

Marketing Dynamics Conference (MDC) Schedule

All times are in EST

Thursday, November 10, 2022	
Room 1212	TC1 - Ph.D. Track
1:30 – 3:00 pm	<ul style="list-style-type: none"> Managing and Mitigating Sociopolitical Firm Risk Events <i>Chen Jing (Boston University), Dokyun Lee (Boston University), Shuba Srinivasan (Boston University), and Susan Fournier (Boston University)</i> <i>Discussant: Saurabh Mishra (George Mason University)</i> How Customer Traffic Respond to Market Entry: Evidence from the Mall Industry <i>Keyan Zhu (Yale University), Lu Feng (University of Electronic Science and Technology of China), Cheng He (University of Wisconsin-Madison), Tong Wang (University of Iowa), and Yu Jeffrey Hu (Georgia Institute of Technology)</i> <i>Discussant: Saurabh Mishra (George Mason University)</i> The Impact of Voluntary Disclosure of Customer Information on Firm Value <i>Mu Li (Baruch College), Mahima Hada (Baruch College), and Ljubomir Pupovac (University of New South Wales)</i> <i>Discussant: Saurabh Mishra (George Mason University)</i>
Room 1216	TC2 - Ph.D. Track
1:30 - 3:00 pm	<ul style="list-style-type: none"> Extreme Temperatures Predict Product Presence in User-Generated Images <i>Işıl Büdeyri Turan (Ozyegin University) and M. Tolga Akcura (Ozyegin University)</i> <i>Discussant: Sungsik Park (University of South Carolina)</i> The Social Influence effects on Search Behavior: The Generalized Weitzman Model <i>Ata Jameei-Osgouei (UT Dallas), Andrew T. Ching (John Hopkins), Brian Ratchford (UT Dallas), and Shervin Shahrokhi-Tehrani (UT Dallas)</i> <i>Discussant: Sungsik Park (University of South Carolina)</i>
3:00 - 3:30 pm	Networking Break
Room 1212	TD1 - Ph.D. Track
3:30 - 5:00 pm	<ul style="list-style-type: none"> Using the Beta Distribution to Account for Customer Uncertainty in Share of Wallet Predictions <i>Filipe Sengo Furtado (Vienna University), Thomas Reutterer (Vienna University), and Oded Netzer (Columbia University)</i> <i>Discussant: Yuting Zhu (National University of Singapore),</i> Adoption of Mobile Self-Checkout in a Retail Store

	<p><i>Aashish Pandey (University of Arkansas), Yu Ma (McGill University), Dinesh Gauri (University of Arkansas), and Rupinder Jindal (University of Washington)</i> <i>Discussant: Yuting Zhu (National University of Singapore),</i></p> <ul style="list-style-type: none"> Dynamics of Consumer Static and Forward-Looking Decision Rules and its Impact on Purchase <i>Sohum Mehrotra (Indiana University), Jingcun Cao (Hong Kong University), Amy Ding (Emlyon Business School) and Shibo Li (Indiana University)</i> <i>Discussant: Yuting Zhu (National University of Singapore),</i>
Room 1216	TD2 - Ph.D. Track
3:30 - 5:00 pm	<ul style="list-style-type: none"> Disentangling the Monetary and Social Effects of Sales Contest Leaderboards <i>Yuanchen Su (University of Minnesota), Madhu Viswanathan (Indian School of Business), and George John (University of Minnesota)</i> <i>Discussant: Yulia Nevskaya (Washington University)</i> Dynamics Of Spatial Proximity Effect and Consumer Online Shopping Behavior <i>Meng Ji (Indiana University), Jingcun Cao (HKUBusiness School), Shyam Gopinath (Indiana University), and Shibo Li (Indiana University)</i> <i>Discussant: Yulia Nevskaya (Washington University)</i> Dynamic Addressable TV Advertising over the Customer Lifecycle <i>Tsung-Yiou Hsieh (University of Houston), Rex Yuxing Du (UT Austin), and Shijie Lu (University of Notre Dame)</i> <i>Discussant: Yulia Nevskaya (Washington University)</i>
5:30 - 7:00 pm	Welcome Reception (Lounge on the 12th floor)
Friday, November 11, 2022	
Room 1203	FA1 - Ph.D. Track
8:30 - 10:00 am	<ul style="list-style-type: none"> The Interplay of Influencer Status and Intimacy in Generating Sales: Evidence from Secondary Data and Three Field Experiments <i>Maximilian Beichert (University of Mannheim), Andreas Bayerl (University of Mannheim), Jacob Goldenberg (Reichman University) and Andreas Lanz (HEC Paris)</i> <i>Discussant: Cheng He (University of Wisconsin-Madison)</i> Understanding the Dynamics of Appeals Scales to Infer Potential to Donate <i>Samuel Levy (Carnegie Mellon University), Joy Lu (Carnegie Mellon University), and Alan Montgomery (Carnegie Mellon University)</i>

	<p><i>Discussant: Cheng He (University of Wisconsin-Madison)</i></p> <ul style="list-style-type: none"> Dynamics of Firm-Consumer Interactions on Social Media Platforms <i>Sae Hoon Chang (Queen's University), Ceren Kolsarici (Queen's University), and Selin Atalay (Frankfurt School of Finance & Management)</i> <i>Discussant: Cheng He (University of Wisconsin-Madison)</i>
Room 1212	FA2 - Ph.D. Track
8:30 - 10:00 am	<ul style="list-style-type: none"> Pacing in Real-Time Bidding for Online Display Advertising <i>Uğurcan Dündar (WU Vienna), Nadia Abou Nabout (WU Vienna) and Bernd Skiera (Goethe University Frankfurt)</i> <i>Discussant: Alice Li (Ohio State University)</i> Uncovering the Dynamic and Heterogeneous Relationship between Marketing Efforts and Repeat Giving <i>Qi Zhao (Penn State University), Qian Chen (Penn State University), Yifan Zhang (Kennesaw State University), Duncan K. Fong (Penn State University), and J. Andrew Petersen (Penn State University)</i> <i>Discussant: Alice Li (Ohio State University)</i> Real-Time Personalization in Dynamic Environments <i>Hong Deng (Erasmus University), Bas Donkers (Erasmus University), and Dennis Fok (Erasmus University)</i> <i>Discussant: Alice Li (Ohio State University)</i>
10:00 - 10:30 am	Networking Break
Room 1203	FB1 - Ph.D. Track
10:30 - 11:45 am	<ul style="list-style-type: none"> Stock-piling and the Discount Function <i>Vanessa Alwan (University of Chicago), Øystein Daljord (University of Chicago), Jean-Pierre Dubé (University of Chicago), and Xinyao Kong (University of Chicago)</i> <i>Discussant: Arch G. Woodside (Boston College) TBD</i> Content Exploration and Consumption on Digital Platforms <i>Qi Xie (University of Minnesota), Linli Xu (University of Minnesota) and George John (University of Minnesota)</i> <i>Discussant: Arch G. Woodside (Boston College) TBD</i>
Room 1212	FB2 - Ph.D. Track
10:30 - 11:45 am	<ul style="list-style-type: none"> Linguistic Mimicry in Online Reviews: Reviewers Mimic Content and Valence <i>Andrea Pelaez-Martinez (Baruch College), Lauren Block (Baruch College),</i>

	<p><i>Mahima Hada (Baruch College) and Ujwal Kayande (Simon Fraser University)</i> <i>Discussant: Ankit Anand (Texas Tech University)</i></p> <ul style="list-style-type: none"> • Customer Focused Strategy: A Dynamic Approach <i>Sonam Singh (UT San Antonio), Ashwin Malshe (UT San Antonio), Vikas Mittal (Rice University), Shrihari Sridhar (Texas A&M University), and Narendra Basukonda (Texas A&M University)</i> <i>Discussant: Ankit Anand (Texas Tech University)</i>
	Ph.D. track over, Regular Track begins after Lunch
12:00 - 1:30 pm	Lunch to be served
Room 1203	FC1 - Regular Track
1:30 - 3:00 pm	<ul style="list-style-type: none"> • Recommendations in Complex Service Environments: The Case of Hospitals in the United States <i>Sachin B. Modi (Villanova University), Saurabh Mishra (George Mason University), Peter A. Salzarulo (Miami University), and Steve Mahar (Villanova University)</i> • Motivating Sustainable Energy Consumption Within Organizations: The Role of Analytics and Optimized Communication <i>Christopher Amaral (University of Bath), Ceren Kolsarici (Queen's University), Iina Ikonen (University of Bath), and Nicole Robitaille (Queen's University)</i> • TOE asymmetric configurational models of enterprise digital transformations: Unobtrusive measurement capturing firm-level dynamics <i>Jinnan Wu (Anhui University of Technology), Yelianghui Zheng (Anhui University of Technology), Arch G. Woodside (Boston College) and Shankuo Xiong (Anhui University of Technology)</i>
Room 1212	FC2 - Regular Track
1:30 - 3:00 pm	<ul style="list-style-type: none"> • Dynamic Price Competition in Variety-Seeking Markets <i>Koray Cosguner (Indiana University), P.B. (Seethu) Seetharaman (WashingtonUniversity), Tat Y. Chan (WashingtonUniversity), and Taylor Bentley (Zappos Family of Companies)</i> • Dynamic Marketing Policies: Constructing Markov States for Reinforcement Learning <i>Yuting Zhu (National University of Singapore), Duncan Simester (MIT), Jonathan Parker (MIT), and Antoinette Schoar (MIT)</i> • Emotional displays in sales presentations: An experimental study

	<i>Sandra Pauser (Lauder Business School) and Udo Wagner (University of Vienna)</i>
3:00 - 3:30 pm	Networking Break
Room 1203	FD1 - Regular Track
3:30 - 5:00 pm	<ul style="list-style-type: none"> Cash-on-Delivery or Electronic Mode of Payment? Investigating the Effect of Mode of Payment on Consumers' Product Return Behavior and Order Values <i>Amalesh Sharma (Texas A&M University), Sourav B. Borah (Indian Institute of Management, Ahmedabad), Anirban Adhikary (Indian Institute of Management, Udaipur), Soumya Mukhopadhyay (Indian Institute of Management, Ahmedabad), Mauli Soni (Indian Institute of Management, Ahmedabad)</i> Environmental, Social, and Corporate Governance Strategy, and the Role of the Chief Marketing Officer and Chief Sustainability Officer <i>Charles Kang (University of Wisconsin-Milwaukee)</i> Marketing & Experimentation for Social Change: Adapting to Drought in California <i>Kristina Brecko (University of Rochester) and Wesley R. Hartmann (Stanford University)</i>
Room 1212	FD2 - Regular Track
3:30 - 5:00 pm	<ul style="list-style-type: none"> When to Target Customers? Retention Management using Dynamic Off-Policy Policy Learning <i>Kosuke Uetake (Yale University), Kohei Yata (Yale University), Ryuya Ko (University of Tokyo) and Ryosuke Okada (ZOZO Inc)</i> An Artificial Intelligence Approach For Online Product Reviews and Review Synthesis <i>Keith Carlson (Dartmouth College), Praveen Kopalle (Dartmouth College), Allen Riddell (Indiana University), Daniel Rockmore (Dartmouth College), and Prasad Vana (Dartmouth College)</i> Persistence of Consumer Lifestyle Choices: Evidence from Restaurant Delivery During COVID-19 <i>E. Shin Oblander (Columbia University) and Daniel McCarthy (Emory University)</i>
6:00 pm	Dinner (on your own)
Saturday, November 12, 2022	
Room 1203	SA1 - Regular Track

8:30 - 10:00 am	<ul style="list-style-type: none"> • Marketing Mix Effectiveness During a Product-Harm Crisis: The Role of Retailers <i>Huidi Lu (NEOMA Business School), Ralf van der Lans (Hong Kong University of Science and Technology) and Kristiaan Helsen (Hong Kong University of Science and Technology)</i> • The Dynamics of Product Consideration and Purchase at Retail Checkout <i>Yoonju Han (Lehigh University), Raymond R. Burke (Indiana University), Shibo Li (Indiana University), and Ales Leykin (Indiana University)</i> • Consumer Reviews and Product Resilience <i>Sungsik Park (University of South Carolina) and Woochoel Shin (University of Florida)</i>
Room 1212	SA2 - Regular Track
8:30 - 10:00 am	<ul style="list-style-type: none"> • The Unintended Consequences from Repealing a Green Nudge: Evidence from Single-Use Bag Policies <i>Dinesh Puranam (University of Southern California), Sungjin Kim (University of Hawaii), Jihoon Hong (Arizona State University), and Hai Che (University of California, Riverside)</i> • Hypergraph Convolution Neural Networks for Dynamic Contextual Playlist Expansion <i>Khaled Boughanmi (Cornell University), Asim Ansari (Columbia University), and Yang Li (Cheung Kong Graduate School of Business)</i> • The Asymmetric Influence of Attribute Displacement Performance on Customer Evaluation of Service Experiences <i>Liwu Hsu (University of Alabama), Elten Briggs (UT Arlington), and Olamide Olajuwon-Ige (UT Arlington)</i>
10:00 - 10:30 am	Networking Break
Room 1203	SB1 - Regular Track
10:30 - 12:00 pm	<ul style="list-style-type: none"> • Estimating Heterogeneous Worker Complementarity in Teams: Evidence from Real Estate Sales Teams <i>Yan Xu (Virginia Tech), Mandy Hu (Chinese University of Hong Kong), Junhong Chu (National University of Singapore), and Andrew Ching (Johns Hopkins University)</i> • Coverage and Depth of Promotions <i>Kay Peters (University of Hamburg), Olivier Rubel (University of California Davis), and Prasad A. Naik (University of California Davis)</i>

	<ul style="list-style-type: none"> • The Impact of Price Transparency on Retailer Pricing <i>Wiebke Keller (University of Tuebingen) and Dominik Papies (University of Tuebingen)</i>
Room 1212	SB2 - Regular Track
10:30 - 12:00 pm	<ul style="list-style-type: none"> • Consumer Information Asymmetry in Online Product Reviews <i>Yulia Nevskaya (Washington University)</i> • Product Returns and Dynamic Assortment Decisions <i>Yue Li (University of Wisconsin), Raghunath Singh Rao (UT Austin), and Paola Mallucci (Amazon)</i> • Using Social Network Structures to Predict User Engagement: The Importance of Social Ties in Influencer Marketing <i>Pankhuri Malhotra (University of Oklahoma) and Remi Daviet (University of Wisconsin–Madison)</i>
12:00 - 1:30 pm	Lunch to be served
Room 1203	SC1 - Regular Track
1:30 - 3:00 pm	<ul style="list-style-type: none"> • Multi-dimensional Salesforce Compensation with Negotiated Prices <i>Pranav Jindal (UNC Chapel Hill), Minkyung Kim (UNC Chapel Hill), and Peter Newberry (University of Georgia)</i> • Service vs. Price Cues: Retailers' Strategic Choice in the Presence of Consumer Heterogeneity <i>Preethika Sainam (Arizona State University) and S Sajeesh (University of Nebraska–Lincoln)</i> • A Structural Life Course Model of Dynamic Role Selection for a Q&A Platform for Pregnancy and Childbirth <i>Masakazu Ishihara (New York University) and Hiroshi Kumakura (Chuo University)</i>
Room 1212	SC2 - Regular Track
1:30 - 3:00 pm	<ul style="list-style-type: none"> • How advertising and retail drivers grow brand metrics <i>Vivian Qin (Amazon Ads), Koen Pauwels (Northeastern University), and Bobby Zhou (University of Maryland)</i> • Impact of Subscription on Customer Engagement <i>Banggang Wu (Sichuan University), Gengxuan Guo (Sichuan University), and Peng Luo (Sichuan University)</i> • The Role of Customer Mindset Metrics in Optimal Advertising Decisions <i>Vardan Avagyan (Erasmus University), Gokhan Yildirim (Imperial College of</i>

	<i>London), Esma Koca (Imperial College of London) and Shuba Srinivasan (Boston University)</i>
3:00 - 3:30 pm	Networking Break
Room 1203	SD1 - Regular Track
3:30 - 5:00 pm	<ul style="list-style-type: none"> • What is the impact of SEO on firm value after competitor bankruptcy? <i>Ashley Goreczny (Iowa State University) and Heather Patterson (Georgia College and State University)</i> • Curbing Unsolicited Advertising Mail: Helping The Environment But Hurting Business? <i>Jonne Guyt (University of Amsterdam), Arjen van Lin (Tilburg University) and Kristopher Keller (UNC Chapel Hill)</i> • Deep Learning Methods for Customer Base Analysis: Evidence from 1,000 Companies <i>Kyeongbin Kim (Emory University), Daniel McCarthy (Emory University), and Dokyun "DK"Lee (Boston University)</i>
Room 1212	SD2 - Regular Track
3:30 - 5:00 pm	<ul style="list-style-type: none"> • Location, Location, Location: An Empirical Study of Location Importance in Brick-and-Mortar Retailing <i>Cheng He (University of Wisconsin-Madison) and Dionne Nickerson (Indiana University)</i> • The Value of External Data in Search Suggestions: Evidence from Large-Scale Randomized Field Experiments <i>Xiaoxia Lei (Shanghai Jiao Tong University), Yixing Chen (University of Notre Dame), and Ananya Sen (Carnegie Mellon University)</i> • Direct and Indirect Profits from Gift Giving: Consumer Learning about Underexplored Alternatives <i>Shi (Sherry) Wang (Ohio State University) and Ralf van der Lans (Hong Kong University of Science and Technology)</i>
6:00 - 9:00 pm	Gala Dinner (Maggianno's)