

2021 TPM Conference | June 9-10

Agenda | Virtual Event

Wednesday, June 9		
9 a.m. to 9:15 a.m.	OPENING REMARKS	GENERAL SESSION
1 ST CONCURRENT ACADEMIC SESSIONS: 9:15 a.m. to 10:30 a.m.		
<p>Track 1.1 Machine Learning Session Chair:</p> <p>First Law of Motion: Influencer Video Advertising on TikTok. Presenter: Jeremy Yang</p> <p>Playlist Contextualization and Personalization: A Bayesian nonparametric approach. Presenter; Khaled Boughanmi</p> <p>Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application. Presenter: Anindya Ghose</p>	<p>Track 1.2 Online Shopping Session Chair:</p> <p>The Effect of Voice AI on Consumer Purchase and Search Behavior. Presenter: Chenshuo Sun</p> <p>The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment. Presenter: Liat Hader</p> <p>What Happens to Digitally Retailer's Sales When It Opens a Physical Store? Presenter: Kathleen Li</p>	
10:30 a.m. to 10:45 a.m.	BREAK	
2 ND CONCURRENT ACADEMIC SESSIONS: 10:45 a.m. to 12 p.m.		
<p>Track 2.1 Machine Learning Algorithms Session Chair:</p> <p>Algorithmic Pricing. Presenter: Madhav Kumar</p> <p>Mining Iconic Marketing Assets: A Unified Multi-Modal Deep Learning Framework Presenter: Jochen Hartmann</p> <p>AI-Human Hybrid, Employee Creativity, and Job Performance: Evidence from a Field Experiment. Presenter: Xueming Luo</p> <p>Incorporating the Firm's Strategic Response into Customer Valuation Models. Presenter: Arnaud De Bruyn</p>	<p>Track 2.2 Online Reviews Session Chair:</p> <p>The Oracles of Online Reviews. Presenter: Yael Karlinsky Shichor</p> <p>Do Online Ratings Accurately Reflect Quality? Price, Reviewed Quality, and Reviewer Expertise in Yelp Restaurant Reviews. Presenter: Sajeev Nair</p> <p>Star-Cursed Lovers: Role of Popularity Information in Online Dating. Presenter: Hema Yoganarasimhan</p>	
12 p.m. to 1 p.m.	LUNCH WITH DISCUSSION LEADERS	GENERAL SESSION
1 p.m. to 1:30 p.m.	PRACTITIONERS	GENERAL SESSION

1:30 p.m. to 1:45 p.m.	BREAK	
3RD CONCURRENT ACADEMIC SESSIONS: 1:45 p.m. to 3 p.m.		
Track 3.1 Metrics Session Chair: R2M Index 1.0: A Measure of Relevance—Finally. Presenter: Kamel Jedidi Mapping 25 Years of Consumer Knowledge from Text Corpora. Presenter: Vincent Chen National Customer Orientation: A Luxury of Rich Nations? Presenter: Imran Currim	Track 3.2 Privacy Session Chair: Impact of GDPR on Consumers and Firms. Presenter: Pinar Yildirim The Economic Value of User-Tracking for Publishers. Presenter: Rene Laub Managing E-Converse: How Firms Can Steer Social Media Conversations. Presenter: Mohammad Saljoughian	
Thursday, June 10		
4TH CONCURRENT ACADEMIC SESSIONS: 9:15 a.m. to 10:30 a.m.		
Track 4.1 Referral Value and Metrics Session Chair: Managerial Assessments of Marketing Performance. Presenters: Ofer Mintz and Marc Fischer Should Firms Reward Referring Customers Based on the Performance of Their Referred Customers? Presenter: Yupeng Chen Are Referred Customers More Valuable? Presenter: Christophe Van den Bulte Cash Versus Non-Cash Sales Incentives and Framing. Presenter: Michael Ahearn	Track 4.2 Customer Journey Session Chair: The Impact of Temporally Turning off TV Ad on Search Interests: A Generalized Synthetic Control Estimator under Interference. Presenter: Jia Liu Shopping Cart Retargeting. Presenter: Arun Gopalakrishnan Disadoption Patterns in Fast Moving Consumer Goods. Presenters: Koen Pauwels and Don Lehmann	
10:30 a.m. to 10:45 a.m.	BREAK	
5TH CONCURRENT ACADEMIC SESSIONS: 10:45 a.m. to 12 p.m.		
Track 5.1 CRM Session Chair: Detecting Routines in Ride-sharing: Implications for Customer Management. Presenter: Ryan Dew The Inoculation Effect of Loyalty Programs. Presenters: Tom Robertson and Dennis Armbruster How has COVID-19 Impacted Customer Purchase Behavior at Food Delivery Businesses? Presenters: Elliot Olander and Daniel McCarthy	Track 5.2 Emotions Session Chair: A Liberating Engagement Theory of Fun. Presenters Travis Tae Oh and Michel Pham The Value of the Unknown: A Framework for Strategic Surprise Marketing. Presenter: Aleksandra Kovacheva Identifying Emotions in Images and Their Effects on Donation Behavior in Online Crowdsourcing Platforms. Presenter: Elham Yazdani	
12 p.m. to 1 p.m.	LUNCH WITH DISCUSSION LEADERS	GENERAL SESSION

1 p.m. to 1:30 p.m.	PRACTITIONERS	GENERAL SESSION
1:30 p.m. to 1:45 p.m.	BREAK	
6th ACADEMIC SESSION: 1:45 p.m. to 3 p.m.		
Track 6 Societal Issues Session Chair: Rising Above the Glass Ceiling: The Effects of Female CMOs on Marketing Spending and Performance. Presenters: Nandini Ramani and Shankar Venkatesh All that is Green is not Gold: Evidence from the CPG Industry. Presenters: Youngtak Kim and Sundar Bharadwaj Beyond Buycott vs. Boycott: Brand Activism and Engagement. Presenter: Seoyoung Kim Market Expansion and Targeting While Balancing Social and Financial Objectives: Evidence from Microfinance Enterprises in Bangladesh. Presenter: Jarrod Vassallo	GENERAL SESSION	
TPM 2021 Concludes		