

NEW TECHNOLOGIES AND MARKETING

IN COLLABORATION WITH

Journal of
Marketing

COLUMBIA BUSINESS SCHOOL
NEW YORK | NY
MAY 16-18, 2019

THURSDAY, MAY 16, 2019

Plenary Industry Panel

5:00 PM – 6:30 PM

Uris Hall, Rm. 301



Emily Culp '06

President

Cover FX Skincare



Babs Rangaiah

Executive Partner,
Global Marketing,

IBM iX



John Mayo Smith '90

Former CTO

R/GA

6:30 PM – 8:30 PM

Reception

Uris Hall, First Floor

FRIDAY, MAY 17, 2019

8:30 AM – 9:00 AM

Welcome and Introductions

Bernd Schmitt – Principal Conference Chair, TPM 2019; Robert D. Calkins Professor of International Business, Columbia Business School
Christine Moorman – Editor-in-Chief of the *Journal of Marketing*; T. Austin Finch, Sr. Professor of Business Administration at The Fuqua School of Business, Duke University

Uris Hall, Rm. 301

1ST PARALLEL SESSIONS: 9:00 AM – 10:30 AM

SESSION 1.1 - RM 301

New Technology in Retail

Session Chair: Joann Peck

The Vicarious Haptic Effect in Online Retail and Virtual Reality

Presented by: Andrea Luangrath
Co-author(s): William Hedgcock, Joann Peck, and Yixiang Xu

Smart-Shelf Digital Signage

Presented by: Enrique Bigné
Co-author(s): Mariano Alcañiz, Jaime Guixeres, Javier Marin, Lorena Ronda, and Carmen Torrecilla

Understand Customer's Product Choice when Shopping by Voice

Presented by: Zhen Yang
Co-author(s): Jiangen He, Yanliu Huang, and Barbara Kahn

The Impact of In-Store CRM Technology Adoption on Customer Behavior: Evidence from Field Experiment

Presented by: Rishika Rishika
Co-author(s): Mark Houston, Ram Janakiraman, and Subodha Kumar

SESSION 1.2 – RM 140

Chatbots

Session Chair: Christian Hildebrand

Blaming the Bot: Anthropomorphism Fuels Anger in Customer-Chatbot Interactions

Presented by: Rhonda Hadi
Co-author(s): Cammy Crolic, Andrew Stephen, and Felipe Thomaz

AI Chatbot Disclosure: Evidence from Field Experiment and Voice-Mining

Presented by: Xueming Luo
Co-author(s): Siliang Tong

Effect of Chatbots' Anthropomorphic Cues on Users' Self-Disclosure

Presented by: Zhiying Cui and Florian von Wangenheim
Co-author(s): Xintong Wang

Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice

Presented by: Christian Hildebrand
Co-author(s): Anouk Bergner and Gerald Häubl

SESSION 1.3 – RM 141

The Use of Mobile Location Data

Session Chair: Evert De Haan

Deriving Privacy-Preserving Brand Insights from Mobile Location Data

Presented by: Daniel M. McCarthy
Co-author(s): David A. Schweidel

The Effectiveness of Location-Based Mobile Push vs. Pull Targeting: An Experimental Study

Presented by: Dominik Molitor
Co-author(s): Anindya Ghose, Philipp Reichhart, and Martin Spann

Utilizing Physical Location Data to Better Understand Online Customer Journeys

Presented by: Rene Laub
Co-author(s): Evert De Haan and Bernd Skiera

How New Technologies Disrupt Incumbents: Role of Leapfroggers, Switchers, & Innovators

Presented by: Deepa Chandrasekaran
Co-author(s): Gareth M. James and Gerard J. Tellis

SESSION 1.4 – RM 142

Digital Strategy and Methodology

Session Chair: Randy Bucklin

Crowding the Cloud: A New, Digital, Crowd-Based New Product Development (NPD) Perspective

Presented by: Bradley J. Allen
Co-author(s): Deepa Chandrasekaran

Digital Connectivity, Information Flow, and Innovation of Nations

Presented by: Hooman Mirahmad
Co-author(s): Ahmed Khwaja, Jaideep Prabhu, and Manjit Yadav

Calling the Tunes in Digital Music Streaming

Presented by: Sean N. Bruggemann
Co-author(s): Anand V. Bodapati and Randolph E. Bucklin

A Scalable Data Fusion Methodology for Customer Base Modeling

Presented by: Elliot S. Oblander
Co-author(s): Daniel M. McCarthy

BREAK: 10:30 AM – 11:00 AM

FRIDAY, MAY 17, 2019 (continued)

2ND PARALLEL SESSIONS: 11:00 AM – 12:30 PM

SESSION 2.1 - RM 301

Robots in Services

Session Chair: Szu-Chi Huang

Unraveling Heterogeneity in Customer Experiences with Service Robot Constellations

Presented by: Bart Larivière and Margherita Pagani

Co-author(s): Massimo Airoidi and Katrien Verleye

Service Robots: Boon or Bane?

Presented by: Pavan Munaganti

Co-author(s): Babu John Mariadoss and Andrew Perkins

What Happens When Robots Join Forces with Humans?

How Robots' Assistance Affects Consumers' Feeling of Inspiration and Subsequent Prosocial Behaviors

Presented by: Szu-chi Huang

Co-author(s): Fangyuan Chen

Humans VERSUS Machines OR Humans AND Machines: Evidence from Randomized Control Trials

Presented by: Tarun Kushwaha

Co-author(s): Saravanan Kesavan

SESSION 2.2 – RM 140

Autonomous Products

Session Chair: Emanuel de Bellis

Exploring Barriers to Adoption of Autonomous Products: Anticipating Meaning from Mundane Tasks

Presented by: Emanuel de Bellis

Co-author(s): Gita V. Johar and Nicola Schweitzer

A Road Trip on Highway 66 with an Automated Mustang?

Presented by: Sven Feurer

Co-author(s): Janine Kirchner

Back to the Future: How Nostalgia Impacts Perceptions of Automated Consumer Products

Presented by: Patrick Kremer

Co-author(s): Sven Feurer and Ju-Young Kim

Automated Commerce: Consumers' Tolerance for Service Failures in Agency Situations

Presented by: Severin F. Bischof

Co-author(s): Tim Bottger, Thomas Rudolph and Gianluca Scheidegger

SESSION 2.3 – RM 141

Customer Management in a Digital World

Session Chair: Ashish Sood

Online Customer Relationship Management Using a Conversational Platform

Presented by: Shiyang Sima

Co-author(s): Ashwin Aravindakshan and Oliver J. Rutz

Effect of Technological Innovation Adoption Behavior on Client Engagement: An Empirical Analysis

Presented by: Ashish Sood

Co-author(s): Shaphali Gupta and V. Kumar

Developing Customer Orientation In Digital Sharing Platforms

Presented by: Gregory Fisher

Co-author(s): Aric Rindfleisch

Transitioning Customers from Salespeople to Digital Channels in Business-to-Business Markets

Presented by: Irene Nahm

Co-author(s): Mike Ahearne, Seshadri Tirunillai, and Phillip Wiseman

SESSION 2.4 – RM 142

General TPM Research

Session Chair: Nico Wiegand

When Are People Pro-Environment? Evidence from a Field Experiment

Presented by: Yuqian Chang

Co-author(s): Zheng Fang and Xueming Luo

Intangible Value: How Much of It is Brand?

Presented by: Jonathan Knowles

Co-author(s): N/A

The Role of Language Structure in Persuasive Communication

Presented by: Siham El Kihal

Co-author(s): A. Selin Atalay and Florian Ellsaesser

The Managerial Relevance of Marketing Research: Genesis and Building Blocks

Presented by: Nico Wiegand

Co-author(s): Maren Becker, Monika Imschloss, and Werner J. Reinartz

LUNCH: 12:30 PM – 2:00 PM

FRIDAY, MAY 17, 2019 (continued)

3RD PARRALLEL SESSIONS: 2:00 PM – 3:30 PM

SESSION 3.1 - RM 301

Artificial Intelligence

Session Chair: Roland Rust

Artificial Intelligence on the Frontlines: Scale Conceptualization and Validation of Artificial Intelligence Frontline Performance

Presented by: Lisa Beeler

Co-author(s): N/A

Cheating on AI

Presented by: Tae Woo Kim

Co-author(s): Adam Duhachek, Michelle Yoosun Kim, and Hyejin Lee

Telling Your Secret to an AI (vs. a Human)

Presented by: Tae Woo Kim

Co-author(s): Adam Duhachek, Li Jiang, and Hyejin Lee

Artificial Intelligence in Marketing

Presented by: Ming-Hui Huang

Co-author(s): Roland Rust

SESSION 3.2 – RM 140

Personalization in Products and Communications

Session Chair: Freeman Wu

When Personalized Recommendations Shake Preference Clarity

Presented by: Byung Cheol Lee

Co-author(s): Gita V. Johar

That Just Feels Wrong: How the Law of Similarity Shapes Consumer Responses to Personalized Products

Presented by: Freeman Wu

Co-author(s): Gavan Fitzsimons, Andrea Morales, and Adriana Samper

How Feedback on Current and Future Product Uniqueness Creates Customer Value in Mass Customization

Presented by: Pia Burghartz

Co-author(s): Emanuel de Bellis, Nikolaus Franke, Gerald Häubl, and Franziska Metz

Creepiness in Personalized Online Marketing: Concept, Measurement, and Consequences

Presented by: Alisa Petrova

Co-author(s): Wayne Hoyer, Mansur Khamitov, Harley Krohmer, and Lucia Malar

SESSION 3.3 – RM 141

Automation: Its Innovation Value and Drawbacks

Session Chair: Isaac Dinner

Strategic Automation and Decision-Making Authority

Presented by: Pinar Yildirim

Co-author(s): Mustafa Dogan and Alexandre Jacquillat

Automating the B2B Salesperson Pricing Decisions: Can Machines Replace Humans, and When?

Presented by: Yael Karlinsky Shichor

Co-author(s): Oded Netzer

The Impact of Over-The-Top (OTT) Media Services on Piracy Search: Evidence from a Natural Experiment

Presented by: Isaac Dinner

Co-author(s): Shijie Lu and Koushyar Rajavi

Dynamics of Marketing Capabilities in Advertising Fraud Platforms: An Exploration of Cybercriminal Communities

Presented by: Jean-Loup Richet

Co-author(s): N/A

SESSION 3.4 – RM 142

Strategic Issues in New Technology

Session Chair: Florian von Wangenheim

Blockchain Technology for Systemic Value Creation in the Sharing Economy

Presented by: Bernardo Figueiredo and

Daiane Scaraboto

Co-author(s): N/A

Securing Programmatic Advertising Integrity Using Blockchain

Presented by: Theo Lynn

Co-author(s): S. Carru and P. Rosati

Impact of Digital Technologies on Retail Destination Attractiveness: Conceptualization, Measure Development, and Validation

Presented by: Amela Dizdarevic

Co-author(s): Christof Backhaus and Heiner Evanschitzky

Leveraging the First Impression: Development and Empirical Evaluation of a Chatbot Onboarding Design Framework with a Field Experiment

Presented by: Marcia Nißen and Florian von Wangenheim

Co-author(s): Alina Asisof, Tobias Kowatsch, and Dominik Rüegger

BREAK: 3:30 PM – 4:00 PM

FRIDAY, MAY 17, 2019 (continued)

4TH PARRALLEL SESSIONS: 4:00 PM – 5:30 PM

SESSION 4.1 - RM 301

Humans vs. Algorithms

Session Chair: Luca Cian

The Expert vs. the Algorithm: Consumers' Self-Efficacy Impacts Their Valuation of Product Recommendations

Presented by: Gizem Yalcin

Co-author(s): Darren Dahl and Anne-Kathrin Klesse

Humans vs. Machines: How Consumers Evaluate Content from Human vs. Nonhuman Sources

Presented by: Roland Schroll

Co-author(s): Dhruv Grewal

Feedback as a Two-Way Street: When and Why Rating Consumers Fails

Presented by: Tami Kim

Co-author(s): Lalin Anik and Luca Cian

Effects of Anthropomorphic Product Presentations on Brand Choice of Indispensable Accessories for Technological Products

Presented by: He (Michael) Jia

Co-author(s): B. Kyu Kim, C.W. Park, and Echo Wen Wan

SESSION 4.2 – RM 140

Digital Advertising

Session Chair: Koen Pauwels

Adblocker Detected: A Model Identifying the Response to Anti-Adblockers

Presented by: Gloria Aznar

Co-author(s): Ignacio Redondo

How Social Bots Affect Brands and Influencers

Presented by: Koen Pauwels

Co-author(s): Onur Varol

Going Backward to Move Forward? The Effects of Backward Compatibility (BWC) in Product Upgrade on Sales of Previous and New Generation Technology Products

Presented by: Unnati Narang

Co-author(s): Venkatesh Shankar

Going Native: Investigating the Drivers of Native Advertising Effectiveness

Presented by: Alex LaBrecque

Co-author(s): Farnoosh Khodakarami and Clay Voorhees

SESSION 4.3 – RM 141

Brands in the Digital Age

Session Chair: Ming Hsu

The Champion of Images

Presented by: Gijs Overgoor

Co-author(s): William Rand and Willemijn van Dolen

Large-Scale Inference of Brand Memory from Text Corpora

Presented by: Ming Hsu

Co-author(s): Zhihao Zhang

Inferring Brand Knowledge from Online Consumer Associative Brand Networks

Presented by: Minghong Xu

Co-author(s): Siddhartha Bhattacharyya

Dynamics in Textual Content and Ratings in Online Product Reviews

Presented by: Fei Long

Co-author(s): Kinshuk Jerath

SESSION 4.4 – RM 142

Strategic Issues in Selling, Adoption, and Loyalty

Session Chair: Gerard J. Tellis

Retooling B2-QuantB Salesforce For Digital Headwinds

Presented by: Sash Vaid

Co-author(s): Michael Ahearne, Thomas Steenburgh, and Phillip Wiseman

Mobile Search in Competitive Mobile Loyalty Program Apps

Presented by: Joseph Pancras

Co-author(s): Bin Li and Rajkumar Venkatesan

Assessing the Effect of Visual Ambiguity on Crowdfunding Success

Using Automated Image Classification

Presented by: Simon Blanchard

Co-author(s): Theodore J. Noseworthy, Ethan Pancer, and Maxwell Poole

Disruption from the Sharing Economy: Concepts, Findings, and Future Direction

Presented by: Gerard J. Tellis

Co-author(s): Davide Proserpio

DINNER with Industry Speaker: 7:00 PM – 9:30 PM | The Party Space, Lerner Hall

Chris Duffey, Head of AI Innovation and Strategy, Creative Cloud Enterprise, Adobe; Author, *Superhuman Innovation*

SATURDAY, MAY 18, 2019

TIME	ACTIVITY	LOCATION	
9:00 AM – 10:00 AM	Plenary Discussion and Q&A on the <i>Journal of Marketing</i> Special Issue (Donna Hoffman, Christine Moorman, Page Moreau, Michel Wedel)	Uris Hall, Rm. 301	
10:00 AM – 10:15 AM	Break	Uris Hall	
5 TH PARALLEL SESSIONS: 10:15 AM – 11:45 AM			
<p>SESSION 5.1 - RM 301 Behavioral Innovation Issues in Managing Crowds and Consumers Session Chair: Yael Steinhart</p> <p><i>The Role of Marketing Technologies in Improving Rural Consumer Wellness</i> <u>Presented by:</u> Andrew Dahl <u>Co-author(s):</u> George R. Milne and James W. Peltier</p> <p><i>Regulatory Fit in Design Crowdsourcing</i> <u>Presented by:</u> Haiming Hang <u>Co-author(s):</u> Steve Chen, Zhifeng Chen, Joyce Ko, and Gordon Liu</p> <p><i>Can We Provide Access to Ownership? How Ownership Inferences Threaten Product Reconfiguration Services</i> <u>Presented by:</u> Janina Garbas <u>Co-author(s):</u> Martin Mende, Sebastian A. Schubach, Jan H. Schumann, and Maura L. Scott</p> <p><i>The Small Predicts Large in Crowdfunding</i> <u>Presented by:</u> Yael Steinhart <u>Co-author(s):</u> Tingting Fan and Leilei Gao</p>	<p>SESSION 5.2 – RM 140 The Changing View of Objects Session Chair: Tom Novak</p> <p><i>A Theory of Object Change</i> <u>Presented by:</u> Mario Campana <u>Co-author(s):</u> Fleura Bardhi, Stephanie Feiereisen, and Caroline Wiertz</p> <p><i>Innovating in the Digital Age: From Managing Risk to Managing “Knightian” Uncertainty in New Product Development</i> <u>Presented by:</u> Satish Nambisan <u>Co-author(s):</u> N/A</p> <p><i>Mining the Secret Life of Objects</i> <u>Presented by:</u> Donna Hoffman <u>Co-author(s):</u> Tom Novak</p> <p><i>A Tactile Toolbox: Documenting Consumer Responses to Haptically-Augmented Mobile Advertising</i> <u>Presented by:</u> Rhonda Hadi <u>Co-author(s):</u> O.H. Groth and Ana Valenzuela</p>	<p>SESSION 5.3 – RM 141 New Technology in Shopping Session Chair: Kusum Ailawadi</p> <p><i>The Rise of Online Grocery Shopping: Which Brands Will Benefit?</i> <u>Presented by:</u> Bernadette van Ewijk <u>Co-author(s):</u> Els Gijbrechts and Jan-Benedict E.M. Steenkamp</p> <p><i>Alexa Shopping: The Effect of Voice Assistants on Consumer Purchase and Search Behavior</i> <u>Presented by:</u> Chenshuo Sun <u>Co-author(s):</u> Anindya Ghose, Xueying Li, Xiao Liu, and Zijun Shi</p> <p><i>How Mobile Self-Scanning Use Influences Consumers’ Grocery Purchases</i> <u>Presented by:</u> Kusum Ailawadi <u>Co-author(s):</u> Lien Lamey, Anne ter Braak, and Maya Vuegen</p> <p><i>Virtual Product Experience: Augmented Reality in Mobile Retail</i> <u>Presented by:</u> Srinivas K. Reddy <u>Co-author(s):</u> Sandeep R. Chandukala and Yong Chin Tan</p>	<p>SESSION 5.4 – RM 142 Marketing in a Tech-Enabled World: From Personalization to Protection Session Chair: Sandra C. Matz</p> <p><i>The Role of Marketing in Technology-Enabled Markets</i> <u>Presented by:</u> Liem Viet Ngo and Ashish Sinha <u>Co-author(s):</u> Rajendra Srivastava</p> <p><i>Personalizing In-App Subscriptions</i> <u>Presented by:</u> Julian Runge <u>Co-author(s):</u> Michaela Draganska and Daniel Klapper</p> <p><i>The Effect of the EU’s General Data Protection Regulation (GDPR) on Behavioral Advertising</i> <u>Presented by:</u> Li Jiang <u>Co-author(s):</u> Pengyuan Wang and Jian Yang</p> <p><i>Comparing the Effectiveness of Behavioral and Personality Targeting in Digital Marketing: Evidence from Field Studies on Facebook</i> <u>Presented by:</u> Sandra C. Matz <u>Co-author(s):</u> Julian Runge</p>
LUNCH: 11:45 AM – 1:15 PM			

SATURDAY, MAY 18, 2019 (continued)

6TH PARRALLEL SESSIONS: 1:15 PM – 2:45 PM

SESSION 6.1 - RM 301

Social Issues in New Technology

Session Chair: Shiri Melumad

The Opportunities and Limitations of Using Virtual Reality in Charitable Appeals

Presented by: Kirk Kristofferson

Co-author(s): Michelle Daniels and Andrea C. Morales

Digitally Mediated Interactions: How Anthropomorphic Perceptions Impact Digitally Shared Memories

Presented by: Li Huang

Co-author(s): Priyali Rajagopal

The Persuasive Power of Social Presence

Presented by: Maria Galli

Co-author(s): Rahil Hosseini and Ana Valenzuela

The Mobile Truth Serum: How Smartphones Enhance What Consumers Reveal About Themselves

Presented by: Shiri Melumad

Co-author(s): Robert Meyer

SESSION 6.2 – RM 140

Augmented and Virtual Reality

Session Chair: Tobias Schlager

Exploring the Antecedents and Consequences of Augmented Reality on Brand Experience: A Longitudinal Perspective

Presented by: Jennifer B. Barhorst and

Graeme McLean

Co-author(s): Rhonda Mack and Esta Shah

How Augmented Reality Improves the Digital Product Presentation

Presented by: Thomas Alt

Co-author(s): Franz-Rudolf Esch and Franziska Metz

The Dynamic Effect of Virtual Reality Technology on Consumer Choice

Presented by: Tobias Schlager

Co-author(s): Felicitas Morhart and Dave Sprott

How Digitalizing a Physical Product Affects Consumers' Company Evaluations

Presented by: Wiebke Lueders

Co-author(s): Tobias Schlager

SESSION 6.3 – RM 141

Neural Networks and Sensory Marketing

Session Chair: Michel Ballings

The Power of Deep Neural Networks: How Machine Learning Can Advance the Forecasting of Product Success Based on Aesthetic Appearance

Presented by: Stefan Mayer

Co-author(s): Oliver Beck and Jan R. Landwehr

Improving User Preference Prediction via Sensorization

Presented by: Junghan Kim

Co-author(s): Arun Lakshmanan, Kemper Lewis, and Andrew Olewnik

Deepsense: A Deep Learning Tool for Testing Television Commercials

Presented by: Mitsunori Ogihara

Co-author(s): Joseph Johnson and Gang Ren

But Wait, There's More!

Deep Learning of Sales Elasticity of Sales Pitches

Presented by: Michel Ballings

Co-author(s): Neeraj Bharadwaj, Miller Moore, and Prasad A. Naik

SESSION 6.4 – RM 142

Social Media

Session Chair: Yufei Zhang

Layers and Complexities of Social Media Across Entities and Platforms: A Large-Scale Examination Embedded in ACSI Customer-Mindset Data

Presented by: G. Tomas M. Hult and Yufei Zhang

Co-author(s): Claes Fornell and Forrest Morgeson

Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words

Presented by: Eugene Pavlov

Co-author(s): Natalie Mizik

Visual Talking: How Visual Cues Drive Sticky Virality of Content

Presented by: Jieun Lee

Co-author(s): Michele Maletta and Debanjan Mitra

Understanding the Effect of "Real-Time" Social Media Messages on Consumer Engagement

Presented by: Myoung-Jin Chae

Co-author(s): Sundar Bharadwaj and Omar Rodriguez Vila

BREAK: 2:45 PM – 3:00 PM

SATURDAY, MAY 18, 2019 (continued)**7TH PARRALLEL SESSIONS: 3:00 PM – 4:30 PM****SESSION 7.1 - RM 301****New Machines and New Realities**

Session Chair: John W. Schouten

*Marketing in Augmented Realities*Presented by: Joachim ScholzCo-author(s): N/A*Consumer Reception of Disruptive Technologies as Gods and Monsters*Presented by: Beth DuFault and John W. SchoutenCo-author(s): Russell Belk, Ahir Gopaldas, and Mariam Humayun*When Humans Look Like Machines: The Divergent Impact of Human-as-Machine Representations on Health Decisions*Presented by: Andrea WeihrauchCo-author(s): Szu-chi Huang*Use of Fintech Products and Consumer Spending*Presented by: Liang HuangCo-author(s): Anastasiya Pocheptsova Ghosh**SESSION 7.2 – RM 140****Technology: Grave Concerns**

Session Chair: Bernd Schmitt

*Designing Consumer AI: Capabilities, Dark Sides, and Dystopias*Presented by: Markus GieslerCo-author(s): N/A*Diversity, Speciesism, and (Re)production: Empirical Mind Experiments*Presented by: Bernd SchmittCo-author(s): Seo Young Kim*The Future of Marketing*Presented by: Roland RustCo-author(s): N/A**SESSION 7.3 – RM 141****Customer Engagement**

Session Chair: Siham El Kihal

*Social Impact of Viewer Engagement in Live Streaming*Presented by: Dai YaoCo-author(s): Xingyu Chen and Shijie Lu*Hedonistic, Impulsive, Dissatisfied, Conformist, and Easy to Tempt: An Examination of Female Consumer Stereotypes Learned by Algorithm*Presented by: Shelly RatheeCo-author(s): Arul Mishra and Himanshu Mishra*Cross Merchant Spillovers in Multi-Vendor Loyalty Programs*Presented by: Donald NgweCo-author(s): Michael Els and Sunil Gupta*Leveraging the Power of Images in Predicting Product Return Rates*Presented by: Siham El KihalCo-author(s): Daria Dzyabura, John Hauser, and Marat Ibragimov**SESSION 7.4 – RM 142****Digital Transformation**

Session Chair: Neil Morgan

*Marketing Artificial Intelligence: Conceptual Foundations*Presented by: Noah CasteloCo-author(s): N/A*Making Marketing Transformations for the Digital Environment Work*Presented by: Neil MorganCo-author(s): Sunder Bharadwaj and Omar Rodriguez Vila*Are You Siri-ous?**The Role of Humor in the Future of AI Agents in Consumer Service*Presented by: Marat Bakpayev and Ann

Kronrod

*Conversations With A Chatbot: Are You Ready to Open Up Your Pocket?*Presented by: Minki KimCo-author(s): Minkyung Ahn, Sara Kim, and Dowon Kwak**CONFERENCE END**