

 **Columbia Business School**
Center on Global Brand Leadership

Marketing and the Creator Economy Conference



Nov 30 - Dec 1, 2023
Geffen Hall, New York, NY

In collaboration with the *International Journal
on Research in Marketing*

CONFERENCE AGENDA

[Image created on DALL·E 2023-05-17 09.28.55 ET - "Craft a collage of individuals working on crafting videos, products, and art in as naturalistic a form as possible"]

THURSDAY, NOVEMBER 30, 2023

BREAKFAST in Alumni Suite (Geffen 202): 8:15 AM – 8:45 AM

8:45 AM – 9:15 AM

Welcome

Bernd Schmitt, Columbia Business School
Martin Schreier, WU Vienna, Editor in Chief,
International Journal on Research in Marketing

Twenty Years in the Creation of the Creator Economy

John Deighton, Harvard Business School

Cooperman Commons, Geffen Hall
Columbia Business School

9:15 AM – 10:00 AM

Creators Panel

Moderated by **Matthew Quint**



Dylan Lemay, largest ice-cream
focused digital creator in the world



Gigi Robinson, mental and chronic
health advocate



Thomas Kim, Director of Product
Management, Creator Monetization,
YouTube Partnership Program

BREAK: 10:00 AM – 10:15 AM

THURSDAY, NOVEMBER 30, 2023 (continued)

<p>10:15 AM – 11:05 AM</p>	<p>Research Presentations</p> <p><i>Interdependent Creators of Engagement: The Role of Audience Overlap and Content Similarity in Selecting Influencers</i></p> <ul style="list-style-type: none">- Mengjie (Magie) Cheng, Tomomichi Amano, Elie Ofek, Yicheng Song <p><i>A Generative Model of Consumer Collections</i></p> <ul style="list-style-type: none">- Khaled Boughanmi, Asim Ansari, and Yang Li <p><i>Co-Created Parasocial Connections: the Dual Role of Consumers and Influencers in Enhancing Influencer Effectiveness</i></p> <ul style="list-style-type: none">- Shoshana Segal, Jared Watson, Lauren Grewal	<p>Cooperman Commons, Geffen Hall Columbia Business School</p>
<p>11:05 AM – 11:35 AM</p>	<p>Session on Asia</p> <p><i>Trend Analysis and Future Directions of Fashion Creator Economy in Asia</i></p> <ul style="list-style-type: none">- Eunju Ko, Ulf Ausprung <p><i>Creator Economy and Social Commerce: Developments and Trends in China</i></p> <ul style="list-style-type: none">- Lingling Zhang	<p>Cooperman Commons, Geffen Hall Columbia Business School</p>
<p>11:35 AM – 11:45 AM</p>	<p>Briefing on IJRM Special Issue</p> <p>Martin Schreier, Editor-in-Chief, <i>International Journal on Research in Marketing</i></p>	<p>Cooperman Commons, Geffen Hall Columbia Business School</p>

LUNCH in Board Rooms (Geffen 310/320/330): 11:45 AM – 1:00 PM

THURSDAY, NOVEMBER 30, 2023 (continued)

1ST PARALLEL SESSIONS: 1:00 PM – 2:30 PM

SESSION 1.1

Content Creation

Location: Cooperman Commons

Session Chair: Echo Wan

Collaboration Among Content Creators

- **Jasmine Yang**, Qifan Han, Kinshuk Jerath

I Want to Talk About Me: Dynamic effects of First-Person Pronoun Usage on Content Engagement

- **Ted Matherly**, Jared Watson, Kalinda Ukanwa

When Content Creation Becomes a Job

- **Yan Cheng**, Xinyu Cao, Jingbo Wang, Zuo-Jun Max Shen

Learning to Create on Content-Sharing Platforms

- **Wensi Zhang**, Sha Yang, Yanhao Wei

SESSION 1.2

Influencer Strategy

Location: Geffen 490

Session Chair: Pu Zhao

Finding the Right Online Influencer

- **Jia Jocelyn Cao**, Fine Fanni Leung, Sundar Bharadwaj

Target Nearby Influencers

- **Andreas Lanz**, Jacob Goldenberg, Daniel Shapira, Florian Stahl

"Thank You for Sponsoring": Influencers' Choice of Disclosure Strategy

- **Wenyi (Candice) Huang**, Justin T. Huang, Yiwei Li

Referral Marketing in the Creator Economy: An Empirical Study of Referral Programs by Content Creators

Xintong Han, Jun Hyun (Joseph) Ryoo, **Pu Zhao**

SESSION 1.3

AI and the Creator Economy

Location: Geffen 430

Session Chair: Justin T. Huang

Redefining Market Research in the Creator Economy: AI's Role in Assessing Willingness-to-Pay

- **Tobias Klinke**, Nader Fadl, Bakr Fadl

Generative AI and Consumer Sustainability

- **Anthi Kiouka**, Tobias Schlager

Leveraging the Rollercoaster of Entrepreneurial Emotions for Crafting Startup Celebrity: Deep Learning Evidence from Shark Tank Videos?

- **Jialu Ma**, Xueming Luo

Embedded Product Placement Advertising in AI Knowledge Search (ChatGPT)

- **Justin T. Huang**, Aradhna Krishna

BREAK: 2:30 PM – 2:45 PM

THURSDAY, NOVEMBER 30, 2023 (continued)

2ND PARALLEL SESSIONS: 2:45 PM – 4:15 PM

SESSION 2.1

Brands and the Creator Economy

Location: Cooperman Commons

Session Chair: Anwasha De

Studying Social Media: The Case of Hashtag Hijacking

- Hauke Roggenkamp, Christian Hildebrand

Brands Under Fire: Understanding Consumer Perceptions of Cultural Appropriation in the Creator Economy

- Jason Lin, Nicole Kim, Esther Uduehi, Anat Keinan

Brand-Influencer Collaborations and Change in Content Strategy

- Anwasha De, Beth Fossen

Creator Incentives: The Dual Aspects of Brand Collaboration

- Bindan Zhang

SESSION 2.2

Financial Issues for Influencers

Location: Geffen 490

Session Chair: Pankhuri Malhotra

Revenue Generation through Influencer Marketing

- Maximilian Beichert, Andreas Bayerl, Jacob Goldenberg, Andreas Lanz

How to Sell through Influencers—Pricing, Contracting and Content

- Xinyu Wei, Qitian Ren, Kinshuk Jerath

Free Products and Affiliate Links in Influencer Marketing

- Amy Pei, Yakov Bart

Create vs Curate: The Role of Reposting in Influencer Social Networks

- Pankhuri Malhotra, Remi Daviet

SESSION 2.3

Livestreaming

Location: Geffen 430

Session Chair: Ling Ling Zhang

All Smiles Are Not Created Equal: Duchenne Smiles Reduce Extrinsic Rewards from Viewers in Live Streaming

- Xingyu Chen, Dai Yao, Yan Lin

Pirating Foes or Creative Friends? Effects of User-Generated Condensed Clips on Streaming Services with A Natural Experiment

- Guangxin Yang, Yingjie Zhang, Hongju Liu

Toxic Speech Coping Strategies in Livestreaming

- Xiangnan Zhang, Wen Wang, Xueming Luo

How Should We Podcast? Valence Moderates the Impact Of Discourse Concentration on Podcast Episode Engagement

- Gaetano "Nino" Miceli, Ernesto Cardamone, Ludovica Serafini, Maria Antonietta Raimondo

BREAK: 4:15 PM – 4:25 PM

4:25 PM – 5:30 PM

Cooperman Commons
Geffen Hall



Executive Chat

Heather Hopkins Freeland '98
Chief Brand Officer, Adobe



Executive Panel

Aliza Freud '01, Founder and CEO,
SheSpeaks



Denise Vitola, VP Brand Integration PR,
Social and Influencer, Bayer Consumer
Health



Ed Keller, Founder, Keller Advisory
Group; author, *The Influentials* and *The
Face-to-Face Book*

DINNER: 5:30 PM – 8:30 PM

Board Rooms (Geffen 310/320/330), Columbia Business School

FRIDAY, DECEMBER 1, 2023

BREAKFAST in Alumni Suite (Geffen 202): 8:15 AM – 8:45 AM

8:45 AM – 9:15 AM

Welcome

Reto Hofstetter, University of Lucerne

Marketing + Technology

PK Kannan, University of Maryland

Zac Rolnick, NOW Publishers

Bernd Schmitt, Columbia Business School

Cooperman Commons, Geffen Hall
Columbia Business School

BREAK: 9:15 AM – 9:25 AM

3rd PARALLEL SESSIONS: 9:25 AM – 10:55 AM

SESSION 3.1

The Creator Economy in Asia

Organized by GAMMA

Location: Cooperman Commons

Session Chair: Eunju Ko

The Effect of NFT Marketing Activities on e-WOM: Implications for the Luxury and Workwear Brands

- Minjung Cho, Eunju Ko, Charles R. Taylor

Co-Creation of Value in Digital Communities

- Joonheui Bae, Erin Cho

Creator Generated Value in The Asian Virtual Creator Economy and Its Implications For Virtual Working Wear

- Miyea Kim, Jiang, Qi, Kyohong Jin, Kanghyeon Shin, Hakil Moon, Eunju Ko, Kyung Hoon Kim

ChatGPT-Driven Creator Economy in South Korea

- Juran Kim, Huimin Xu, Juhyun Kim

SESSION 3.2

Selling in the Creator Economy

Location: Geffen 490

Session Chair: Hyung Sup Bhan

Similarity Penalty: How Portfolio Presentation Influences Idea Evaluation in Crowdsourcing

- Reto Hofstetter, Harikesh Nair, Sanjog Misra, Felix Schakols

Exploring Campaign Design in Creator Economy: The Role of Campaign Novelty in Crowdsourcing Success

- Xiaohan (Hannah) Wen, S. Sinem Atakan

Seller or Shopper? Selling Products Reduces Consumer Demand for New Products

- Lukas Maier, Marie Brand

Balancing User Acquisition and Retention in Crowdfunding Platforms under Different Policies of Platform Openness

- Seoungwoo Lee, Hyung Sup Bhan, Hyoryung Nam, Joon Ro

SESSION 3.3

Luxury and Fashion

Location: Geffen 430

Session Chair: Francesca Bonetti

(Re)Creating Luxury: How Luxury Brands Engage with The Creator Economy Through Art Sponsorships

- Charles Aaron Lawry, Oleksandra Kuzmenko

What Does Luxury Meme? Meme Creators as New Cultural Intermediaries and The Carnivalization Of Luxury Meanings

- Julia Pueschel, Stephane Borraz

AI-Driven Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis

- Francesca Bonetti, Sajeev Nair, Gerard Tellis

Thankful Hearts, Happier Minds: The Power of Gratitude in the Creator Realm

- Nora Luu

BREAK: 10:55 AM – 11:15 AM

FRIDAY, DECEMBER 1, 2023 (continued)

4TH PARALLEL SESSIONS: 11:15 AM – 12:45 PM

SESSION 4.1

Audience Engagement

Location: Cooperman Commons

Session Chair: Michael He Jia

The Gender Rating Gap in Online Reviews

- **Andreas Bayerl**, Yaniv Dover, Hila Riemer, Daniel Shapira

Getting In (Visual) Touch with The Consumer: Effect of Visual Texture on Image Elaboration and Engagement

- **Olesia Nikulina**, Dhruv Grewal, Dennis Herhausen, Jos lemmink, Allard van Riel, Martin Wetzels

Now You See It, Now You Don't: Leveraging Transient Content alongside Permanent Content to Foster Social Media Engagement

- **Lucy Shen**, Byungyeon Kim, Elie Ofek

Why Celebrities Underperform as Brand Influencers on TikTok (Douyin): Insights from Investigative Studies

- Terri H. Chan, **Kineta Hung**, David K. Tse

SESSION 4.2

Streaming Mechanics

Location: Geffen 490

Session Chair: Ziwei Cong

The Long and Short of It: Video Length Formats Influence Time Perception

- Lucy Shen, **Jimin Nam**, Taqua Elleithy

Social Media Engagement with Streaming (Vs. Cinema) Offerings Increases with Locomotion (Vs. Assessment) Language

- **Frank Mathmann**, Janina Garbas, Yuanyuan (Gina) Cui, Patrick van Esch, Daniel Wentzel

Managing Social Interactions on Two-Sided Platforms: A Focus On Streamer Burnout on A Live Streaming Platform

- **Pearl Yu**, Runshan Fu, Anindya Ghose

The Role of "Live" in Livestreaming Markets: Evidence using Orthogonal Random Forest

- **Ziwei Cong**, Jia Liu, Puneet Manchanda

SESSION 4.3

Ethical Issues

Location: Geffen 430

Session Chair: Zixuan Mia Cheng

Are Toxic Consumer Behaviors Endemic to Creator Platforms?

- Gulay Guzel, **Duygu Akdevelioglu**, Markus Giesler

Commercial Sharenting – How to Protect Children's Privacy Rights?

- **Andrea Giuffredi-Kähr**, Lucia Malär, Maximilian Beichert

How Do Social Media Influencer Misbehaviours Affect Consumer Outcomes?

- **Zixuan Mia Cheng**, Kirk Plangger, Matteo Montecchi

The Broken Promise Impact of Royalty Enforcement Policy Changes on Creators in the Blockchain Economy

- **Björn Hanneke**, Yu Jen Chuang, Bernd Skiera, Oliver Hinz

CONFERENCE END: COOPERMAN COMMONS WRAP UP: 12:45PM-1:00PM