nikolaos Kourentzes, Robert Fildes</i></p> <p>Adoption of New Preannounced Products and Services: The Case of Motion Pictures <i>Vahideh Sadat Abedi, Adrian Woo</i></p> <p>Recommend Your Next Launch: A Collaborative Filtering Approach to Pre-launch Prediction of Multinational New Product Diffusion <i>Kejia Yang</i></p>	<p>FC12 – Fertitta Hall, 322, 3rd Floor</p> <p>Method: Markov Model</p> <p>Chair: Amirali Kani</p> <p>A Hidden Markov Model to Detect on-shelf Out-of Stocks using Point-of-sales Data <i>Ricardo Montoya, Carlos Gonzalez</i></p> <p>A New Hidden Markov Model for Modeling Competitive Group Dynamics <i>Amirali Kani, Duncan K. H.Fong, Wayne DeSarbo</i></p>
<p>FC13 – Fertitta Hall, 327, 3rd Floor</p> <p>Promotion: Brand Switching</p> <p>Chair: Ayman Farahat</p> <p>Marketing Indonesia: How Effective Indonesia Promotion Agency's Strategy in Attracting Foreign Investment <i>Ayu Widya Murti, Alessandro Biraglia</i></p> <p>The Effect of Price Promotions and Tariff Structure on Revenue and Churn <i>Fereshteh Zihagh, Brian T. Ratchford</i></p> <p>The Effect of Sales on Consumers Buying Behavior in the Yogurt Market <i>Rezgar Mohammed</i></p> <p>Does A Daily Deal Promotion Signal A Distressed Business? An Empirical Investigation of Small Business Survival <i>Ayman Farahat</i></p>	<p>FC14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance: IPOs II</p> <p>Chair: Ljubomir Pupovac</p> <p>Does Founders' Marketing Experience Help Venture Funding <i>Ye Cheng, Rui Wang</i></p> <p>Does Top Managers' Marketing Experience Help IPO Financing? Marketing Upper Echelon and Firms' IPO Underpricing <i>Rui Wang, Ye Cheng</i></p> <p>The Financial Impact of Ancillary Fees <i>Leon Gim Lim, Kapil R. Tuli</i></p> <p>Utilizing Business References for Attracting Investors <i>Ljubomir Pupovac</i></p>	<p>FC15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Retention</p> <p>Chair: Luxi Shen</p> <p>Gamification and Customer Retention <i>Zhe Han, Mike Lewis, Michelle Andrews</i></p> <p>Service Guarantee and Relationship investments as Moderating Variables Between Consumer Relationship-vulnerability and Likelihood of Switching <i>Sadrac Cénophtat, Martin Eisend, Tomas Bayon</i></p> <p>The Fun and Function of Uncertainty: Field Experiments on the Effectiveness of Uncertain Incentives <i>Luxi Shen</i></p>	<p>FC16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising: Hierarchy of Effects</p> <p>Chair: Shuba Srinivasan</p> <p>Co-Chairs: Koen Pauwels & Kay Peters</p> <p>Understanding the Role of Synergy Dynamics in the Process of Hierarchy of Effect <i>Ceren Kolsarici, Kay Peters, Prasad Naik, Johannes Wenzel</i></p> <p>Advertising's Long-term Impact on Brand Price Elasticity Across Brands and Categories <i>Berk Ataman, Koen Pauwels, Shuba Srinivasan, Marc Vanhuele</i></p> <p>Communicating Brands in Television Advertising <i>Maren Becker, NorrisIgnatius Bruce, Werner J. Reinartz</i></p> <p>The Hierarchy of Effects Model: Dead or Alive <i>Shuba Srinivasan, Koen Pauwels, Gokhan Yildirim, Marc Vanhuele, Albert Valenti</i></p>

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<p>FC17– Fertitta Hall, 416, 4th Floor</p> <p>Branding & Social Media III</p> <p>Chair: Vanitha Swaminathan</p> <p>Harvesting Brand information from Social Tags <i>Hyoryung Nam, Yogesh Joshi, P.K.Kannan</i></p> <p>Mapping Brand Personality using Social Media <i>Vanitha Swaminathan, H. Andrew Schwartz, Shawndra Hill</i></p> <p>Capturing Changes in Social Media Content: A Latent Change-point Topic Model <i>David A. Schweidel, Ning Zhong</i></p> <p>Perverse Spillover in Branding: How Social Media Amplify Negatives that then Hurt Focal and Competing Brands <i>Abhishek Borah, Gerard Tellis</i></p>	<p>FC18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior Donating & Health</p> <p>Chair: Mayu Fujimura</p> <p>Deferral Management to Reducing Negative Consequences on Subsequent Blood Donations <i>Martha Wegner, Michel Clement, Nina Mazar, Ann-Christin Langmaack</i></p> <p>The Effect of Pre-giving Incentives on Relationship Norms and Donation Behavior <i>Bingqing Yin, Yexin Li, Surendra N. Singh</i></p> <p>Demand for Medical Testing: The Role of Anticipatory Emotions and Probability Distortion <i>Jeeva Somasundaram, Luc R. Wathieu</i></p> <p>The Relationship Between Health Awareness and Consumer Behavior <i>Mayu Fujimura</i></p>	<p>FC19– Popovich Hall, 300, 3rd Floor</p> <p>Meet Editors I</p> <p>Chair: Sivaramakrishnan Siddarth</p> <p>Management Science <i>Eric Anderson</i></p> <p>Quantitative Marketing and Economics <i>Pradeep Chintagunta</i></p> <p>Journal of Marketing Research <i>Rajdeep Grewal</i></p> <p>Marketing Science <i>K. Sudhir</i></p> <p>Journal of Marketing <i>V. Kumar</i></p> <p>International Journal of Research in Marketing <i>Roland Rust</i></p>	
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3.30-5.00 (FD)

<p>FD01 – Fertitta Hall, 101, Lower Level</p> <p>Channels: Strategy</p> <p>Chair: Liping Qian</p> <p>Manufacturer Sharing of Customer information with Retailers <i>Xingyao Ren, Gary Frazier, Xin Zheng, Xinyan Liu</i></p> <p>Clustering, Governance, and Individual Outlet Sales: A Multi-year Analysis of an Evolving Franchise System <i>Moeen Naseer Butt, Kersi Antia, Brian Murtha, Vishal Kashyap</i></p> <p>Reverse-fixed Payments in Distribution Channels with a Dominant Retailer <i>Sreya Kolay, Greg Shaffer</i></p> <p>Do Business and Political Ties Differ in Cultivating Structure Capital for Firm Performance in China? <i>Liping Qian, Pianpian Yang, Jiaqi Xue</i></p>	<p>FD02 – Fertitta Hall, 102, Lower Level</p> <p>Online Auctions III</p> <p>Chair: Eman E. Haruvy</p> <p>Irrational Commitment and Aggressiveness of Bidders a Case of Online Penny Auctions <i>Wenche Wang, Richard Boampong</i></p> <p>Integrating Buy-it-Now into Sequential Auctions: Evidence from Lab and Field Experiments <i>Yixin Lu, Alok Gupta, Wolfgang Ketter, Eric van Heck</i></p> <p>On the Reference Price Effect of Reserve and Buy-it-Now Prices <i>Eman E. Haruvy, Peter T. Popkowski Leszczyc, Zelin Zhang</i></p>	<p>FD03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing: Technology</p> <p>Chair: Yiting Deng</p> <p>Big Data Location Analytics - Predicting Purchase Location With Mobile Location Data <i>Karthik Babu Nattamai Kannan, Sridhar Narasimhan</i></p> <p>Driving Towards Purchase: Investigating Consumers' Search Patterns on an Automobile Mobile App <i>Jingcun Cao, Pradeep Chintagunta, Shibo Li</i></p> <p>Uncovering Offline Conversion Funnel with Big Data: The Case of Mobile Wifi Tracking in Retail industry <i>Xing Lan, Tianshu Sun, Jun Duan</i></p> <p>Spillover Effects and Freemium Strategy in Mobile App Market <i>Yiting Deng, Yongdong Liu</i></p>	<p>FD04 – Fertitta Hall, 125, Lower Level</p> <p>Advertising & Social Media</p> <p>Chair: Yakov Bart</p> <p>Retailer Social Media and Consumer Purchase Decision Journey <i>Ashwin Malshe, Anatoli Colicev</i></p> <p>How Celebrity Endorsement Effects Differ by Channel <i>Meltem Kiygi Calli, Koen Pauwels</i></p> <p>Online Media Advertising Effectiveness: Evidence from a Large-scale Multi-country Field Study <i>Yakov Bart, Gui Liberali, Glen L. Urban, Benedict G. C. Dellaert, Catherine Tucker, Stefan Stremersch</i></p> <p>Informative Advertising and Brand Differentiation in the High-end Fashion Industry <i>Yu-San Lin, Cuicui Chen, Jorge Alé Chilet</i></p>
<p>FD05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & Performance II</p> <p>Chair: Yeji Lim</p> <p>Does Online Rating Affect Companies' Financial Performance? Evidence from Hotels in Singapore <i>Ding Ding, Chong Guan, Zheng Fang, Pui Mun Lee</i></p> <p>Competition and the Impact of Online Reviews on Product Performance: Evidence from the Hotel industry <i>Hulya Karaman</i></p> <p>Interacting User Generated Content Technologies and Their Effects in the Context of Online Shopping <i>Shrabastee Banerjee, Chrysanthos Dellarocas, Georgios Zervas</i></p> <p>A Picture Worth a Thousand Words: Do Thematic Representations of Online Reviews Improve Performance? <i>Andrea Ordanini, Raji Srinivasan, Anastasia Nanni</i></p> <p>Spatial Variations in the Sales Effects of User Generated Ratings <i>Yeji Lim, Murali K. Mantrala, Purushottam Papatla</i></p>	<p>FD06 – Fertitta Hall, 236, 2nd Floor</p> <p>Crowdsourcing and Crowdfunding IV</p> <p>Chair: Jian Ni</p> <p>Co-Chair: Weining Bao</p> <p>Modeling Consumer Crowdfunding Behaviors under Effort-Based Incentive <i>Xiaoqian Yu, Sha Yang, Yi Zhao</i></p> <p>Does it Pay to Pay? The Impact of Incentive Modes on Crowdsourcing Effectiveness <i>Debjit Gupta, Juncai Jiang, Ying Xie</i></p> <p>Does Restricting Information Make the Crowd More Accurate? <i>Vineet Kumar</i></p> <p>Cheap Talk in the Crowdfunding Market <i>Weining Bao, Jian Ni</i></p>	<p>FD07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing Field Experiments II</p> <p>Chair: Tianshu Sun</p> <p>Assessing the Impact of Ad Frequency in Programmatic online Display Retargeting: A Large-Scale Randomized Field Experiment <i>Ranjit Magendra Christopher, Bradley Fay, Sungho Park, Sang-Pil Han</i></p> <p>To Integrate or Not? Social Media Integration and E-Commerce Platform Performance: A Large Field Experiment <i>Ni Huang, Tianshu Sun, Pei-yu Chen, Joseph Golden</i></p> <p>Are Online Referrals Local? Offline Factors in Online Sharing <i>Yanhao Max Wei, Tianshu Sun, Joseph Golden</i></p> <p>When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance <i>Dokyun Lee, Kartik Hosanagar</i></p>	<p>FD08 – Fertitta Hall, 240, 2nd Floor</p> <p>Customer Analytics</p> <p>Chair: Eva Ascarza</p> <p>The Impact of Referral Coupons on Customer Behavior and Firm Revenues <i>Raghuram Iyengar, Young-Hoon Park</i></p> <p>Retention Futility: Targeting High Risk Customers Might be Ineffective <i>Eva Ascarza</i></p> <p>Salesperson vs. Model of the Salesperson: A B2B Pricing Application <i>Yael Karlinsky, Oded Netzer</i></p> <p>Gremlins in the Data: Identifying the information Content of Research Subjects <i>John Howell, John Liechty, Peter Ebbes</i></p>

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<p>FD09 – Fertitta Hall, 241, 2nd Floor</p> <p>Method: Bayesian Models I</p> <p>Chair: Sunghoon Kim</p> <p>Linking Credit and Cash Transactions Using Bayesian Imputation <i>Yi Zhao, Sarang Sunder</i></p> <p>Uncovering Latent Consumption Occasions from Observational Data on Brand and Quantity Choices <i>Masakazu Ishihara, Makoto Mizuno</i></p> <p>A New Hierarchical Bayes Geographically Weighted Regression Spatial Model for Customer Service and Satisfaction Measurement in Marketing Research <i>Sunghoon Kim, Wayne DeSarbo</i></p>	<p>FD10 – Fertitta Hall, 313, 3rd Floor</p> <p>Sales Force: Scheduling</p> <p>Chair: Vamsi Krishna Kanuri</p> <p>Sales Force Scheduling in Service-intensive Retail Stores: A Frontier Approach <i>Chien-Ming Chen</i></p> <p>The Effects of Quota Frequency on Sales Force Performance: Evidence from a Field Experiment <i>Doug J. Chung, Das Narayandas</i></p> <p>Optimal Scheduling of Field Service Personnel with Stochastic Service Times <i>Vamsi Kanuri, Christos Zacharias</i></p>	<p>FD11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion: Social Influence I</p> <p>Chair: Masataka Yamada</p> <p>Peer Effects and the Spatio-temporal Diffusion of Hybrid Electric Vehicles <i>David Keith, Jeroen Struben, John D. Sterman</i></p> <p>New Product Adoption with Observed Heterogeneity: Evidence from the Beer Industry <i>Shuo Zhang, Tat Y. Chan, Seethu Seetharaman</i></p> <p>Developing an Organic Influencer Scale in ICT Environment and an Extracting Method of the Influencers <i>Masataka Yamada, Toshihiko Nagaoka</i></p>	<p>FD12 – Fertitta Hall, 322, 3rd Floor</p> <p>Feedback Loops, Marketing Communications & Inequality</p> <p>Chair: Catherine Tucker</p> <p>Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads <i>Anja Lambrecht, Catherine Tucker</i></p> <p>The Effect of Review Position on Purchase Likelihood when Consumers Have Limited Attention <i>Prasad Vana, Anja Lambrecht</i></p> <p>Does IT Lead to More Equal or More Unequal Treatment? An Empirical Study of the Effect of Smartphone Use on Social inequality <i>Catherine Tucker, Shuyi Yu</i></p>
<p>FD13 – Fertitta Hall, 327, 3rd Floor</p> <p>Promotion: EDLP</p> <p>Chair: Omid Kamran-Disfani</p> <p>Group Fatigue: Search & Learning in a Daily Deals Site <i>Chu (Ivy) Dang, Mantian (Mandy) Hu, Pradeep Chintagunta</i></p> <p>Retailer Savings Weeks: The New Promotional Mantra? <i>Els Gijbrecchts, Jonne Y. Guyt</i></p> <p>Spatial and Strategic Asymmetries: The Role of the Idiosyncratic Local Market Structure on Pricing Strategies <i>Rahul Govind, David S. Lie, Ashish Sinha</i></p> <p>Not Always on the Menu: The Impact of Product-based Limited Time Offers on Sales <i>Omid Kamran-Disfani, Murali K. Mantrala, Vamsi K. Kanuri</i></p>	<p>FD14 – Fertitta Hall, 328, 3rd Floor</p> <p>Marketing & Finance 8: Loans, Lending, & Savings</p> <p>Chair: Wanqi Huang</p> <p>Bonus Induced Durable Goods Consumption and its Unintended Consequence <i>Zhenling Jiang, Tat Y. Chan, Dennis Zhang</i></p> <p>A Dynamic Structural Model of Mental Accounting <i>Nicholas Pretnar, Alan Montgomery, Christopher Olivola</i></p> <p>Credit Card Text Alerts and Spending Behavior <i>Jikyung Kim, Yeohong Yoon, Jeonghye Choi, Dilip Soman</i></p> <p>Can Bad Firms Benefit Good Firms? Evidence from P2p Lending Platforms in China <i>Wanqi Huang, Xiao Liu, Kannan Srinivasan</i></p>	<p>FD15 – Fertitta Hall, 331, 3rd Floor</p> <p>CRM: Customer Satisfaction</p> <p>Chair: Albert Valenti</p> <p>Customer Management: A Framework for Integrating Customer Portfolio and Individual Customer Perspectives <i>Cleo Schmitt Silveira, Rodrigo Heldt, Fernando Bins Luce</i></p> <p>Effect of Service Quality Management on Service Delivery in the Aviation industry <i>Reuben Njuguna</i></p> <p>The Impact of Customer and Employee Satisfaction on Sales and Upselling: Role of Synergy and Heterogeneity <i>Albert Valenti, Shuba Srinivasan, Gokhan Yildirim</i></p>	<p>FD16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising & Consumer Behavior I</p> <p>Chair: Boonghee Yoo</p> <p>Do Low Involved Brands Have Better Consumer Perception Due to Product Placement in Emerging Markets <i>Rajesh Kumar Srivastava</i></p> <p>Measuring Addressable Advertising'S Impact: Receptivity Among Consumer Audiences <i>Boonghee Yoo, Veronica McMahon</i></p> <p>The Impact of Symbolic Advertising and Symbol Affinity on Consumers' Ad Processing and Evaluations <i>Eliza K. Pott, Jan R. Landwehr</i></p>

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3.30-5.00 (FD)

<p>FD17- Fertitta Hall, 416, 4th Floor</p> <p>Brands, Retailing, and WOM</p> <p>Chair: Pianpian Kong</p> <p>Putting the Horses before the Cart: Hamessing the Power of Partner Brands <i>Pianpian Kong, Paul Ellickson, Mitchell Lovett</i></p> <p>Competition Among Retail Formats <i>Chaoqun Chen</i></p> <p>There's No Free Lunch Conversation: The Effect of Brand Advertising on Word of Mouth <i>Linli Xu, Mitchell Lovett, Renana Peres</i></p>	<p>FD18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior Emotion</p> <p>Chair: Songting Dong</p> <p>Peas in A Pod? Distinct Effects of Pride and Gratitude on Self- Versus Other- focused Appeals <i>Nitika Garg, Felix Septianto</i></p> <p>The Impact of Power on Reliance on Feelings in Decision Making <i>Hannah H. Chang, Yunhui Huang, Jiewen Hong</i></p> <p>The Impact of Emotionality of EWOM on Consumer's Purchasing intension <i>Zhenhuan Shao, Xin Zheng, Deyong Kong</i></p> <p>The Role of Emotions Across Different Industries <i>Songting Dong, John H. Roberts, Elaine Saunders</i></p>	<p>FD19- Popovich Hall, 300, 3rd Floor</p> <p>Meet Editors II</p> <p>Chair: Shantanu Dutta</p> <p>Journal of Consumer Research <i>Darren Dahl</i></p> <p>Journal of Retailing <i>Murali K. Mantrala</i></p> <p>Journal of Interactive Marketing <i>Brian T. Ratchford</i></p> <p>Customer Needs and Solutions <i>Min Ding</i></p> <p>Journal of Consumer Psychology <i>Amna Kirmani</i></p> <p>JPIM <i>Shikhar Sarin</i></p> <p>Marketing Letters <i>Peter Golder</i></p>	
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Saturday, June 10th, 2017

8.30-10.00 (SA)

<p>SA01 –Fertitta Hall, 101, Lower Level</p> <p>Retailing: Technology</p> <p>Chair: Andre Bonfrer</p> <p>The Effects of Self-service Technology Discontinuance on Customer Response Behavior <i>Ashish Kumar</i></p> <p>Digitally Integrated Experiential Retail How Interactive Displays Increase Product Happiness <i>Dominique Braxton</i></p> <p>How Package Renewal Change Consumer Product Purchase <i>Haruka Kozuka</i></p> <p>The Effect of Plain Packaging of Tobacco Products on Sales <i>Andre Bonfrer, Pradeep Chintagunta, David Corkingdale, John H. Roberts</i></p>	<p>SA02 – Fertitta Hall, 102, Lower Level</p> <p>Online Search I</p> <p>Chair: Xiaomeng Chen</p> <p>How Platform Firms Can Accelerate Purchases: insights from Consumer Search <i>Jessica Babin, John Hulland, Anindita Chakravarty, Sara Loughran Dommer</i></p> <p>Filtering for Less or Browsing for More: Why Consumers Adopt Different Search Strategies <i>Boshuo Guo, Catarina Sismeyro, Ammara Mahmood</i></p> <p>Search Cost for Price Information and Hotel Booking: A Large-scale Randomized Field Experiment in a Mobile App <i>Xiaomeng Chen, Xitong Li, Yu Jeffrey Hu</i></p> <p>Consumer Search and Choice under Limited information <i>Qiang Zhang, Jun Beom Kim</i></p>	<p>SA03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing: Adoption</p> <p>Chair: Meghan Pierce</p> <p>Going Mobile; The Effect of Mobile App Adoption on Customers' Multichannel Shopping Behavior <i>Rishika Rishika, Eunho Park, Joon Ho Lim, Ramkumar Janakiraman</i></p> <p>Exploring the Usage of Touch Features and Their Impact on Engagement <i>Wei Shi, Kirthi Kalyanam</i></p> <p>The Impact of User Location and Usage Experience on Shopping App Selection and Usage Behavior <i>Sue Ryung Chang, Mingyung Kim, Jeonghye Choi, Minakshi Trivedi</i></p> <p>A Multi-method Investigation of Millennial Mobile Marketing Acceptance <i>Meghan Pierce, Pingjun Jiang</i></p>	<p>SA04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media Sharing I</p> <p>Chair: Vishnu Menon</p> <p>For Whom to Tweet? Evidence from a Large-scale Social Media Platform <i>Zaiyan Wei, Mo Xiao</i></p> <p>How can Companies Get their Social Media Campaigns Rebroadcast. The Role of Fit Between Online Contents and Corporate Fan Pages <i>Elisa Montaguti, Sara Valentini, Federica Vecchioni</i></p> <p>Consumer Social Sharing and Brand Competition <i>Jane Gu, Xinxin Li</i></p> <p>From Likes to Shares: Factors Influencing Consumer Engagement Behaviors on Facebook and Twitter <i>Vishnu Menon, Valdimar Sigurdsson, Herborg Sørensen, Helena Gunnars Marteinsdóttir, Asle Fagerstrøm, Gordon R. Foxall</i></p>
<p>SA05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content & Social Influence</p> <p>Chair: Joon Ro</p> <p>The Power of Words: A Speech Act Analysis of the Effect of Word of Mouth on Online Ratings <i>Clarissa Spiess-Bru, Daniel Kaimann, Bernd Frick</i></p> <p>Influencing the Influencers: Bandwagon Effect of Online Product Review Behaviour <i>Shah Snehal, Ashish Kumar Jha</i></p> <p>Estimating the Impact of User Personality Traits on Word-of-mouth: Text-mining Microblogging Platforms <i>Panagiotis Adamopoulos, Anindya Ghose, Vilma Todri</i></p> <p>Measuring the Impact of Biases in Online Reviews on Consumers' Usage of Online Information <i>Joon Ro, Burcu Tan</i></p>	<p>SA06 – Fertitta Hall, 236, 2nd Floor</p> <p>Crowdsourcing V</p> <p>Chair: Masoud Moradi</p> <p>Big Data, Experts, or The Crowd - Who Selects the Winning Ideas? <i>Christian Pescher, Gerard J. Tellis, Füller Johann</i></p> <p>Threads of Success: New Empirical Generalizations from a Large Crowdsourcing Dataset <i>Anirban Mukherjee</i></p> <p>Incentives and Collaborations: Applications of One-sided Matching in a Crowdsourcing Platform <i>Yijun Chen, Chunhua Wu, Tat Y. Chan</i></p> <p>An Investigation of the Effects of Rhetoric and Dynamic Characteristics on Crowdsourcing Funding Formation <i>Masoud Moradi, Mayukh Dass, Dennis Amett</i></p>	<p>SA07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing Information & Media I</p> <p>Chair: Dean Eckles</p> <p>Learning about Peer Effects from Many Experiments: Regularized Instrumental Variable Methods for Massive Meta-Analysis <i>Dean Eckles, Alex Peysakhovich</i></p> <p>Optimal Experimentation: Theory and Evidence from Search Engines <i>Justin Rao, Eduardo Azevedo, Alex Deng, José Luis Montiel, Olea E. Glen Weyl</i></p> <p>Social Media and Political Donations: New Technology and Incumbency Advantage in the United States <i>Pinar Yildirim, Ananya Sen, Maria Petrova</i></p> <p>Lead Offer Effects in Consumer Couponing: Evidence from Field Experiments <i>Matthew McGranaghan, Kenneth C. Wilbur, Jura Liaukonyte</i></p>	<p>SA08 – Fertitta Hall, 240, 2nd Floor</p> <p>No Session</p>

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Saturday, June 10th, 2017

8.30-10.00 (SA)

<p>SA09 – Fertitta Hall, 241, 2nd Floor</p> <p>Advances in Structural Models</p> <p>Chair: Brett Hollenbeck</p> <p>A Lagrange Multiplier Test of Discount Factors in Dynamic Discrete Choice Models <i>Avery Haviv</i></p> <p>Innovation and Distribution: A General Equilibrium Model of Manufacturing and Retailing <i>Bart J. Bronnenberg</i></p> <p>The Non-Market Effects of Direct-to-Consumer Pharmaceutical Advertising <i>Bradley Shapiro</i></p> <p>Vertical Structure and Pricing: Evidence from the Washington Cannabis Industry <i>Brett Hollenbeck, Kosuke Uetake</i></p>	<p>SA10 – Fertitta Hall, 313, 3rd Floor</p> <p>No Session</p>	<p>SA11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion: Movies</p> <p>Chair: Youseok Lee</p> <p>Moment of Truth: A Study of WOM Dynamics Two Days Before and After a New Movie Release <i>Robert Krider, Jason Ho, Andrew Fogg</i></p> <p>The Influence of Violence and Profanity on Reviews and Sequel Performance <i>Sanjay Sisodiya, Steven Shook, Berna Devezer</i></p> <p>Predicting Movie Watching Behavior using Facebook Data and Information-fusion Sensitivity Analysis <i>Matthias Bogaert</i></p> <p>Diffusion Patterns of Movies: The Differences Between U.S. and Korean Market <i>Youseok Lee, Sang-Hoon Kim, Kyoung Cheon Cha</i></p>	<p>SA12 – Fertitta Hall, 322, 3rd Floor</p> <p>Internet & Marketing</p> <p>Chair: Sonika Singh</p> <p>Visualizing Emergent Identity of Assemblages in the Consumer Internet of Things: A Topological Data Analysis Approach <i>Tom Novak, Donna Hoffman</i></p> <p>Economic Consequences of Cookie Deletion <i>Klaus Miller, Bernd Skiera</i></p> <p>How Adoption and Diffusion of a Smart Product May be Affected by Referring to Customer Empowerment Activities or the Status as a Start-Up Company <i>Maria Kaldewei, Christian Stummer</i></p> <p>The Internet's Impact on Market Efficiency <i>Sonika Singh, Ellen Garbarino</i></p>
<p>SA13 – Fertitta Hall, 327, 3rd Floor</p> <p>Promotion: Redemptions</p> <p>Chair: Daniel Guhl</p> <p>Price Adjustment Policy With Partial Refunds <i>Amit Pazgal, Dinah Cohen-Vernik</i></p> <p>Consumer Curiosity in Promoted Prices <i>Keith A. Botner, Arul Mishra, Himanshu Mishra</i></p> <p>Role of Endogenous Consumption in Counter-cyclical Pricing <i>Minjung Kwon, Tulin Erdem, Masakazu Ishihara</i></p> <p>How Individualization of Product Recommendations and Price Discounts Impacts Coupon Redemption: Insights from a Large-scale Field Experiment <i>Daniel Guhl, Sebastian Gabel, Daniel Klapper</i></p>	<p>SA14 – Fertitta Hall, 328, 3rd Floor</p> <p>Health & Insurance</p> <p>Chair: Jong Yeob Kim</p> <p>Impact of Lifestyle Diseases on Consumption and Role of Insurance in an Emerging Economy <i>Saravana Jaikumar, Shantanu Dutta, Neeraj Sood, Om Narasimhan</i></p> <p>How Insurance Coverage Policy Affect Use of Medical Obesity Treatment in Low Income Level Patients <i>Junghwa Yu, Kyuhong Park</i></p> <p>Obesity and Self Control: Evidence from Food Purchase Data <i>Matthew Osborne, Ying Bao, Emily Wang, Edward Jaenicke</i></p> <p>Evaluating Sugary Drinks Tax using Dynamic Addiction Model <i>Jong Yeob Kim, Masakazu Ishihara</i></p>	<p>SA15 – Fertitta Hall, 331, 3rd Floor</p> <p>Marketing Measurement</p> <p>Chair: Leonard Paas</p> <p>Exploring The Relations Between Needs, Positioning, and Satisfaction <i>Alexander Anokhin, Aharon Hibshoosh</i></p> <p>How to Measure the Customer Experience Along the Customer Journey <i>Markus Gahler, Michael Paul, Jan F. Klein</i></p> <p>A Novel Method for Detecting Careless Respondents in Survey Data <i>Volkan Dogan</i></p> <p>Inter-rater Reliability: The Challenge of Highly Unequal Category Sizes <i>Rutger van Oest</i></p> <p>Instructional Manipulation Checks: A Longitudinal Analysis <i>Leonard Paas, Sara Dolnicar, Logi Karlson</i></p>	<p>SA16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising Optimization</p> <p>Chair: Liwu Hsu</p> <p>Causal Attribution Modeling and Media Investment Optimization <i>Saeed Bagheri, Joong Rhim</i></p> <p>Impact of Economic Cycles on Consumer Oriented Media Synergy: Choice Between individual and Multiple Media Selection for Marketers <i>Abhishek Nayak, Shameek Sinha</i></p> <p>Delusion in Attribution: Caveats in Using Attribution for Multimedia Allocation <i>Harald J. van Heerde, Peter Danaher</i></p> <p>The Impact of Advertising Expenditures on Profitability in Franchised Outlets <i>Liwu Hsu, Benjamin Lawrence, Jie Zhang</i></p>

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Saturday, June 10th, 2017

8.30 10.00 (SA)

<p>SA17- Fertitta Hall, 416, 4th Floor</p> <p>Value Creation & Appropriation</p> <p>Chair: Chen Zhou</p> <p>Contracting to Dis-incentivize <i>Desmond Lo, Giorgio Zanarone, Mrinal Ghosh</i></p> <p>Value Creation and Appropriation in the Services: A Study of Airlines <i>Chen Zhou, Rajdeep Grewal</i></p>	<p>SA18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior Feedback & Momentum</p> <p>Chair: JaeEun Baek</p> <p>Will Observers Blame a Service Failure That Happens to Others? The Role of Incidental Similarity <i>Lisa C. Wan</i></p> <p>Using Regulatory Fit and Unfit to Adjust Front-line Service Providers' Work Engagement When Facing Customer Feedbacks <i>Shannon X. Yi, Chloe Y. Qiu, Lisa C. Wan</i></p> <p>The Carry Over Effect of Irreversible Decision Making <i>JaeEun Baek, Jung Min Jang</i></p>	<p>SA19- Popovich Hall, 300, 3rd Floor</p> <p>No Session</p>	
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2017 INFORMS Marketing Science Conference

Saturday, June 10th, 2017

10.30-12.00 (SB)

<p>SB01 – Fertitta Hall, 101, Lower Level</p> <p>Retailing: General</p> <p>Chair: Xu Zhang</p> <p>Shocks in Cash Supply and Retail Consumption Patterns <i>Ranjan Banerjee, Ashita Aggarwal</i></p> <p>Spending Money and Saving Loyalty Points: A Construal Level Perspective <i>Alina Nastasoiu, Bendle Neil, Mark Vandenbosch</i></p> <p>Meet Me Halfway the Value of Bargaining <i>Junhong Chu, Xu Zhang, Puneet Manchanda</i></p>	<p>SB02 – Fertitta Hall, 102, Lower Level</p> <p>Online Search II</p> <p>Chair: Georg von Graevenitz</p> <p>Emotion in Search Advertising: An Empirical Study <i>Pengyuan Wang, Anindita Chakravarty, Phi Cong Hoang</i></p> <p>Price in Online Ads <i>Michelle Andrews, Ting Li</i></p> <p>Role of Face Presence and Dominance on Product Exploration from Visual UGC <i>Purushottam Papatla</i></p> <p>Does Online Search Predict Sales? Evidence from Big Data for Car Markets in Germany and the UK <i>Georg von Graevenitz, Christian Helmers, Valentine Millot</i></p>	<p>SB03 – Fertitta Hall, 105, Lower Level</p> <p>Mobile Marketing with Customer Psychology</p> <p>Chair: Xueming Luo</p> <p>Personality Matching to Improve Mobile Ad Effectiveness <i>Rajiv Garg, Raj Raghunathan, Haris Krijestorac</i></p> <p>The Good, Bad, and Ugly of Omnichannel Promotions <i>Fue Zeng, Yuchi Zhang, Xueming Luo</i></p> <p>Consumption-based Mobile Analytics in e-Book Markets: Reading Patterns, Review Ratings, and Promotional Engagement <i>Wonseok Oh, Angela Aery Choi, Jae Yun Moon, Paul Merage</i></p>	<p>SB04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media Sharing II</p> <p>Chair: Haris Krijestorac</p> <p>Social Media and Mental Health: Investigating Behavioral Contagion from Celebrity Suicides <i>Srabana Dasgupta, Dianne Cyr, Nilesh Saraf</i></p> <p>What Gives “Real-time Marketing” its Bite? A Byte of Humor <i>Yuting Lin, Andreas Eisingerich, Sourindra Banerjee, Abhishek Borah</i></p> <p>Understanding Virality of Online Videos Using Spillover Effects <i>Haris Krijestorac</i></p>
<p>SB05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content Social Influence & Authenticity</p> <p>Chair: Jiaxiu He</p> <p>Strategic Behaviors in Online Reviews: A Study of Yelp.com <i>Tianyu Gu, Yong Liu, Madhu Viswanathan</i></p> <p>Understanding the Drivers of Online Rating Behavior in Collaborative Content Communities <i>Kihyun Hannah Kim, Sarang Sunder, Eric Yorkston</i></p> <p>The Oz Effect: How Does Information Credibility Affect Healthcare Choices? <i>Zijun Shi, Xiao Liu, Kannan Srinivasan</i></p> <p>The Importance of Authenticity and Experience in Online Rating Systems <i>Jiaxiu He, Xin Wang, Mark Vandenbosch</i></p>	<p>SB06 – Fertitta Hall, 236, 2nd Floor</p> <p>Sharing Economy IV</p> <p>Chair: Daniel Kaimann</p> <p>The Evil Necessity: The Role of Surge Pricing in Sharing Economy <i>Xinying Hao, Garrett Sonnier</i></p> <p>The Strategic Impact of Collaborative Consumption on Product Marketers <i>Myounghee Moon, Subramanian Balachander</i></p> <p>Behind the Review Curtain: Decomposition of Online Consumer Ratings in Peer-to-peer Markets <i>Daniel Kaimann</i></p>	<p>SB07 – Fertitta Hall, 239, 2nd Floor</p> <p>Digital Marketing, Information and Media II</p> <p>Chair: Xiao Liu</p> <p>The Effects of Short-run and Long-run Goals on Customer Motivation: Evidence from a Behavior Tracking App <i>Nathan Yang, Kosuke Uetake</i></p> <p>Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning <i>Xiao Liu, Dokyun Lee, Kannan Srinivasan</i></p> <p>Does the Media Bias News in Favor of Advertisers? Evidence from Coverage of Car Safety Recalls <i>Ananya Sen, Graham Beattie, Ruben Durante, Brian Knight</i></p> <p>The Regulatory Power of Crowdsourced Reviews: Evidence from New York Restaurants <i>Chiara Farronato, Georgios Zervas</i></p>	<p>SB08 – Fertitta Hall, 240, 2nd Floor</p> <p>Market Frictions and Consumer Welfare: Multi-Market Contact, Liquidity Constraints and Entry Barriers</p> <p>Chair: Ahmed Khwaja</p> <p>Liquidity Constraint and Household Shopping Behavior <i>Srinivasaraghavan Sriram, Puneet Manchanda, Kanishka Misra</i></p> <p>Efficiency Gains from Removing Entry and Price Controls: Evidence from a Change in Regulation <i>Maria Ana Vitorino, Katja Seim</i></p> <p>The Collusive Effect of Multimarket Contact on Prices: Evidence from Retail Lumber Markets <i>Ahmed Khwaja, Beomjoon Shin</i></p>

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Saturday, June 10th, 2017

10.30-12.00 (SB)

<p>SB09 – Fertitta Hall, 241, 2nd Floor</p> <p>Structural Models V</p> <p>Chair: Ron N. Borkovsky</p> <p>Large-scale Demand Estimation with Search Data <i>Stephan Seiler, Tomomichi Amano</i></p> <p>Private Labels and Retailer Profitability: Bilateral Bargaining in the Grocery Channel <i>Mitchell Lovett, Paul Ellickson, Pianpian Kong</i></p> <p>How does Sugar Tax Affect Demand <i>Song Yao, Stephen Seiler</i></p>	<p>SB10 – Fertitta Hall, 313, 3rd Floor</p> <p>Marketing Alliances</p> <p>Chair: Kiran Pedada</p> <p>Distribution Strategies of Complementary Products and Financial Performance: The Impact of Exclusive, Partially Exclusive, or Non Exclusive Models <i>Richard T. Gretz, Carlos Bauer, Suman Basuroy</i></p> <p>Role of Network Ties in Selecting Partners for Marketing Alliances: Implications for Firm Risk <i>Ashish Sharma, Anindita Chakravarty, Chen Zhou</i></p> <p>Implication of Market Facing Corporate Social Responsibility for Strategic Alliance: Rub-off Effects <i>Sean Yim, U.N. Umesh</i></p> <p>Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets <i>Kiran Pedada, Venkatesh Shankar, Mayukh Dass</i></p>	<p>SB11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion: Game Theory</p> <p>Chair: Mahmood Pedram</p> <p>Analyzing Cross-platform Information Propagation <i>Christine Balagué, M. Mohamad Ghassany</i></p> <p>Demonstration Strategy for Innovators in Markets with Consumer Learning Effect <i>Chenchen Di, Yunchuan Liu</i></p> <p>A Market Structure Analysis on the Launch of New Products and Asymmetric Growth of Existing Products: How Does the 80/20 Law Emerge? <i>Hiroshi Kumakura</i></p> <p>Competitive Product Release Timing <i>Mahmood Pedram</i></p>	<p>SB12 – Fertitta Hall, 322, 3rd Floor</p> <p>Internet Consumer Behavior</p> <p>Chair: Qilin Ma</p> <p>The Influence of Observational Learning on Consumer Behavior Through Visible Trends <i>Leonard Rackowitz, Nadja S. Grabenströer, Olaf Maecker, Mark Heitmann, Michel Clement</i></p> <p>An Empirical Investigation of Internet Addiction and Repeat Purchase Intention: Moderating Roles of intrinsic Motivation, Brand Trust and Risk Aversion <i>Qin Sun, Vincent Havrilko, Atefeh Yazdanparast Ardestani, Indira Guzman</i></p> <p>Customer Engagement and Online Reviews <i>Rakhi Thakur</i></p> <p>The Role of Online Reviews in Mainland Chinese Visitors' Food and Beverage Related Behavioral Intentions - The Case of Macau <i>Qilin Ma, Ying Ho</i></p>
<p>SB13 – Fertitta Hall, 327, 3rd Floor</p> <p>Promotion: Retail</p> <p>Chair: Andrea Kuennen</p> <p>Measuring the Effect of Retail Promotions on Conversion Rates: A New Prediction Approach <i>Leonardo David Epstein, Maria-Ignacia Vicuña</i></p> <p>Price Promotion Strategy and Retailer Performance <i>Ruohao Sun, Fred Selnes, Auke Hunneman</i></p> <p>Using Rewards Programs in Public Policy: Some Success from a Field Experiment on Subway Trains <i>Nan Yang, Wai Yan Leong</i></p> <p>Looking Beyond Sales - Promotion Impact on E-tailer Profit, Loyalty, and Growth <i>Andrea Kuennen, Dominik Papies</i></p>	<p>SB14 – Fertitta Hall, 328, 3rd Floor</p> <p>Healthcare in Marketing</p> <p>Chair: Jia Ni</p> <p>Co-Chair: Manuel Ignacio Hermosilla</p> <p>Can Viagra Advertising Make More Babies? <i>Tongil Kim, Diwas KC</i></p> <p>Money-Back Guarantees and Service Quality: The Marketing of In-Vitro Fertilization <i>Madhu Viswanathan, Shan Yu, Mrinal Ghosh</i></p> <p>Clinical and Commercial Impacts of Drug Availability <i>Manuel Ignacio Hermosilla, Jian Ni</i></p> <p>Optimal Investment in Support of Current Drug Development of New Drug <i>Yi Qian, Zhili Tian</i></p>	<p>SB15 – Fertitta Hall, 331, 3rd Floor</p> <p>Marketing Metrics</p> <p>Chair: Namig Nurullayev</p> <p>How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions <i>Ofer Mintz, Yakov Bart, Peter J. Lenk, David Reibstein</i></p> <p>A Model for Evaluating Metric Effectiveness: Correcting for Endogenous Selection Effects and Ex-ante Expectations <i>Peter J. Lenk, Ofer Mintz, Timothy J. Gilbride, Imran S. Currim</i></p> <p>A Comparison of Methods to Calculate Return Rates: Evidence from 16 Retailers <i>Namig Nurullayev, Siham El Kihal, Bernd Skiera, Christian Schulze</i></p>	<p>SB16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising & Consumer Behavior II</p> <p>Chair: Ji Yoon Kim</p> <p>Should Charities use Photos of 'People in Need' in Charity Advertising? Anthropomorphism, Donor Fatigue and Haptic Cues <i>Harsh Maheshwari</i></p> <p>Does Distance Make it Beautiful? Spatial Distance and Consumers' Product Evaluations <i>Ming-Tsung Kung, Xing-Yu Chu, Chun-Tuan Chang</i></p> <p>Cosmetic Surgery Beauty in Advertisements: Reactions of Female Consumers to Female Advertising Models Who have Undergone Cosmetic Surgery <i>Pornchanoke Tippomut, Leo Paas, Angela McNaught</i></p> <p>The Effect of Brand Personification in Advertising <i>Ji Yoon Kim, Kyounghee Chu</i></p>

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Saturday, June 10th, 2017

10.30-12.00 (SB)

<p>SB17- Fertitta Hall, 416, 4th Floor</p> <p>Managing Human Capital in Marketing</p> <p>Chair: Christine Moorman</p> <p>Does the Presence of a Customer in the Boardroom Matter? <i>Raghu R. Bommaraju, Michael Ahearne</i></p> <p>Marketing CEOs: Where Are They, and How are They Different? <i>Stephen J. Anderson, Frank Germann, Rajesh Chandy</i></p> <p>Highways and Rural Household Expenditure on Education <i>Thomas Zhang, Rajesh Chandy, Om Narasimhan</i></p> <p>Is Employee-based Brand Equity a Double-Edged Sword? <i>Christine Moorman, Nader T. Tavassoli, Alina Sorescu</i></p>	<p>SB18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior Shopping</p> <p>Chair: Atanu Adhikari</p> <p>The Effect of Consumer Confusion on Satisfaction Using GPS Data in a Shopping Mall <i>Ryunosuke Nagai</i></p> <p>Making Mystery Shoppers Count: An Empirical Study <i>Mengze Shi</i></p> <p>An Experiment to Examine the Effectiveness of Augmented-reality in Marketing Communication Strategy on Attitude and Purchase Intention <i>Akihiro Inoue, Felicia Chou</i></p> <p>Congruence or Conflict? How Cognitive and Affective Store Image Effect Hedonic and Utilitarian Reasons for Purchase <i>Atanu Adhikari</i></p>	<p>SB19- Popovich Hall, 300, 3rd Floor</p> <p>No Session</p>	
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2017 INFORMS Marketing Science Conference

Saturday, June 10th, 2017

1.30-3.00 (SC)

<p>SC01 – Fertitta Hall, 101, Lower Level</p> <p>Retailing: Store Choice</p> <p>Chair: Francesca Sotgiu</p> <p>Retail Competition on a Salop Circle Under Linear Demand and Implications for a Monopolistic Manufacturer <i>Amiya K. Basu, Charles A. Ingene, Atasi Basu</i></p> <p>Measuring the Agglomeration Effect on Consumers' Store Choice <i>Heemok Park, A. Yesim Orhun, Joseph Pancras, Srinivasaraghavan Sriram</i></p> <p>What Factors Drive Overall Store Price Image <i>Rajagopalan Sethuraman, Richard Briesch, William Russell Dillon</i></p> <p>Growing Private Label Share: Importance of Shelf Position and Proximity Relative to National Brands <i>Francesca Sotgiu, Murali K. Mantrala, Manfred Krafft, Sebastian Tillmans</i></p>	<p>SC02 – Fertitta Hall, 102, Lower Level</p> <p>Online Search III</p> <p>Chair: Nima Jalali</p> <p>Brand Competition within Online Keyword Search Process <i>William J. Allender, Ruhai Wu, Jie Jian</i></p> <p>The Role of Personalization and Position Effects in Paid Search Advertising <i>Sebastian Schubach, Jan H. Schumann, Alexander Bleier</i></p> <p>Charting The Path-to-purchase Using Topic Models <i>Hongshuang (Alice) Li, Liye Ma</i></p> <p>Consumer Search in online Retail: Relative Roles of Product and Context Content in Visual User Generated Content <i>Nima Jalali, Purushottam Papatta</i></p>	<p>SC03 – Fertitta Hall, 105, Lower Level</p> <p>Darkside of Retargeting and Consumer Annoyance</p> <p>Chair: Xueming Luo</p> <p>Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics <i>Anindya Ghose, Vilma Todri, Param Vir Singh</i></p> <p>When Retargeting Ads Work and Backfire <i>Takeshi Moriguchi, Xueming Luo, Guiyang Xiong</i></p> <p>Sensor Data, Privacy and Behavioral Tracking: Does Usage Based Auto insurance Benefit Drivers <i>Charles Weinberg, Ting Zhu, Miremad Soleymanian</i></p>	<p>SC04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media Networks II</p> <p>Chair: Russ Nelson</p> <p>Manipulation of Online Forums by Firms: Implications for Equilibrium Outcomes <i>Sreyaa Guha, Shameek Sinha</i></p> <p>Company's Marketing Strategies and Opinion Leaders in Network <i>Zhuo Zhang, Weihe Gao</i></p> <p>The Evolution of Cooperation in Social Networks <i>Russ Nelson</i></p>
<p>SC05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content Negativity</p> <p>Chair: Nikolaos Korfiatis</p> <p>Does The Negativity of Negative Reviews Inform the Helpfulness of Online Reviews More than the Positivity of Positive Reviews? <i>Morris George</i></p> <p>Semantic Characteristics of Spam Reviews and the Financial Incentives <i>Eun Hee Ko, Douglas Bowman</i></p> <p>The First-review Effect: Interdependence Between Volume and Valence of Online Consumer Reviews <i>Sungsik Park, Woochoel Shin, Jinhong Xie</i></p> <p>Temporal Characteristics of Review Valence: Do Online Reviews Reflect True Product Quality? <i>Nikolaos Korfiatis, Panagiotis Stamolampros, Vasileios Sagiadinos, Efthymia Symitsi</i></p>	<p>SC06 – Fertitta Hall, 236, 2nd Floor</p> <p>Innovation II</p> <p>Chair: Sudhir Voleti</p> <p>How, Why and to What Extent do Chief Marketing Officers Matter in Firms' Radical Service Innovations? An Empirical investigation of Contingent Effects <i>Ping-Jen Kao, Scott Dacko, Yansong Hu</i></p> <p>Don't Do it Right, Do it Fast? Speed and Quality of Innovation in Digital Markets <i>Ming-Hui Huang, William Rand, Roland T. Rust</i></p> <p>Optimizing Strategic Orientations for Superior Firm Performance <i>Shekhar Misra, Abhi Bhattacharya</i></p> <p>The Product-market Antecedents of Firms' Innovation and Marketing Focus <i>Sudhir Voleti, Ashish S. Galande</i></p>	<p>SC07 – Fertitta Hall, 239, 2nd Floor</p> <p>No Session</p>	<p>SC08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory of Information and Online Economy I</p> <p>Chair: Pinar Yildirim</p> <p>Tailored Cheap Talk <i>Pedro Gardete</i></p> <p>Why Customer Service Frustrates Consumers: Exploiting Hassle Costs by a Tiered Customer Service Organization <i>Yi Zhu, Anthony Dukes</i></p> <p>Attracting Artists to Music Streaming Platforms <i>Mark Bender, Tansev Geylani, Esther Gal-or</i></p> <p>Conspicuous Consumption on the Long Tail: How Can Luxury Brands Benefit from Counterfeits? <i>Pinar Yildirim, Jessie Liu, John Z. Zhang</i></p>

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<p>SC09 – Fertitta Hall, 241, 2nd Floor</p> <p>Method: Bayesian Models II</p> <p>Chair: Ty Henderson</p> <p>Models of Endogenous Willingness to Respond in Choice Experiments <i>Tetyana Kosyakova, Thomas Otter, Felix Eggers</i></p> <p>Selective Enforcement of Organized Retail Theft Laws <i>Michael H. Braun</i></p> <p>Efficient Analysis for Multivariate Binary Data with Poly-gamma Auxiliary Variables <i>Ty Henderson, Qing Liu</i></p>	<p>SC10 – Fertitta Hall, 313, 3rd Floor</p> <p>International</p> <p>Chair: Roberta Aguzzoli</p> <p>Do Corporate Reputation Dimensions Matter for Consumers' Buying Decision? A Cross-national Study <i>Jorge Lengler, Anne Hjortsholm, Roberta Aguzzoli</i></p> <p>Attitude of Indian Consumers Towards International Luxury Brands <i>Shadma Shahid, Rahela Farooqi</i></p> <p>Culture and Government Policies on International Market Entry <i>Tianjiao Qiu</i></p> <p>The S-shaped Curve Relationship Between International Pricing Strategy and Export Performance <i>Roberta Aguzzoli, Jorge Lengler, Carlos Sousa, Catarina Marques</i></p>	<p>SC11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Product Diffusion: Social Influence II</p> <p>Chair: Li Sun</p> <p>Within-category Peer Effects in the Market for Hybrid Electric Vehicles <i>Jad Sassine, David Keith</i></p> <p>How Social Contagion in New Product Diffusion Depends on Innovativeness of Consumers Involved <i>Weiyi Deng, Maciej Szymanowski, Xi Chen</i></p> <p>Intrahousehold Peer Effects in Smartphone Adoption <i>Minjung Park</i></p> <p>Are Network Externalities Chilling or Warm? A Case of the U.S. Video Game Market <i>Li Sun, Shanfei Feng</i></p> <p>Opinion Leadership and New Product Adoption in Social Media <i>Duygu Akdevelioglu, Selcan Kara</i></p>	<p>SC12 – Fertitta Hall, 322, 3rd Floor</p> <p>Method - Conjoint Analysis</p> <p>Chair: Felix Eggers</p> <p>Frequency Knowledge Heuristic in Binary Discrete Choice Experiments <i>Mauricio Ferreira, Rottem Sagi, Eugene Oh, Michael Thottam</i></p> <p>Measuring Preferences Based on Attribute Exploration <i>Sebastian Hein, Christian Schlereth</i></p> <p>Precision Matters: How Craft in Conjoint Analysis Affects Price and Positioning Strategies <i>Felix Eggers, John R. Hauser, Matthew Selove</i></p>
<p>SC13 – Fertitta Hall, 327, 3rd Floor</p> <p>Eye Tracking in Advertising</p> <p>Chair: Anocha Aribarg</p> <p>An Eye Tacking Study on the Exposure Effect of Creative Ads <i>Jia Jia, Junzhu Li, Xiyu Chen, Yushi Jiang</i></p> <p>Diagnostics for Ad Pretesting using Mixed Frequency Time Series <i>Prasad Naik, Edlira Shehu, Daniel Zantedeschi</i></p> <p>Consumer Response to Native Advertising <i>Anocha Aribarg, Eric Schwartz</i></p>	<p>SC14 – Fertitta Hall, 328, 3rd Floor</p> <p>Sustainability</p> <p>Chair: Stav Rosenzweig</p> <p>Don't Be a Big Waster! Regulating Consumer Behaviors through the Experience of Guilt and Shame <i>Maggie Y. Chu, Lisa C. Wan</i></p> <p>Economic Gains Stimulate Negative Evaluations of Corporate Sustainability Initiatives <i>Tamar Makov, George Newman</i></p> <p>Understanding Consumer Response to Climate Change Amelioration Policies <i>John H. Roberts, Pamela Morrison, Edward Wei, Aysha Brown</i></p> <p>On Sustainability Initiatives of Firms <i>Sumitro Banerjee</i></p> <p>License to Pollute: Do Car Environmental Cues increase Consumer Driving? <i>Stav Rosenzweig, Aviv Steren, Ofir Rubin</i></p>	<p>SC15 – Fertitta Hall, 331, 3rd Floor</p> <p>Segmentation: General</p> <p>Chair: Milad Darani</p> <p>A Latent Class Segmentation Approach to Mapping the Investor Market <i>Ceren Kolsarici, Christopher Amaral, Fatma Sonmez</i></p> <p>A New Segmentation Tool for Airlines <i>Luming Wang, Changmin Jiang, Tiziana D'alfonso</i></p> <p>Dynamic Segmentation by Multiple Items Purchases using Machine Learning. Leveraging Transaction and Attitudinal Data <i>Milad Darani, Venkatesh Shankar</i></p>	<p>SC16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising & Consumer Behavior III</p> <p>Chair: Eugene Chan</p> <p>The Drivers and Consequences of Ad Blocking <i>Evert de Haan</i></p> <p>Is Bigger Always Better the Impacts of Product-model Size Ratio and Brand Social Role on Advertising Effectiveness <i>Ming-Tsung Kung, Chun-Tuan Chang, Xing-Yu Chu, Hsin-Yi Wang</i></p> <p>Holistic Perception of Celebrity Endorsers and the Role of Unique Outline <i>M. Liu, Yongdan Liu</i></p> <p>The Height of Luxury: Vertical Location Matters in Advertisements for High Status Items <i>Eugene Chan</i></p>

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1.300-3.00 (SC)

<p>SC17- Fertitta Hall, 416, 4th Floor</p> <p>Entrepreneurship</p> <p>Chair: Zuhui Xu</p> <p>Consumption, Entrepreneurship and Poverty Alleviation: A Marketing Perspective <i>Arun Sreekumar, Saravana Jaikumar, Shantanu Dutta, Madhu Viswanathan</i></p> <p>The Influence of Entrepreneurs' Buddhism Upon the Customer Awareness of Corporate <i>Zuhui Xu, Zhuo Zhang</i></p>	<p>SC18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior to Price & Product</p> <p>Chair: Hanyong Park</p> <p>Cost Transparency: Is it too Much? <i>Huseyin Sami Karaca, Ozlem Hesapci, N. Alican Mecit</i></p> <p>How Does Resource Scarcity Influence Consumers' Price-quality Judgments? <i>Hanyong Park, David Silvera, Ashok Lalwani</i></p> <p>Consumer Preference for Opaque Products <i>Lucas Stich, Martin Spann, Gerald Haeubl</i></p> <p>The Effect of Temporary Product Unavailability on Consumer Variety Seeking <i>Hanyong Park, David Silvera, Dengfeng Yan</i></p>	<p>SC19- Popovich Hall, 300, 3rd Floor</p> <p>No Session</p>	
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3.30- 5.00 (SD)

<p>SD01 – Fertitta Hall, 101, Lower Level</p> <p>Retailing: Assortment</p> <p>Chair: Kris Johnson Ferreira</p> <p>Heterogeneity in Consumer Response to a Conflict Delisting Els Breugelmans, Sara Van der Maelen, Kathleen Cleeren, Kusum L. Ailawadi, Scott Andrew Neslin</p> <p>Market Basket Analysis Insights to Support Category Management Luis Aburto, Andres I. Musalem, Maximo Bosch</p> <p>What are the Welfare Effects of Consumer Brand Deletions? Rafael Becerril Arreola, Randolph E. Bucklin</p> <p>Assortment Rotation and the Value of Concealment Kris Johnson Ferreira, Joel Goh</p>	<p>SD02 – Fertitta Hall, 102, Lower Level</p> <p>Platform-based Marketing</p> <p>Chair: Jinzhao Du</p> <p>Media Platforms' Content Provision Strategy and Source of Profits Jinzhao Du, Wilfred Amaldoss, Woochoel Shin</p> <p>Auctioneers as Market Makers: Managing Momentum in Chittagong Tea Auctions Tanjim Hossain, Fahad Khalil, Matthew Shum</p> <p>Watching People Watch TV Matt McGranaghan, Jurate Liaukonyte, Kenneth Wilbur, Geoffrey Fisher</p> <p>The Impact of Loyalty Shipping Programs on Multichannel Purchase Behavior Qi Yu, Raghuram Iyengar, Young-Hoon Park</p>	<p>SD03 – Fertitta Hall, 105, Lower Level</p> <p>No Session</p>	<p>SD04 – Fertitta Hall, 125, Lower Level</p> <p>Social Media Referrals</p> <p>Chair: Pedro M. Ferreira</p> <p>How Customer Referral Programs Harness the Power of Your Customers' Friendships Iris Roelens, Philippe Baecke, Dries Benoit, Christophe Van den Bulte</p> <p>Matching Does Not Fully Explain How Referrals Propagate Constant Pieters, Aurelie Lemmens, Rik Pieters</p> <p>Who Will Become The Next Hub? An Early Prediction Framework for influential Users During Urgent Events Bill Rand, Hechao Sun, Shawn Mankad</p> <p>The Welfare Properties of Recommender Systems Pedro M. Ferreira, Xiaochen Zhang, Rodrigo Belo, Miguel Godinho de Matos</p>
<p>SD05 – Fertitta Hall, 233, 2nd Floor</p> <p>User Generated Content General</p> <p>Chair: Chun-Yao Huang</p> <p>Dynamics of Customer Reviews Over the Product Lifecycle Ning Zhong, David A. Schweidel</p> <p>Sentiment Mining of Regional Languages: Devising Marketing Strategy Using a Novel intelligence Approach Prabin Kumar Panigrahi, Nishikant Bele, Shashi Kant Srivastava</p> <p>Better Understanding Customer Needs: integrating online Product Reviews and Offline Sample Surveys Xin Zheng, Xingyao Ren, Xingyao Ren, Xinyan Liu, Jisu Cao</p> <p>A Holistic Exploration of Service Quality and Customer Satisfaction by Text-analyzing the Thoughts of Both the Demand and the Supply Sides Chun-Yao Huang, Ping-Yu Liu</p>	<p>SD06 – Fertitta Hall, 236, 2nd Floor</p> <p>Innovation III</p> <p>Chair: Jinghui Qian</p> <p>Exploration or Exploitation: The Impact of Innovation Practices on Firm Performances in a Post-trips Emerging Economy Satheesh Seenivasan, Samir Gupta, Elliot N. Maltz</p> <p>R&D Competition on Network Features and Vertical Features Jinghui Qian</p>	<p>SD07 – Fertitta Hall, 239, 2nd Floor</p> <p>No Session</p>	<p>SD08 – Fertitta Hall, 240, 2nd Floor</p> <p>Game Theory Models of Information, Online and Offline Economy</p> <p>Chair: Monic Sun</p> <p>Managing Word of Mouth Aniko Oery, Joyee Deb</p> <p>Sourcing Co-created Products: Should your Suppliers Collaborate? Dinah Vernik, Oksana Loginova, Niladri Syam</p> <p>A Model of Smart Products Monic Sun, Yuxin Chen, Xinxin Li</p> <p>Formats, Channel interactions and Product Variety in Emerging Markets Abhinav Uppal, Kinshuk Jerath, Jagmohan Raju</p>

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<p>SD09 – Fertitta Hall, 241, 2nd Floor</p> <p>Method: Bayesian Models III</p> <p>Chair: David M. Harman</p> <p>Bayesian Analysis of Heterogeneous Mediation <i>Tatiana Dyachenko, Greg M. Allenby</i></p> <p>Incorporating Model Uncertainty in the Presence of Multiple Endogenous Variables in Generalized Linear Models By Bayesian Model Averaging <i>Jonathan Lee, Pradeep Chintagunta, Alex Lenkoski</i></p> <p>Dynamic Heterogeneity: A Bayesian Nonparametric Approach <i>Ryan Dew, Yang Li, Asim Ansari</i></p> <p>A Zero-inflated Latent Attrition Model <i>David M. Harman, Thomas S. Gruca</i></p>	<p>SD10 – Fertitta Hall, 313, 3rd Floor</p> <p>International Consumer Behavior</p> <p>Chair: Arun Sreekumar</p> <p>Buying Behavior of Active Aging Consumer in Japan <i>Akira Shimizu</i></p> <p>Empirical Analysis on Distinctive Consumer Behavior of Rural Villages of Cambodia <i>Chan Mi Kim, Gloria JinaKim</i></p> <p>How License Plate Lotteries Affect Car Purchase Decisions: Evidence from China's Automobile Market and The Lab <i>Mantian Hu, Luxi Shen, Junji Xiao</i></p> <p>Effect of Demonetization in Subsistence Marketplaces: Understanding Consumer and Entrepreneurial Behavior <i>Madhu Viswanathan, Shantanu Dutta, Arun Sreekumar, Saravana Jaikummar</i></p>	<p>SD11 – Fertitta Hall, 316, 3rd Floor</p> <p>New Products General</p> <p>Chair: Rouven Seifert</p> <p>Marketing Science in Japanese Manufacturers: 10 Years Trend <i>Yutaka Hamaoka</i></p> <p>Idea Generation in The Fuzzy Front End: The Role of Strength of Associations <i>Laura Kornish</i></p> <p>The Effect of Cultural Subsidies on Product Quality and Market Performance <i>Rouven Seifert, Michel Clement, Alexa B. Burnester, Thorsten Hennig-Thurau, Marco Caliendo</i></p>	<p>SD12 – Fertitta Hall, 322, 3rd Floor</p> <p>Not for Profit</p> <p>Chair: Kyoungnam C. Ha</p> <p>How Should One Allocate Charitable Dollars <i>Wei Zhang, Ajay Kalra</i></p> <p>Political Determinants of the Commercialization of Buddhist Temples in China <i>Botao Yang, Qingyuan Yue, Jue Wang</i></p> <p>Long-term Dynamic Interactions Between Marketing Expense and Revenue in a Nonprofit Art and Cultural Organization <i>Kyoungnam C. Ha, Hyunjung Lee</i></p>
<p>SD13 – Eye Tracking in Advertising</p> <p>Eye Tracking in Retail</p> <p>Chair: Ana Martinovici</p> <p>The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout <i>Yoonju Han, Shibo Li, Raymond R. Burke, Alex Leykin</i></p> <p>Shelf Location Based Effects on Product Search in Crowded Scenes <i>Ana Scekcic, A. Selin Atalay</i></p> <p>Utility Accumulation During Brand Choice on Comparison Websites <i>Ana Martinovici, Rik Pieters, Ralf Van der Lans</i></p>	<p>SD14 – Fertitta Hall, 328, 3rd Floor</p> <p>Corporate Social Responsibility</p> <p>Chair: Hannah Oh</p> <p>When and How is Corporate Social Responsibility Profitable? <i>Prabirendra Chatterjee</i></p> <p>Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter? <i>Dionne A. Nickerson, Atanas Nikolov, Phi Hoang</i></p> <p>Product Recall as a Way of Responsible Behavior of a Firm: The Roles of CSR Repertoires and Board Characteristics <i>Hannah Oh, John Bae, Ji-Hung Choi, Sang-Joon Kim</i></p>	<p>SD15 – Fertitta Hall, 331, 3rd Floor</p> <p>No Session</p>	<p>SD16 – Fertitta Hall, 414, 4th Floor</p> <p>Advertising: General</p> <p>Chair: Yanwen Wang</p> <p>Do Advertisement Expenditure and Familiarity Influence the Ambiguity of Perceived Quality <i>Serdar Yayla, Omer Cem Kutlubay, Sengun Yenyurt</i></p> <p>Competition and Specificity in Market Design: Evidence from Geotargeted Advertising <i>Bo Cowgill</i></p> <p>Advertising Strategy of the Day in Japan, Exploring from the Actual Situation of VOD Service Users <i>Chihiro Totsuka</i></p> <p>A Natural Experiment Based Analysis of Message Tone and Ad Source in Senatorial Campaigns <i>Yanwen Wang, Mike Lewis, David A. Schweidel</i></p>

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<p>SD17- Fertitta Hall, 416, 4th Floor</p> <p>No Session</p>	<p>SD18- Fertitta Hall, 417, 4th Floor</p> <p>Consumer Behavior General</p> <p>Chair: Sohyun Bae</p> <p>State of Marketing Education a Curriculum Review Template <i>Pravat Surya Kar</i></p> <p>The Impact of Early Decision College Admissions on Decision Making Complexity and Students' Wellbeing <i>Eric Greenleaf</i></p> <p>Role of Perceived Attributes n Understanding Consumer Purchase Intentions using the Theory of Planned Behavior: Case of an Economy Car Launch <i>Huma Amir, Wajid Rizvi</i></p> <p>The Role of Implicit Theories in Evaluating Products with Recycled Content <i>Sohyun Bae, Sharon Ng</i></p>	<p>SD19- Popovich Hall, 300, 3rd Floor</p> <p>No Session</p>	
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