Theory + Practice in Marketing 2023

HEC at University of Lausanne
Lausanne, Switzerland
29 – 31 May 2023

Updated 25 May 2023

In Collaboration with IJRM

WELCOME TO TPM CONFERENCE 2023
UNIVERSITY OF LAUSANNE, SWITZERLAND

As co-organizers, it is our distinct pleasure and a great honor to welcome you to this year's **TPM Conference at HEC of the University of Lausanne**. We all still try to make up for the lost opportunities from the past few years with travel restrictions and keep up with the amazing rate of change in business, in general, and marketing, in particular. For that we welcome you from Switzerland, Europe and Overseas to HEC at the University of Lausanne in Switzerland.

Lausanne is the capital of the Swiss French speaking canton of Vaud. It is a hilly city situated on the shores of Lake Geneva (which locally is known as *Lac Léman* without reference to Geneva or Genève in French), about halfway between the Jura Mountains and the Alps. The municipality of Lausanne has a population of over 140,000, making it the fourth largest city in Switzerland. The metropolitan area of Lausanne-Geneva (including Vevey-Montreux, Yverdon-les-Bains, Valais, and parts in France), commonly designated as *Arc Lémanique* has over 1.4 million inhabitants in 2017 and is the fastest growing region in Switzerland.

Aerial view of Lausanne looking south with Lake Geneva and the French Alps in the back.

Initially a Celtic and Roman settlement on the shores of the lake, Lausanne became a town at the foot of Notre Dame, a cathedral built in the 12th century. In the 20th century, Lausanne became a focus of international sport, hosting the International Olympic Committee (which has recognized the city as the "Olympic Capital" since 1994), the Court of Arbitration for Sport, and some 55 international sport associations. In 2020, Lausanne hosted the Winter Youth Olympics. The city also lies in a noted wine-growing region. Lausanne is also an important education hub in the French-speaking part of Switzerland. Besides the university and the EPFL, it is also home of the private business school IMD and the EHL Hospitality business school.
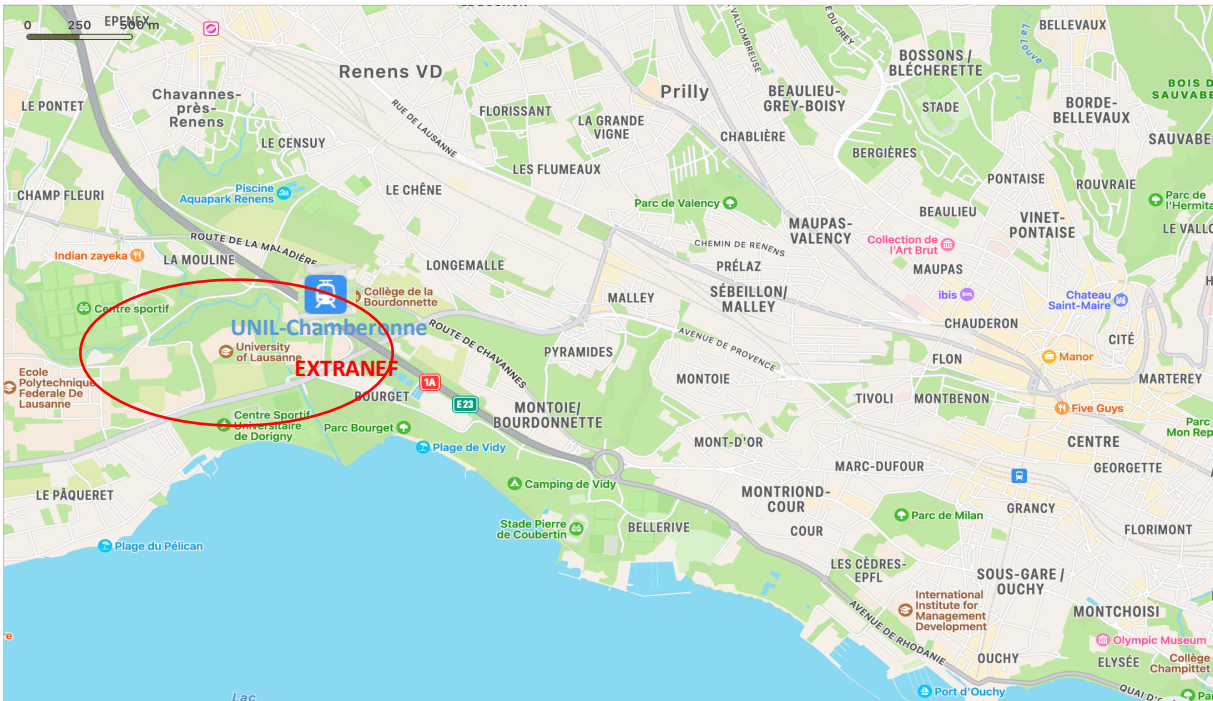
Map of Lausanne with the University of Lausanne to the west of the city, directly on the Lake of Geneva.

Quartier Chamberonne of the University of Lausanne with Lake Geneva and Alps in the Back.

The **University of Lausanne** (**UNIL**; French: *Université de Lausanne*) was founded in 1537 as a school of Protestant theology before being made a university in 1890. The university is the second oldest in Switzerland. It has over 17,000 students and 3,300 employees. Approximately 1,500 international students attend the university (120 nationalities). The university campus lies at the western edge of Lausanne, in Dorigny, directly by the lake. It has been the home of the university since 1971 and is adjacent to the École Polytechnique Fédérale de Lausanne (EPFL). Together they make up the biggest university campus in Switzerland. The one thing that reminds visitors of the past are the sheep that still grace the land between the scattered buildings and a huge oak tree that already saw Napoleon pass by in 1800 on his way to Italy.

HEC Lausanne (standing for *Faculté des Hautes Études Commerciales*), also called the Faculty of Business and Economics of the University of Lausanne, is the affiliated business school of the University of Lausanne. Initially, economics was taught within the Faculty of Law. This period was strongly influenced by *Léon Walras (1834-1910)*, the founder of the Lausanne School and creator of the general equilibrium theory. It was also the time of *Vilfredo Pareto (1848–1923)*, the famous author of the concept of Pareto efficiency. On April 15, 1911, HEC was founded and welcomed its 12 first students. Since then, HEC Lausanne has been developing teaching and research and is considered one of the best business schools in Switzerland. Today it has over 3300 students and almost 300 researchers.

For the TPM Conference 2023, we have been able to attract what we think is a fantastic set of presenters, presentations, and panelists to discuss the theory and practice of marketing. The program is very compact, but time is left for formal and informal meetings with your colleagues and friends throughout the conference (please note that Monday is a public holiday in Lausanne). Through these activities, we hope to foster a sense of community and intellectual curiosity that will inspire us to continue pushing the boundaries of our discipline.

As we embark on this exciting journey, we would like to express our gratitude to all of you for your commitment to academic excellence and for your willingness to share your knowledge and expertise with others. A special thank goes the conference co-founders Bernd Schmitt, Sunil Gupta, and Don Lehmann. We wish you all a productive and enjoyable conference experience, and we look forward to the fruitful discussions and collaborations that will surely arise.

Welcome to the TPM Conference 2023 on the shore of beautiful Lake Geneva!

| Felicitas Morhart | Tobias Schlager | Markus Christen |

PROGRAM OVERVIEW

Monday, 29 May 2023[1]

17:30 – 19:30   Opening Reception (Vortex Rooftop Bar "Le Perchoir")

Tuesday, 30 May 2023

07:45 – 08:30   Welcome Coffee (Extranef 221)

08:30 – 10:00   1st Parallel Sessions (Extranef 110/125/126/109)

10:00 – 10:30   Break (Extranef 221)

10:30 – 12:00   Official Welcome and Practice Plenary (Internef 271)

12:00 – 13:30   Lunch (Restaurant de Dorigny, Unithèque)

13:45 – 15:15   2nd Parallel Sessions (Extranef 110/125/126)

15:15 – 15:45   Break (Extranef 221)

15:45 – 17:15   3rd Parallel Sessions (Extranef 110/125/126)

18:30   Departure of Bus to Reception & Dinner (Extranef building)

19:00 – 20:00   Reception (Musée Olympique Lausanne Ouchy)

20:00 – 22:30   Conference Dinner (Musée Olympique Lausanne Ouchy)

22:30 – 00:00   Drinks & Chats (Musée Olympique Lausanne Ouchy)

Wednesday, 31 May 2023

07:45 – 08:30   Morning Coffee (Extranef 221)

08:30 – 10:00   4th Parallel Sessions (Extranef 110/125/126/109)

10:00 – 10:30   Break (Extranef 221)

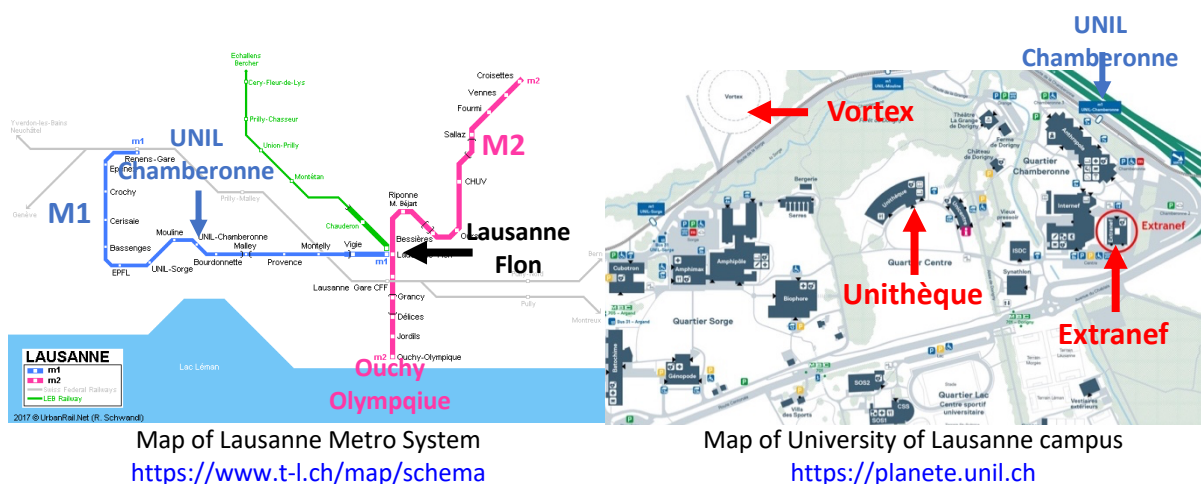10:30 – 12:00   5th Parallel Sessions (Extranef 110/125/126/109)

12:00 – 14:00   Box Lunch (Extranef 221)

End of Conference

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[1] Please note that Monday, 29 May 2023 is a public holiday in Switzerland.

CONFERENCE LOCATIONS

Map of Lausanne Metro System
https://www.t-l.ch/map/schema

Map of University of Lausanne campus
https://planete.unil.ch

Welcome Desk

Vortex Rooftop Bar "Le Perchoir" (only Monday, 29 May 2023, 17:30 – 19:00)
Entrance of *Extranef* building (Tuesday, 30 May 2023 to Wednesday, 31 May 2023)

Sessions

The conference takes place in the *Extranef* building in Quartier Chamberonne, University of Lausanne. The practice plenary takes place in the *Intranef* building, which is next to the *Extranef* building. These buildings are within 10-minute walking distance from the hotels on campus (Starling Hotel, Swiss Tech Hotel). You can also use the metro line M1 from the station EPFL in direction of Lausanne Flon. The station UNIL Chamberonne is 3 stops away.

From downtown Lausanne, you reach the conference location with the metro M1 Line from Lausanne Flon, direction Renens to UNIL Chamberonne. It is a 10-minute ride.

You will receive a free pass from your hotel for public transportation. It allows you to use the metro and all buses from the public transportation company TL.

Opening Reception

The rooftop bar "Le Perchoir" is on the top of the *Vortex* building and is best reached from the metro station UNIL Sorge on the M1 Line. It is within 10-minute walking distance from the Starling Hotel and the Swiss Tech Hotel. To reach the top floor, you need to take the elevator in entrance B. Guides to give directions will be on site.

Lunch

The "Restaurant de Dorigny" in the *Unithèque* building is within 5-minute walking distance from the *Extranef* and *Intranef* buildings. Guides to give directions will be on site.

Conference Reception and Dinner

The *Musée Olympique* is in Lausanne Ouchy near the lake. A bus to the location leaves from the *Extranef* Building at 18:30. With public transportation, you can reach it with the M1 Line to the metro station Lausanne Flon and then with the M2 Line to Ouchy-Olympique down on the lake. The museum is less than a 10-minute walk away from the metro station (see here for details: https://olympics.com/museum/visit/practical-information/getting-here).

The last metro M2 from Ouchy-Olympique to Lausanne Flon and the M1 line to the university campus leaves at 00:11.

OPENING RECEPTION: 17:30 – 19:30
VORTEX ROOFTOP BAR "LE PERCHOIR"

Aerial view of Vortex, constructed in 2019 for the 2020 Winter Youth Olympics

Please join us for drinks with informal discussions and a fabulous view of the Lake of Geneva on the rooftop of the university's newest building. The *Vortex* building is best reached from the metro station UNIL Sorge on the M1 Line. It is within 10-minute walking distance from the hotels on campus – Starling Hotel, Swiss Tech Hotel. To reach the top of the building, 8th floor, you need to take the elevator in entrance B. Guides to give directions will be available on site.

While there will be small appetizers served with the drinks, dinner on Monday evening is on your own. Here are some suggestions:
- Holy Cow (burgers; EPFL station metro M1)
- Bistrot Petit Port (bistrot; St. Sulpice, next to the sports center, by the lake)
- La Vaudaire (Italian-Swiss; Vidy, behind IOC Headquarters, by the lake)
- Brasserie du Chateau (brewery and pizza; former university area in Lausanne)
- Tibits (vegetarian & vegan; Lausanne main train station)
- 57° Grill (upscale; Lausanne Ouchy, by the lake)

For more options, please check https://www.tripadvisor.com/Restaurants-g188107-Lausanne_Canton_of_Vaud.html.

TUESDAY, 30 MAY 2023

WELCOME COFFEE: 07:45 – 08:30 (EXTRANEF 221)

The *conference sessions* will take place in the *Extranef* building of HEC-UNIL. Presentations are organized into different tracks with 4 presentations in each of the 5 parallel sessions. This leaves about 15 to 20 minutes for the presentation, depending on the moderator's preference for time for Q&A and discussions. Note that in the morning sessions we have 4 tracks in 4 different rooms. The *practice plenary* session will take place in the *Internef* building in a large auditorium (INT 271).

Extranef (left) and Intranef (back) buildings in the Quartier Chamberonne of the University of Lausanne

Extranef building in the Quartier Chamberonne of the University of Lausanne

1ST PARALLEL SESSIONS: 08:30 – 10:00

Track A	Track B
SESSION A1 (EXTRANEF 110) **Consumer Psychology** Moderator: Megan Hunter	**SESSION B1 (EXTRANEF 125)** **Consumer Behavior and Rewards** Moderator: Arun Gopalakrishnan
~~How Behavioural Economics Conquers Business Contexts: Competing Expertise and Legitimacy Transfer in the Marketing Field~~ ~~Leonardo Conte (Fribourg),~~ ~~Léna Pellandini-Simányi (Svizzera Italiana)~~	**Capturing Individual Loss Aversion: Evidence from The Casino Industry** Wayne Taylor (Southern Methodist) Jonathan Zhang (Colorado State)
Consumer Choice and Corporate Bankruptcy Samuel Antill (Harvard) Megan Hunter (Boston College)	**How Soon Should Consumer Receive a Mobile Coupon: The Role of Recency** Arun Gopalakrishnan (Rice) Young-Hoon Park (Cornell)
Numerical Markers in Marketing Lead to Overly Optimistic Targets Eleanor Putnam-Farr (Rice)	**Buy Now Pay Later: Impact of Installment Payments on Customer Purchases** Stijn Maesen (Imperial College), Dionysius Ang (Leeds)
Front-of-Package Nutrition Labeling Standards and Consumer Choice: The Moderating Role of Processing Fluency Youngju Kim (Neoma) Qing Liu (Wisconsin), Ty Henderson (UT Austin)	**Save the Best for Last: Investigating the Effects of Referral Reward Program Structures in the Freemium Game Context Through a Long-Term Field Experiment** Yashar Bashirzadeh (Grenoble) Charis Li (Grenoble), Alixandra Barasch (Colorado)

Track C	Track D
SESSION C1 (EXTRANEF 126) **User Ratings and Reviews** Moderator: Yiming Li	**SESSION D1 (EXTRANEF 109)** **AI, Machine Learning in Marketing** Moderator: Bruno Kocher
Imagery Linguistic Cues: The Effect of Emojis on Online Product Review Helpfulness and Purchase Intention Yiming Li (Lausanne) Tobias Schlager (Lausanne) JoAndrea Hoegg (UBC)	**Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses** Arnd Vomberg (Mannheim) Christian Homburg (Mannheim) Panagiotis Sarantopoulos (Manchester)
Seeking for the Bias: The Informativeness of Online Product Ratings Frank Ohnesorge (Mannheim) Andreas Lanz (HEC Paris) Amos Schurr (Ben-Gurion) Daniel Shapira (Ben-Gurion)	**Detecting and Mitigating Discriminatory Bias in Uplift Modeling: A Causal Fairness Approach with a Field Experiment** Joel Persson (ETH Zurich) Jurriën Bakker (Booking.com) Dennis Bohle (Booking.com) Florian von Wangenheim (ETH Zurich)
Review Dynamics in the Presence of Product Modifications Leif Brandes (Lucerne) Thomas Scheurer (Lucerne) Egon Franck (Zurich) Rosa Cacabelos (Zurich)	**Should You Explain How Artificial Intelligence Did It? When Transparency in AI Backfires** Nina Bianca Sayson (Neuchatel) Bruno Kocher (Neuchatel) Andrea Bonezzi (NYU)
Understanding the Analogy of e-Commerce Fake Review: A Big Data Driven Insight from Amazon Ronnie Das (Audencia)	

BREAK: 10:00 – 10:30 (EXTRANEF 221)

Felicitas Morhart (HEC-UNIL) – Conference Co-Host
Bernd Schmitt (Columbia University) – Conference Co-Founder

PRACTICE PLENARY: 10:45 – 12:00
MARKETING PRACTICE IN A CHANGING WORLD

Camille Merré – Cartier

Camille Merré is an award-winning entrepreneur, artist and with expertise on emerging technologies (XR & Web3) and luxury. She holds an MA in Management and Marketing from Regent's University London, a Fellow Chartered Manager Institute, Clinton Foundation Global University & Howard University, a GIA Gemologist, CPD coach and an IMD x Richemont "Evolve Sprint" certificate. She is a proud member of Marble Collective & Women in Web3 and a frequent speaker and panelist at prestigious institutions from keynote to panels.

Camille latest role is International Innovation Manager at Cartier, in Geneva, Switzerland. She advises businesses, brands, management teams, and individuals in the luxury and innovation sector to lead and drive value creation. Camille also co-founded GEM-XR, an agency for Web3 consulting and is the Creative Director at Camille Louise Jewellery, pioneering in Swiss NFT jewellery design in 2021. She is a mentor in the Farfecht x Outlier Ventures Dream Assembly, and an expert futurist in the first-ever Metaverse Delphi Study led and published by CIFS (Copenhagen Institute of Future Studies).

Thomas Weiss – CEO at Authentic Vision

Thomas Weiss is the CEO and founder of Authentic Vision, an Austrian and US-based company that provides innovative technologies to connect physical products with digital assets and combat counterfeiting. He holds degrees in Computer Science and Electronics Engineering and has an academic background as a lecturer and researcher in the fields of Data Analytics, Web Technologies, and Cryptography.

Thomas serves as a co-founder and board member for several companies in the tech, finance, and Web3 industries. As a partner and senior technology advisor at the European accelerator Silicon Castles, he also mentors entrepreneurs on transforming ideas into intellectual property and developing scalable products.

Jean-Pascal Aribot – General Manager Uber Switzerland

Jean-Pascal "JP" Aribot began his career in 2005 in the food industry at Nestlé, a company where he stayed for over 10 years in various sales and marketing positions in Switzerland and abroad. During his 7 years in Eastern and Southern Africa, JP launched new Nestlé subsidiaries and set up commercial partnerships in complex and dynamic countries.

Back in Switzerland since 2017, he became involved in the world of entrepreneurship as co-founder of AgroSustain, a sustainable AgriTech company ranked among the Top 15 Swiss start-ups. He has also been a coach and judge for the start-up acceleration program MassChallenge Switzerland.

JP joined Uber in 2019 as Head of Switzerland, then General Manager Switzerland, a position in which he is leading cross-functional teams, designing and executing the country strategy.

JP graduated from the Ecole Polytechnique Fédérale de Lausanne - EPFL (Master of Science in Communication Systems).

Julie Dubost de Ferron – Global Head of Communications at Nestlé Nespresso

Juile de Ferron has been working for Nespresso for more than six years, in communication, brand management and public affairs management. For the last 2 years, she has been the global head of communications for Nespresso. Before joining Nestlé at the Vevey end of Lake Geneva she spent more than nine years in various marketing roles at P&G in Geneva, at the western end of Lake Geneva.

Sustainability has been an important topic for her personally as well as in her jobs at P&G and Nestlé. Working with coffee farmers around the world and giving them access to global coffee markets is a challenging task. Large corporations do not always get the credit for their efforts in reducing the use of resources and helping economic development. Communication plays thus a critical role. And this role increasingly involves social media – a passion for her. Julie holds degrees in economics, political science, and management and has spent time in China and thus speaks Mandarin. She unfortunately has to leave the conference early to head to Columbia – the country where they produce coffee not the university where they consume it.

A buffet lunch is served at the restaurant *Dorigny,* which is located in the *Unithèque* building. It is a short 5-minute walk from the Extranef and Intranef buildings. Guides to give directions will be present in both buildings at the end of the practice plenary session.

2ND PARALLEL SESSIONS: 13:45 – 15:15

SESSION A2 (EXTRANEF 110) Designing Digital Media Interactions Moderator: Behzad Rezaee	SESSION B2 (EXTRANEF 125) Marketing and Firm Performance Moderator: Shuai Yan	SESSION C2 (EXTRANEF 126) User-Technology Interactions Moderator: Jenny Zimmermann
Don't Limit the Comment Section: The Effect of Closing the Comment Section of Posts on Social Media on Suspicion and Attitude Toward the Brand Behzad Rezaee (Lausanne) Tobias Schlager (Lausanne) Markus Christen (Lausanne)	**Meme Stock Spillovers** Larisa Kovalenko (Boston College) Nandini Ramani (Texas A&M)	**Love at First Touch: How Swiping vs. Typing Changes Online Dating Decision-Making** Farhana Nusrat (San Diego) Yanliu Huang (Drexel) Cait Lamberton (Wharton)
The Social Influence Effects on Search Behavior: The Generalized Weitzman Model Shervin Shahrokhi Tehrani (UT Dallas) Ata Jameei Osgouei (UT Dallas) Andrew T. Ching (Johns Hopkins) Brian Ratchford (UT Dallas)	**Marketing Risk: Investors' Sensitivity to Relative Content of Marketing Information in Unstructured News-Media Text** Debanjan Mitra (Connecticut) Joseph Johnson (Miami) Brent Kitchens (Virginia)	**Frenemy: When Collaborating Versus Competing with New Technologies is Beneficial** Sophia Prix (St.Gallen) Jenny Zimmermann (Erasmus) Emanuel de Bellis (St.Gallen)
Communicating with Vulnerable People Michael Puntiroli (Neuchâtel) Sasha Alavi (Bochum) Valéry Bezençon (Neuchâtel) Bruno Kocher (Neuchâtel)	**The Mechanisms by which Marketing-Experienced Board Members Influence Firm Performance** Ben Lee (Penn State, Erie) Kim Whitler (Virginia) Neil Morgan (Wisconsin) Lopo Rego (Indiana)	**Robots in the Marketplace: When Do Consumers Antagonize Them and Why?** Kirk Kristofferson (Ivey) Darima Fotheringham (Texas Tech) Monika Lisjak (Arizona State)
The (Virtual) Crowd: How Chat Speeds Affect Popularity in Livestreams Eric Park (Columbia) Gita Johar (Columbia)	**Effects of Government-to-Contractor Revolving Door Directors on Customer Relationship Performance** Shuai Yan (Stavanger) Ju-Yeon Lee (Iowa State) Hui Feng (Iowa State)	**Customer-Centric Motion Design** Jenny Zimmermann (Erasmus) Emanuel de Bellis (St.Gallen) Reto Hofstetter (Lucerne) Stefano Puntoni (Wharton)

BREAK: 15:15 – 15:45 (EXTRANEF 221)

3ᴿᴰ PARALLEL SESSIONS: 15:45 – 17:15

Track A	Track B	Track C
SESSION A3 (EXTRANEF 110) Influencers Moderator: Andreas Lanz	**SESSION B3 (EXTRANEF 125)** Luxury, Status Moderator: David Finken	**SESSION C3 (EXTRANEF 126)** Advertising and Digital Media Moderator: Christian Schulze
Beyond A Pretty Face: An AI Method To Score Celebrity Visual Potential Xiaohang Flora Feng (CMU) Shunyuan Zhang (Harvard) Xiao Liu (NYU) Kannan Srinivasan (CMU) Cait Lamberton (Wharton)	**Less Is More: The Case of Minimalist Luxury** Jessie Liu (Johns Hopkins) Pinar Yildirim (Wharton) Z. John Zhang (Wharton)	**A Field Study of Digital Out-of-Home Advertising: Exploring the Dynamic Effects** Shun-Yang Lee (Northeastern) Yakov Bart (Northeastern) Koen Pauwels (Northeastern)
Managing Influencer Incentives: Evidence from Peloton Daniel Goetz (Toronto)	**Status Without Cost: Can Color Darkness Increase Status Perceptions and Preferences?** Susan Danissa Calderon Urbina (Dublin) Antonios Stamatogiannakis (IE)	**Same Keyword - Same Customer Need? Doubt It! How the Effectiveness of SEA Hinges on Consumers' Previous Stage in the Advertiser's Onsite Funnel** Sebastian Schubach (Passau) Jan H. Schumann (Passau) Alexander Bleier (Frankfurt)
Reputation Burning: Analyzing the Impact of Brand Sponsorship on Social Influencers Mengjie Cheng (Harvard) Shunyuan Zhang (Harvard)	**Sophisticated Wording Fuels Virality of Luxury Brand Content** Zitian Qiu (Lausanne) Andreas Lanz (HEC Paris) Felicitas Morhart (Lausanne) Daniel Shapira (Ben-Gurion)	**Brands in Unsafe Places: Effects of Brand Safety Incidents on Consumers' Brand Attitudes** Prasad Vana (Tuck) Lauren Grewal (Tuck) Andrew Stephen (Oxford)
The Interplay of Influencer-Followership Levels and Relational Capital in Generating Sales: Evidence from Secondary Data and Three Field Experiments Maximilian Beichert (Mannheim) Andreas Bayerl (Mannheim) Jacob Goldenberg (IDC Herzliya) Andreas Lanz (HEC Paris)	**Should You Actually Combine Luxury and Virtuality? A Brand Essence Perspective** David Finken (Lucerne) Lucas Nann (Lucerne) Tim Döring (Maastricht) Reto Hofstetter (Lucerne)	**ROAS Management** Christian Schulze (Frankfurt) Maximilian Kaiser (GRIPS Intelligence) Florian Ellsaesser (Frankfurt)

EVENING AT THE MUSÉE OLYMPIQUE IN LAUSANNE

AN EVENING AT THE MUSÉE OLYMPIQUE IN LAUSANNE

The *Musée Olympique* with park and restaurant is in Lausanne Ouchy near the lake. A bus to take participants to the dinner location leaves from the Extranef building at 18:30.

The *Musée Olympique* is also reached with the metro M1 line from the hotels on campus (station EPFL) or the Extranef building (station UNIL Chamberonne) to the final metro station, Lausanne Flon, and then with the M2 Line to Ouchy-Olympique down on the lake or, if you stay in the city, from the M2 metro station Lausanne Gare CFF. The museum is less than a 10-minute walk away from the metro station to the east along the lake.

CONFERENCE RECEPTION: 19:00 – 20:00

The Flame Is Yours
The multifaceted world of the Games will reveal its secrets to you. The Olympic Museum offers 3,000m^2 of exhibition space, over 1,500 objects, 150 screens and our passion, which combine to create a unique immersive experience. Unfortunately, the museum will not be open. From the Olympic Park (sculpture garden between the museum and Lake Geneva), however, you will have a great view of the lake and the sculptures tell many inspiring stories. While the museum is located in Lausanne Ouchy to the south of the city center, the headquarters of the International Olympic Committee (IOC) are located in Vidy, to the west of Ouchy (near the university).

OFFICIAL CONFERENCE DINNER: 20:00 – 22:30

INOFFICIAL DRINKS & CHATS: 22:30 – 00:00

Restaurant and bar will close at midnight. Drinks from the bar are not covered by the conference fee and are to be paid individually.

Please note that the last metro M2 from Ouchy-Olympique to Lausanne Flon and the university campus leaves at 00:11.

WEDNESDAY, 31 MAY 2023

COFFEE: 07:45 – 08:30 (EXTRANEF 221)

4TH PARALLEL SESSIONS: 08:30 – 10:00

Track A	Track B
SESSION A4 (EXTRANEF 110) **Visual Content Analysis** Moderator: Pavel Kireyev	**SESSION B4 (EXTRANEF 125)** **Company Behavior and Social Responsibility** Moderator: Dionne Nickerson
Visual Uniqueness Premium Xiaohang Flora Feng (CMU) Charis Li (Grenoble) Shunyuan Zhang (Harvard)	**Recycle right: How to Increase Recycling Accuracy Without Decreasing Recycling Rates** Megan Hunter (Boston College) Gergana Nenkov (Boston College) Aylin Cakanlar (Jönköping)
A Match in Cyber Heaven: Combining User-Generated Pictures and Text for Brand Positioning Analysis Patrick Bachmann (ETH Zurich) Markus Meierer (Geneva)	~~**The Language of Prosocial Behavior: English as a Lingua Franca**~~ ~~Jessie Rui Du (Baruch College)~~ ~~Steve Gould (Baruch College)~~ ~~Sankar Sen (Baruch College)~~ ~~Marlone Henderson (UT Austin)~~
Quantifying Video Content: An Application to Content Atypicality on TikTok Marc Bravin (Lucerne) Melanie Clegg (Vienna) Reto Hofstetter (Lucerne) Marc Pouly (Lucerne Applied) Jonah Berger (Wharton)	**Environmental Entrepreneurship: Consumer Engagement Is Critical** Yasmin Schwegler (Lausanne) Jeffrey Petty (Lausanne)
Artificially Intelligent Marketplaces Pavel Kireyev (INSEAD) Ruiqi Lin (Wharton)	**Examining Consumer and Investor Responses to CSR Initiatives and Firm Diversity Targets** Dionne Nickerson (Indiana) Karen Anne Wallach (Alabama) Beth Fossen (Indiana)

Track C	Track D
SESSION C4 (EXTRANEF 126) **Platforms and Marketplaces** Moderator: Malika Korganbekova	**SESSION D4 (EXTRANEF 109)** **Online Behavior and Measurement** Moderator: Ryan Dew
Beyond Democratization: The Promise of Platform-Based Equity Crowdfunding Denis Lurchenko (Cal State Polytechnic) Jeffrey Petty (Lausanne) Joern Block (Trier)	**Retail Media Platforms: Learning Treatment Effects Across Brands** Artem Timoshenko (Kellogg) Duncan Simester (Sloan) Sebastian Gabel (Erasmus)
Endogenous Inequality in Decentralized Two-Sided Markets Dmitri Kuksov (UT Dallas)	**Detecting Gaming Addiction from Marketing Data** Julian Runge (Northeastern)
~~**Effects of Dual-Platforms on Consumers and Third-Party Sellers**~~ ~~Malika Korganbekova (Kellogg)~~	**Mapping Data Sharing in the Web** Yuxi Jin (Frankfurt) Maximilian Matthe (Frankfurt) Bernd Skiera (Frankfurt)
Similarity Penalty: How Portfolio Presentation Influences Idea Evaluation in Crowdsourcing Felix Schakols (Lucerne) Reto Hofstetter (Lucerne) Harikesh Nair (Stanford) Sanjog Misra (Chicago)	**Adaptive Preference Measurement with Unstructured Data (with Applications to Adaptive Onboarding Surveys)** Ryan Dew (Wharton)

BREAK: 10:15 – 10:45 (EXTRANEF 221)

5TH PARALLEL SESSIONS: 10:30 – 12:00

Track A	Track B
SESSION A5 (EXTRANEF 110) **C2C and Subscription Businesses** Moderator: Ian Weaver	**SESSION B5 (EXTRANEF 125)** **E-Commerce, Retailing** Moderator: Jiewei Li
Creating Value for Stakeholders in the Sharing Economy: Enhancing the Marketplace User Experience Stephanie Villers (Guelph and Waterloo) Jan Oberholzer (Sheridan College)	**Do AR Ads Trigger Purchases Through VR and e-Commerce?** Enrique Bigne (Valencia) Aline Simonetti (Valencia) Robert Schreiber (St. Gallen)
Cushioning the Blow: Justifying Price Increases in a Subscription Services Context Hoorsana Damavandi (Ivey) Kersi Antia (Ivey) Praveen Kopalle (Tuck)	~~**Tackling Cold Feet: Targeting Abandoned Shopping Carts for Minor, Major and Full Recoveries**~~ ~~Karthik Sridhar (Baruch College)~~ ~~Ram Bezawada (Baruch College)~~ ~~Ashish Kumar (RMIT)~~ ~~Jari Salo (Helsinki)~~
Roses Are Also Fragrant in Others' Hands: Consumer-to-Consumer Gifted Subscriptions in Live Streaming Dai Yao (Hong Kong Polytechnic) Kane Chiak (Melbourne), Fang-Chi Liu (Melbourne) Jill Lei (Melbourne), Liliana Bove (Melbourne)	**Scalable Bundling via Dense Product Embeddings** Madhav Kumar (Sloan) Dean Eckles (Sloan) Sinan Aral (Sloan)
Designing Freemium and Free Trials for Digital Subscriptions: Insights from a Field Experiment Ian Weaver (Yale), Vineet Kumar (Yale) Sreelata Jonnalagedda (IIM Bangalore)	**Regional Cooperation and E-commerce Trade: Evidence from the World's Largest Online Platform** Jiewei Li (Lausanne) Zemin (Zachary) Zhong (Toronto) Wenyu Zhou (Zhejiang)

Track C	Track D
SESSION C5 (EXTRANEF 126) **NFTs** Moderator: Anush Sridhar	**SESSION D5 (EXTRANEF 109)** **Risks with Digital Technology** Moderator: Melanie Clegg
'One of a Kind' Products: Leveraging Uniqueness in Mass Customization Jonas Görgen (St.Gallen) Emanuel de Bellis (St.Gallen) Franziska Krause (EBS) Pia Burghartz (St.Gallen) Nikolaus Franke (WU Vienna) Ilse-Maria Klenner (Trommsdorff + Drüner) Gerald Häubl (Alberta)	~~The Price Has a Cost: Consequences of Salient Price Information in Online Shopping~~ ~~Priya Narayanan (IIM Kozhikode)~~
How NFT Royalties Reduce Art Market Inefficiency Xinyu Cao (NYU) Jieteng Chen (Chinese U Hong Kong) Tony Ke (Chinese U Hong Kong)	**Firm's Self-Induced Social Media Failures: An Empirical Study of Its Effect on Brand Reputation and Firm Performance** Sourindra Banerjee (Leeds) Abhishek Borah (INSEAD) Yu-Ting Lin (New South Wales) Andreas Eisingerich (Imperial College)
The Backfiring Effect of NFTs` Anush Sridhar (St.Gallen) Jonas Görgen (St.Gallen) Emanuel de Bellis (St.Gallen) Reto Hofstetter (Lucerne)	**Intra-industry Spillover Effects of Negative News and Rival Firms' Strategic Reactions** Xiaobo Lin (Syracuse) Guiyang Xiong (Syracuse)
Preserving Essence: When and Why NFTs Capture Essential Identities of Artwork David Finken (Lucerne) Tim Doering (Maastricht)	**AI Overstimulation: How Generative AI Can Harm or Help Human Creativity** Melanie Clegg (Vienna) Reto Hofstetter (Lucerne) Marc Bravin (Lucerne) Ivo Blohm (St. Gallen) Christoph Fuchs (Vienna) Philip Gordetzki (St. Gallen) Felix Schakols (Lucerne)

BOX LUNCH: 12:00 – 14:00 (EXTRANEF 221)

END OF CONFERENCE

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Antill Samuel (Harvard)	Consumer Choice and Corporate Bankruptcy	A1	Tuesday, 30 May 2023 (08:30)	Extranef 110
Bachmann Patrick (ETH Zurich)	A Match in Cyber Heaven: Combining User-Generated Pictures and Text for Brand Positioning Analysis	A4	Wednesday, 31 May 2023 (08:30)	Extranef 110
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Bravin Marc (Lucerne)	Quantifying Video Content: An Application to Content Atypicality on TikTok	A4	Wednesday, 31 May 2023 (08:30)	Extranef 110
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Damavandi Hoorsana (Ivey)	Cushioning the Blow: Justifying Price Increases in a Subscription Services Context	A5	Wednesday, 31 May 2023 (10:30)	Extranef 110
Das Ronnie (Audencia)	Understanding the Analogy of e-Commerce Fake Review: A Big Data Driven Insight from Amazon	C1	Tuesday, 30 May 2023 (08:30)	Extranef 126
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Du Jessie Rui (Baruch College)	The Language of Prosocial Behavior: English as a Lingua Franca	B4	Wednesday, 31 May 2023 (08:30)	Extranef 125
Fannin Jeremy (Lausanne)	Manipulated Media: Empirical Study Exploring Individual's Ability To Detect Manipulated Videos in the Age of Shallow- and Deep-Fakes	~~A4~~	~~Wednesday, 31 May 2023 (08:30)~~	~~Extranef 110~~
Feng Xiaohang Flora (CMU)	Beyond A Pretty Face: An AI Method To Score Celebrity Visual Potential	A3	Tuesday, 30 May 2023 (15:45)	Extranef 110
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Hunter Megan (Boston College)	Recycle Right: How to Increase Recycling Accuracy Without Decreasing Recycling Rates	B4	Wednesday, 31 May 2023 (08:30)	Extranef 125
Jin Yuxi (Frankfurt)	Mapping Data Sharing in the Web	D4	Wednesday, 31 May 2023 (08:30)	Extranef 109
Kim Youngju (Neoma)	Front-of-Package Nutrition Labeling Standards and Consumer Choice: The Moderating Role of Processing Fluency	A1	Tuesday, 30 May 2023 (08:30)	Extranef 110
Kireyev Pavel (INSEAD)	Artificially Intelligent Marketplaces	A4	Wednesday, 31 May 2023 (08:30)	Extranef 110
Kocher Bruno (Neuchatel)	Should You Explain How Artificial Intelligence Did It? When Transparency in AI Backfires	D1	Tuesday, 30 May 2023 (08:30)	Extranef 109
Korganbekova Malika (Kellogg)	Effects of Dual-Platforms on Consumers and Third-Party Sellers	C4	Wednesday, 31 May 2023 (08:30)	Extranef 126
Kovalenko Larisa (Boston College)	Meme Stock Spillovers	B2	Tuesday, 30 May 2023 (13:45)	Extranef 125
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Kuksov Dmitri (UT Dallas)	Endogenous Inequality in Decentralized Two-Sided Markets	C4	Wednesday, 31 May 2023 (08:30)	Extranef 126
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Lurchenko Denis (Cal State Polytechnic)	Beyond Democratization: The Promise of Platform-Based Equity Crowdfunding	C4	Wednesday, 31 May 2023 (08:30)	Extranef 126
Maesen Stijn (Imperial College)	Buy Now Pay Later: Impact of Installment Payments on Customer Purchases	B1	Tuesday, 30 May 2023 (08:30)	Extranef 125
Mitra Debanjan (Connecticut)	Marketing Risk: Investors' Sensitivity to Relative Content of Marketing Information in Unstructured News-Media Text	B2	Tuesday, 30 May 2023 (13:45)	Extranef 125
Narayanan Priya (IIM Kozhikode)	The Price Has a Cost: Consequences of Salient Price Information in Online Shopping	~~D5~~	~~Wednesday, 31 May 2023 (10:30)~~	Extranef 109
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Prix Sophia (St.Gallen)	Frenemy: When Collaborating Versus Competing with New Technologies is Beneficial	C2	Tuesday, 30 May 2023 (13:45)	Extranef 126
Puntiroli Michael (Neuchâtel)	Communicating with Vulnerable People	A2	Tuesday, 30 May 2023 (13:45)	Extranef 110
Putnam-Farr Eleanor (Rice)	Numerical Markers in Marketing Lead to Overly Optimistic Targets	A1	Tuesday, 30 May 2023 (08:30)	Extranef 110
Qiu Zitian (Lausanne)	Sophisticated Wording Fuels Virality of Luxury Brand Content	B3	Tuesday, 30 May 2023 (15:45)	Extranef 125
Rezaee Behzad (Lausanne)	Don't Limit the Comment Section: The Effect of Closing the Comment Section of Posts on Social Media on Suspicion and Attitude Toward the Brand	A2	Tuesday, 30 May 2023 (13:45)	Extranef 110
Runge Julian (Northeastern)	Detecting Gaming Addiction from Marketing Data	D4	Wednesday, 31 May 2023 (08:30)	Extranef 109
Schakols Felix (Lucerne)	Similarity Penalty: How Portfolio Presentation Influences Idea Evaluation in Crowdsourcing	C4	Wednesday, 31 May 2023 (08:30)	Extranef 126
Schubach Sebastian (Passau)	Same Keyword - Same Customer Need? Doubt It! How the Effectiveness of Search Engine Advertising Hinges on Consumers' Previous Stage in the Advertiser's Onsite Funnel	C3	Tuesday, 30 May 2023 (15:45)	Extranef 126
Schulze Christian (Frankfurt)	ROAS Management	C3	Tuesday, 30 May 2023 (15:45)	Extranef 126
Schwegler Yasmin (Lausanne)	Environmental Entrepreneurship: Consumer Engagement Is Critical	B4	Wednesday, 31 May 2023 (08:30)	Extranef 125
Shahrokhi Tehrani Shervin (UT Dallas)	The Social Influence Effects on Search Behavior: The Generalized Weitzman Model	A2	Tuesday, 30 May 2023 (13:45)	Extranef 110
Sridhar Karthik (Baruch College)	Tackling Cold Feet: Targeting Abandoned Shopping Carts for Minor, Major and Full Recoveries	~~B5~~	~~Wednesday, 31 May 2023 (10:30)~~	~~Extranef 125~~
Sridhar Anush (St.Gallen)	The Backfiring Effect of NFTs`	C5	Wednesday, 31 May 2023 (10:30)	Extranef 126
Taylor Wayne (Southern Methodist)	Capturing Individual Loss Aversion: Evidence from the Casino Industry	B1	Tuesday, 30 May 2023 (08:30)	Extranef 125
Timoshenko Artem (Kellogg)	Retail Media Platforms: Learning Treatment Effects Across Brands	D4	Wednesday, 31 May 2023 (08:30)	Extranef 109
Vana Prasad (Tuck)	Brands in Unsafe Places: Effects of Brand Safety Incidents on Consumers' Brand Attitudes	C3	Tuesday, 30 May 2023 (15:45)	Extranef 126
Villers Stephanie (Waterloo)	Creating Value for Stakeholders in the Sharing Economy: Enhancing the Marketplace User Experience	A5	Wednesday, 31 May 2023 (10:30)	Extranef 110
Vomberg Arnd (Mannheim)	Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses	D1	Tuesday, 30 May 2023 (08:30)	Extranef 109
Weaver Ian (Yale)	Designing Freemium and Free Trials for Digital Subscriptions: Insights from a Field Experiment	A5	Wednesday, 31 May 2023 (10:30)	Extranef 110
Yan Shuai (Stavanger)	Effects of Government-to-Contractor Revolving Door Directors on Customer Relationship Performance	B2	Tuesday, 30 May 2023 (13:45)	Extranef 125
Yao Dai (Hong Kong Polytechnic)	Roses Are Also Fragrant in Others' Hands: Consumer-to-Consumer Gifted Subscriptions in Live Streaming	A5	Wednesday, 31 May 2023 (10:30)	Extranef 110

Zhang Z. John (Wharton)	Less Is More: The Case of Minimalist Luxury	B3	Tuesday, 30 May 2023 (15:45)	Extranef 125
Zimmermann Jenny (Erasmus)	Customer-Centric Motion Design	C2	Tuesday, 30 May 2023 (13:45)	Extranef 126

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