



Theory + Practice
in Marketing

MAY 18-20, 2016
MAYS CITYCENTRE

theorypractice.org

WEDNESDAY, MAY 18

TIME	ACTIVITY	LOCATION	
11:30 a.m.	Shuttle pick-up and drop-off at Mays CityCentre	Westin Houston Memorial City	
12:00 p.m.	Check-in opens	Mays CityCentre	
1:00 p.m.	<p>WELCOME + OPENING ADDRESS Venky Shankar, Texas A&M University</p> <p>REMARKS BY TPM FOUNDERS Sunil Gupta, Harvard Business School Donald Lehmann, Columbia Business School Bernd Schmitt, Columbia Business School</p>	<p>Group Session Room 224</p>	
	<p>PANEL DISCUSSION OF SENIOR PRACTITIONERS The Changing Face of Marketing in Organizations Moderated by: Venky Shankar</p> <ul style="list-style-type: none"> Anita Sehgal - Senior Vice President, Marketing & Communications, Houston Astros Bruce Pool - President/Managing Director, Aggreko Rental Solutions Craig Ceccanti - CEO, Pinot's Palette 		
2:30 p.m.	Afternoon break	-	
2:45 p.m.	<p>PARALLEL SESSION 1 <i>Marketing Leadership + Relevance</i> Session Chair: Bernd Schmitt</p> <p>1. "Bringing Marketing into the Boardroom: Actionable Drivers of Top-Management-Team (TMT) Marketing Mindset"</p> <ul style="list-style-type: none"> Presented by: Rajendra Srivastava Co-author(s): Sundar Bharadwaj, Stefan Worm, and Jialie Shen <p>2. "A Role Theory Explanation for Why Some CMOs Have Impact and Others Don't"</p> <ul style="list-style-type: none"> Presented by: Kimberly Whitler Co-author(s): Neil Morgan and Lopo Rego <p>3. "Developing a TPM Relevancy Index"</p> <ul style="list-style-type: none"> Presented by: Bernd Schmitt Co-author: Kamel Jedidi <p>BUSINESS DISCUSSANT: Bruce Pool - President/Managing Director, Aggreko Rental Solutions</p>	<p>PARALLEL SESSION 2 <i>Brand Management</i> Session Chair: Colleen Harmeling</p> <p>1. "Opening the Umbrella: Assessing the Performance Implications of Major Private-Label Rebrandings"</p> <ul style="list-style-type: none"> Presented by: Kristopher Keller Co-author(s): Inge Geyskens and Marnik G. Dekimpe <p>2. "Design versus Technology? Which Brands Benefit More from Which Type of Product Upgrades"</p> <ul style="list-style-type: none"> Presented by: Lucy (Yan) Liu Co-author: Krista Li <p>3. "The Cross-Category Effects of a Luxury Brand Promotion"</p> <ul style="list-style-type: none"> Presented by: Vijay Viswanathan Co-author: Mototaka Sakashita <p>4. "Economic Inequity, Trust and Brand Leadership"</p> <ul style="list-style-type: none"> Presented by: Colleen Harmeling Co-author(s): Joshua Beck, Yashoda Bhagwat, and Conor Henderson 	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 225</p>
4:15 p.m.	Afternoon break	-	
4:30 p.m.	<p>PARALLEL SESSION 1 <i>Share, Performance, and Customer Value</i> Session Chair: Joséphine Süptitz</p> <p>1. "Re-evaluating the Effects of Market Share on Performance"</p> <ul style="list-style-type: none"> Presented by: Abhi Bhattacharya Co-author(s): Neil Morgan and Lopo Rego <p>2. "Mind-Share vs. Heart-Share and Competing in the Purchase Funnel"</p> <ul style="list-style-type: none"> Presented by: Nukhet Harmancioglu Co-author(s): Selin Erguncu and Shuba Srinivasan <p>3. "Valuable Zombies: How Subscription Customers Contribute to CLV after their 'Death'"</p> <ul style="list-style-type: none"> Presented by: Joséphine Süptitz Co-author(s): Christian Schlereth and Christina Hoffmann-Störling <p>BUSINESS DISCUSSANT: Galen Walters - Founder & CEO, Go Think! Retail</p>	<p>PARALLEL SESSION 2 <i>Display and Advertising</i> Session Chair: Maik Walter</p> <p>1. "The Impact of Floor Prices in Real-Time Online Display Advertising Auctions on Publisher's Profit"</p> <ul style="list-style-type: none"> Presented by: Bernd Skiera Co-author(s): Steffen Forsch and Marc Heise <p>2. "A New Method to Measure Online Media Advertising Effectiveness"</p> <ul style="list-style-type: none"> Presented by: Gui Liberali Co-author(s): Glen Urban, Benedict Dellaert, Catherine Tucker, Yakov Bart, and Stefan Stremersch <p>3. "Mixing It Up: Disfluent Product Display Formats Promote the Adoption of Novel Products"</p> <ul style="list-style-type: none"> Presented by: Maik Walter Co-author(s): Christian Hildebrand, Gerald Haeubl, and Andreas Herrmann <p>BUSINESS DISCUSSANT: Mike Albrecht - CDO and Senior Vice President, Albrecht AdVisors; former Love Advertising</p>	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 225</p>
6:00 p.m.	End (Dinner)	On your own	
6:15 p.m.	Shuttle pick-up and drop off at Westin Houston Memorial City	Mays CityCentre	

THURSDAY, MAY 19 (A.M.)			
TIME	ACTIVITY	LOCATION	
7:45 a.m.	Shuttle pick-up and drop off at Mays CityCentre	Westin Houston Memorial City	
8:15 a.m.	Continental breakfast	Mays CityCentre	
9:00 a.m.	<p>WELCOME Kelli Hollinger - Director, Center for Retailing Studies Mays Business School</p> <p>PANEL DISCUSSION OF SENIOR PRACTITIONERS</p> <ul style="list-style-type: none"> • Galen Walters - Founder & CEO, Go Think! Retail • Mike Francis - Strategy Director, Halliburton 	Group Session Room 224	
10:00 a.m.	Morning break	-	
10:30 a.m.	<p>PARALLEL SESSION 1 <i>Mobile, Shopping, and Gaming</i> Session Chair: Dan Boller</p> <p>1. "Gamified Shopping: How Challenging Tasks Create a Desire to Acquire" • Presented by: Tobias Schlager • Co-author(s): Christian Hildebrand, Gerald Haubl, and Andreas Herrmann</p> <p>2. "Do Mobile Apps Influence Shopper Behavior? Evidence from Omnichannel Retailing" • Presented by: Unnati Narang • Co-author: Venky Shankar</p> <p>3. "Pick Me Up - Lead Me Through: The Impact of Contextual Experiences on Consumer Decision Making" • Presented by: Dan Boller • Co-author: Tobias Schlager and Andreas Herrmann</p>	<p>PARALLEL SESSION 2 <i>Marketing Assets and Shareholder Value</i> Session Chair: Ofer Mintz</p> <p>1. "Protection of Brands and Stock Market Reactions: Evidence from Trademark Infringement Lawsuits" • Presented by: Alex V. Krasnikov</p> <p>2. "Hands Off My Brand: The Financial Consequences of Protecting Brands Through Trademark Infringement Suits" • Presented by: Larisa Ertekin • Co-author(s): Alina Sorescu and Mark Houston</p> <p>3. "Why Advertising Spending is Contingent on Firm Performance Relative to Aspirations, Financial Slack, and the Share of Institutional Stockholders" • Presented by: Ofer Mintz • Co-author: Ernst Osinga</p>	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 225</p>
12:00 p.m.	<p>LUNCH + REMARKS Dr. Eli Jones - Dean, Texas A&M University's Mays Business School</p> <p>LUNCH KEYNOTE Dr. Pablo Azar - Senior Vice President, PNC Financial Services Group</p>	-	



MAYS BUSINESS SCHOOL

TEXAS A & M UNIVERSITY

Texas A&M University's Mays Business School is proud to host the 6th annual Theory + Practice in Marketing Conference

THURSDAY, MAY 19 (P.M.)

TIME	ACTIVITY	LOCATION	
1:30 p.m.	<p>PARALLEL SESSION 1 <i>Social Effects and Online Communities</i> Session Chair: Hui Feng</p> <ol style="list-style-type: none"> “Hot Hand and Social Effects in Sales Performance” <ul style="list-style-type: none"> Presented by: Irene Nahm Co-author(s): Seshadri Tirunillai, Mike Ahearne, and Nick Lee “Social Customer Service: Crowdsourcing Answers in Online Communities” <ul style="list-style-type: none"> Presented by: Ram Janakiraman Co-author(s): Manjit Yadav and Eunho Park “Does Crowd Wisdom Bring Wealth? The Impact of Crowdsourcing on Firm Performance” <ul style="list-style-type: none"> Presented by: Hui Feng Co-author: Zixia Cao <p>BUSINESS DISCUSSANT: Jessica Lawson - Director of Marketing, Ignite Restaurant Group</p>	<p>PARALLEL SESSION 2 <i>Innovation Management</i> Session Chair: Joseph Johnson</p> <ol style="list-style-type: none"> “The Short and Long Run Effects of Collaboration on Innovation and R&D: Evidence from FDA Trials and Approvals” <ul style="list-style-type: none"> Presented by: Ahmed Khwaja Co-author: Rebeca Mendez Duron “Beyond Signaling: Do Firms Use New Product Preannouncements to Learn From the Stock Market?” <ul style="list-style-type: none"> Presented by: Joseph Johnson Co-author(s): Alina Sorescu, Shyam Kumar, and Nooshin Warren “The Effects of B2B Service Innovations on Firm Value and Risk: How Do They Differ From Those of B2C Service Innovations?” <ul style="list-style-type: none"> Presented by: Venky Shankar Co-author: Thomas Dotzel <p>BUSINESS DISCUSSANT: Mike Francis - Strategy Director, Halliburton</p>	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 225</p>
3:00 p.m.	Afternoon break		
3:30 p.m.	<p>PARALLEL SESSION 1 <i>Social Media Effects</i> Session Chair: Omar Rodriguez Vila</p> <ol style="list-style-type: none"> “How Governance Structure Affects Customer Engagement in Social Media: Findings from a Longitudinal Field Experiment” <ul style="list-style-type: none"> Presented by: Seshadri Tirunillai Co-author(s): Aarti Ivanic, Suresh Ramanathan, and Utpal Dholakia “In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics in Influencing Engagement and Usage Consideration” <ul style="list-style-type: none"> Presented by: Christian Hughes Co-author(s): Vanitha Swaminathan and Gillian Brooks “Engaging in Real-time: Understanding the Effect of ‘Retail-time’ Social Media Messages on Consumer Engagement” <ul style="list-style-type: none"> Presented by: Omar Rodriguez Vila Co-author(s): Sundar Bharadwaj and Myong-Jin Chae <p>BUSINESS DISCUSSANT: Girish Sardeshpande - Principal, Dialog Group</p>	<p>PARALLEL SESSION 2 <i>Digital Marketing</i> Session Chair: Keith Botner</p> <ol style="list-style-type: none"> “The Intertwined Effect of Review Valence, Volume, Exposure and Product Price on Online Purchase Behavior” <ul style="list-style-type: none"> Presented by: Edward C. Malthouse Co-author(s): Ewa Maslowska and Vijay Viswanathan “Measuring E-commerce Concentration Effects When Product Popularity is Channel Specific” <ul style="list-style-type: none"> Presented by: Gonca Soysal Co-author: Alejandro Zentner “Where Does the Traffic Go? The Effects of Online Paywalls on Website Traffic” <ul style="list-style-type: none"> Presented by: Ho Kim Co-author: Reo Song “How Discounted Price Displays Affect Information Search Behavior” <ul style="list-style-type: none"> Presented by: Keith Botner Co-author(s): Arul Mishra and Himanshu Mishra 	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 225</p>
5:00 p.m.	Shuttle pick-up and drop off at Westin Houston Memorial City	-	
6:00 p.m.	Reception	Westin Houston Memorial City 2nd Floor Lounge	
6:50 p.m.	REMARKS Dr. Mark Houston - Marketing Department Head, Texas A&M University’s Mays Business School	-	
7:00 p.m.	Dinner	Magnolia Ballroom	
8:00 p.m.	DINNER KEYNOTE Tim Krause - TDKrause Consulting LLC; former Chief Marketing Officer, Alcatel-Lucent	-	

FRIDAY, MAY 20			
TIME	ACTIVITY	LOCATION	
7:00 a.m.	Shuttle pick-up and drop off at Mays CityCentre	Westin Houston Memorial City	
7:15 a.m.	Continental breakfast	Mays CityCentre	
8:00 a.m.	<p>PARALLEL SESSION 1 <i>Global Marketing</i> Session Chair: Emanuel de Bellis</p> <p>1. "Liberalization in Emerging Markets: Can Marketing Predict Winners and Losers?" • Presented by: Nandini Ramani • Co-author: Raji Srinivasan</p> <p>2. "Marketing Crises in Overseas Markets: Can Marketing Capabilities Help Overcome 'Liability of Foreignness?'" • Presented by: Isaac Dinner • Co-author(s): Tarun Kushwaha and Jan-Benedict Steenkamp</p> <p>3. "The Global Boundaries of Mass Customization" • Presented by: Emanuel de Bellis • Co-author(s): Christian Hildebrand, Kenichi Ito, Andreas Herrmann, and Bernd Schmitt</p> <p>BUSINESS DISCUSSANT: Professor Rajendra Srivastava - Dean, Indian School of Business</p>	<p>PARALLEL SESSION 2 <i>Choice Behavior</i> Session Chair: Denish Shah</p> <p>1. "Curing the Curse of Choice: Smart Choice Sets as Choice Architecture" • Presented by: Benedict Dellaert • Co-author(s): Tom Baker and Eric Johnson</p> <p>2. "Generating Patient Demand at Aravind Eye Hospital" • Presented by: Sachin Gupta • Co-author(s): Omkar D. Palsule-Desai, C. Gnanasekaran, and Thulasiraj Ravilla</p> <p>3. "Attraction Effect Beyond Experiments: How Dominant Brand Positioning Affects Marketing Effectiveness on Sales and Brand Attitudes" • Presented by: Selin Erguncu • Co-author: Serdar Sayman</p> <p>4. "Life Improvement Orientation: Implications for Marketing Theory and Practice" • Presented by: Denish Shah • Co-author(s): Jagdish Sheth and Rumela Sengupta</p>	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 214</p>
9:30 a.m.	Morning break	-	
10:00 a.m.	<p>PARALLEL SESSION 1 <i>Channels and Relationship Marketing</i> Session Chair: Russell Lemken</p> <p>1. "Channel Management and MAP: Evidence from a Quasi Experiment" • Presented by: Ayelet Israeli</p> <p>2. "Proximity, Ownership-Related Governance, and Individual Outlet Sales: A Multi-Year Analysis of an Evolving Franchise System" • Presented by: Moeen Butt • Co-author(s): Kersi Antia, Brian Murtha, and Vishal Kashyap</p> <p>3. "Past is Prologue? The Impact of Trade-In Characteristics on the Degree to Which Consumers Upgrade" • Presented by: Chadwick Miller • Co-author: Michael Wiles</p> <p>4. "Engineering Sustainable Growth with Relationship Marketing Teams" • Presented by: Russell Lemken</p>	<p>PARALLEL SESSION 2 <i>Consumer Behavior</i> Session Chair: Hans-Wili Schrioff</p> <p>1. "Nudging the Weight Off Using Smaller Portions and Plates" • Presented by: Natalina Zlatevska • Co-author: Stephen Holden</p> <p>2. "Better for Both the Waistline and the Bottom Line: A Field Study on the Sales Impact of Featuring Healthy Foods, Unhealthy Foods, or a Mix of Both" • Presented by: Steven Dallas • Co-author(s): Peggy J. Liu, Matt Harding, and Gavan J. Fitzsimmons</p> <p>3. "Culture and the Pursuit of Beauty: An Accessibility Diagnosticity Perspective" • Presented by: Shilpa Madan • Co-author(s): Shankha Basu, Elison Lim, and Sharon Ng</p> <p>4. "How to Become 'Leader of the Pack': Transfer of Neuromarketing Facts to Package Design and Evaluation" • Presented by: Hans-Wili Schrioff</p>	<p>Parallel Session 1 Room 224</p> <p>Parallel Session 2 Room 214</p>
11:30 a.m.	<p>CLOSING REMARKS Venky Shankar, Mays Business School Sunil Gupta, Harvard Business School Donald Lehmann, Columbia Business School Bernd Schmitt, Columbia Business School</p>	<p>Group Session Room 224</p>	
12:15 p.m.	Shuttle pick-up and drop off at Westin Houston Memorial City	-	