

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

MARKTECH CONFERENCE

DECEMBER 13-14, 2024
COLUMBIA BUSINESS SCHOOL

MarkTech
THE JOURNAL OF MARKETING AND TECHNOLOGY



CONFERENCE PROGRAM

Note: Exact program details subject to change prior to conference | as of November 4, 2024

[Image created on Adobe Firefly - "A banner image that shows a network of emerging technology icons (artificial intelligence, augmented reality, virtual reality, blockchain technology) and how they are interconnected with consumers and the businesses and stores that are utilizing them for marketing experiences"]

FRIDAY, DECEMBER 13, 2024

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

8:45 AM – 9:00 AM

Welcome

Bernd Schmitt, Columbia Business School
P.K. Kaanan, University of Maryland
Gerrit van Bruggen, Rotterdam School of Management, Erasmus University

Cooperman Commons, Geffen Hall
Columbia Business School

9:00 AM – 10:05 AM

Executive Panel

Moderated by **Matthew Quint**



Jon Halvorson, Global SVP, Consumer Experience and Digital Commerce, Mondelez



Joe Pantigoso
VP, Brand Strategy, SAP



Stephanie Fried '03
CMO, Fandom


Social Risk Considerations of Advanced Technology



Leonard Lee, National University of Singapore

BREAK: 10:05 AM – 10:20 AM

FRIDAY, DECEMBER 13, 2024 (continued)

<p>10:20 AM – 11:15 AM</p>	<p>Research Presentations</p> <p><i>Using Voice Data to Predict and Understand Consumer Preferences</i></p> <ul style="list-style-type: none">- Maximilian Gaerth, Hauke Roggenkamp, Christian Hildebrand <p><i>Synthetic Diversity: Racial Depictions Influence Consumer Responses to AI-Generated Models in Advertising</i></p> <ul style="list-style-type: none">- Rhonda Hadi, Esther Uduehi, Andrew Stephen, Felipe Thomaz <p><i>Assessing Artificial Marketing Intelligence</i></p> <ul style="list-style-type: none">- Raymond R. Burke, Maximillian Matthe, Alex Leykin	<p>Cooperman Commons, Geffen Hall Columbia Business School</p>
<p>11:15 AM – 11:45 AM</p>	<p>Executive Chat</p>  <p>Ari Paparo '98 Founder and CEO, Marketecture Media</p>	<p>Cooperman Commons, Geffen Hall Columbia Business School</p>

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

FRIDAY, DECEMBER 13, 2024 (continued)

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

SESSION 1.1

AR, VR, and Mixed Reality

Location: Cooperman Commons

Session Chair: David Finken

Introducing Augmented Reality Digital Assistants (ARDAs) and their ability to enhance in-store service experiences through packaging

- Jennifer Brannon Barhorst, Graeme McLean, Hannah Marriott

A Helpful Tool or Marketing Gimmick? Use of Augmented Reality Leads to Feelings of Deception Following Product Failure

- Jianna Jin, John Costello

Should Luxury Brands Go Virtual? Why Augmented Reality Can Negatively Impact Brand Perception

- Lucas Nann, David Finken, Tim Döring, Reto Hofstetter

Seeing but Not Smelling: Augmented Reality Displays Decrease Preferences for Products with Olfactory Importance

- Thomas Scheurer, David Finken, Rebecca Chae

The AR-Display Bias: Why Augmented Reality Increases Preferences More for Inferior than for Superior Products

- David Finken, Thomas Scheurer, Leif Brandes, Reto Hofstetter

SESSION 1.2

AI Agents and the Workforce

Location: Geffen 490

Session Chair: Xueming Luo

Chat-GPT4 can Enhance Marketing Creativity. But Human Ego Can Hamper these Gains

- Tripat Gill

Can Robots Be Fair? Investigating Compliance with Instructions Delivered by AI Interactive Agents

- Valentina Pitardi, Ana Valenzuela, Noah Castelo

Technology Adoption in Teams: When is displacing labor with AI not optimal?

- Xienan Cheng, Mustafa Dogan, Pinar Yildirim

Artificial Intelligence for “Dirty” Emotional Jobs in Customer Services

- Xueming Luo, Yuqian Chang, Nan Jia, Zheng Fang, Jaakko Aspara

SESSION 1.3

Advertising

Location: Geffen 430

Session Chair: Prashant Rajaram

A Generative Approach for Modeling Expectations and Uncertainty in Stories to Predict User Engagement

- Hortense Fong, George Gui

Own-Face Advertising: Leveraging Technology to Hyper-Personalize Communication

- Janina Katharina Krick, Franziska Krause, Sven Henkel, Dipayan Biswas, Janina Garbas

Delegation and Separation: The Impact of AI on Consumer-Brand Relationship

- Erica Ji Hyun Lee, Aric Rindfleisch, Maria Rodas

When do you Zap? The Effects of Ad Delivery in Streaming Media

- Prashant Rajaram, Puneet Manchanda, Eric Schwartz

BREAK: 2:30 PM – 2:45 PM

FRIDAY, DECEMBER 13, 2024 (continued)

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

SESSION 2.1

Digital Marketplaces

Location: Cooperman Commons

Session Chair: Shunto Kobayashi

Attribution and Compensation Design in Online Advertising

- Yunhao Huang

Privacy-Enhanced Retargeting? Field Experimental Evidence of Privacy-Enhanced and Traditional Ad Effectiveness

- Shunto Kobayashi, Garrett Johnson, Zhengrong Gu

Nuggets of Gold in Blocks of Data: Mining the Blockchain for Customer Purchase Behavior

- Patrick Bachmann, Lucas Nann, Reto Hofstetter, Michael Haenlein

Exploring Business Model Strategies for Platforms and Ecosystems: The Role of Technology Standards

- Rajendra K. Srivastava, Aman Rajeev Kulkarni, Vijay Shankar S

SESSION 2.2

Synthetic Consumers

Location: Geffen 490

Session Chair: Gerardo Moreira

The Challenge of Using LLMs to Simulate Human Behavior: a Causal Inference Perspective

- George Gui, Olivier Toubia

The Role of Personalized Engagement-Optimizing Recommendation Systems in the Polarization of Beliefs

- Varad Deolankar, Jessica Fong, S. Sriram

AI-Created Buyer Personas: A Marketing Strategy Approach

- Gerardo Moreira, Jeffrey Anderson

Blind Spots in Broad Strokes: Limitations on the Use of LLMs for Marketing Research

- Malik Stromberg, Wendy Moe, Thomas Reutterer, David Schweidel

SESSION 2.3

Research Operations

Location: Geffen 430

Session Chair: Hauke Roggenkamp

Continuous Survey Sample Optimization Using Ad Platform APIs

- Nandan Rao, Dante Donati

Measuring Polarization in Visual Content Using Counterfactual Image Generation

- Mohammad Mosaffa, Omid Rafieian, Hema Yoganarasimhan

Digital In-Context Experiments: Bridging Methodology and Accessibility in Social Media Analysis

- Hauke Roggenkamp, Johannes Boegershausen, Christian Hildebrand

BREAK: 4:15 PM – 4:40 PM

4:40 PM – 5:30 PM

Cooperman Commons
Geffen Hall

Executive Panel



Emily Culp '93
Chief Strategy & Brand Officer,
BodyHealth



Jeannine Shao Collins
Chief Client Officer, Kargo

DINNER: 5:30 PM – 8:30 PM

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

SATURDAY, DECEMBER 14, 2024

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

8:45 AM – 9:15 AM

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

Consumers + Technology Dialogue

Organized by Rotterdam School of Management

Location: Cooperman Commons

Session Chair: Anne-Kathrin Klesse

Biased Echoes: Generative AI Models Reinforce Investment Biases and Increase Portfolio Risks of Private Retail Investors

- Christian Hildebrand

AI-based Assessment Changes Human Behaviour

- Anne-Kathrin Klesse

Working Together: Understanding the Effects of Human-AI Robot Collaboration on Consumer Responses

- Valentina Pitardi, Ana Valenzuela

Refining Ideas with Generative AI: How Text- and Image-Based Scenarios Influence Idea Refinement

- Felix Schakols

Mirror, mirror on the call: How video-conferencing shapes self-efficacy

- Ana Valenzuela

SESSION 3.2

Consumer Perceptions of AI

Location: Geffen 490

Session Chair: Liye Ma

Empathetic Chatbots: Assistance or Hindrance? A Study of Chatbot-User Interactions in the Insurance Industry

- Massilva Dekkal, Sandrine Prom Tep, Manon Arcand

Optimizing Digital Out-of-Home (DOOH) Advertising: A Field Experiment

- Shun-Yang Lee, Yakov Bart, Koen Pauwels

Predicting Purchase Intent: Deciphering Customer Interactions with AI Assistants

- Ziting Liao, Liye Ma, Wendy W. Moe

SESSION 3.3

Attitudes to Technology

Location: Geffen 430

Session Chair: Anna Margulis

Audiovisual Glitches Undermine Virtual Communication

- Melanie Brucks, Jacqueline R. Rifkin, Jeff Johnson

Effect of a Paradigm Shift on Traditional Taxi Drivers

- Ali Kozehegaran, Scott Fay, Minjung Kwon

Okay Boomer: Uncovering Generational Privacy Differences in Smartphone Usage

- Lavy Khoushinsky, Anna Margulis, Olga Antsygina

BREAK: 10:55 AM – 11:15 AM

SATURDAY, DECEMBER 14, 2024 (continued)

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

SESSION 4.1

AI Predictive Analysis

Location: Cooperman Commons

Session Chair: Johanna Zimmermann

Music Motion Synergy: A Multi-Modal Deep Learning Measure for Unveiling Engagement and Consumer Insights in Social Media Videos

- Erya Ouyang, Wen Wang, **Xueming Luo**

Emotion Recognition in Multilingual Social Media for Marketing Technology Applications

- Altuğ Tanaltay, **Selcen Öztürkcan**, Nihat Kasap

LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments

- **Zikun Ye**, Hema Yoganarasimhan, Yufeng Zheng

Individuals' Self Investment in GenAI Data Disclosure

- **Johanna Zimmermann**, Yakov Bart, Jan H. Schumann, Koen Pauwels

SESSION 4.2

Social Media Purchase Impacts

Location: Geffen 490

Session Chair: Ron Berman

The Dupe-licity Effect: How User-Generated Content Influences Beauty Brand Sales

- **Alicja Grzadziel**, Marie Louise Brand, İşin Acun, Susanne Ruckelshausen, Nadia Abou Nabout

Consumer Voice with Large Language Models: Evidence from Complaint Data in the Finance Industry

- Minkyu Shin, Jiwoong Shin, **Jin Kim**

Emotional Granularity and Consumers' online Review Ratings: A Deep Learning Approach

- **Ali Faraji-Rad**, Ali Tamaddoni, Atefeh Jebeli

Evaluating Latent Hashtag Strategies on Social Media

- Zijun Tian, **Ron Berman**

SESSION 4.3

Social Impact

Location: Geffen 430

Session Chair: Ana Valenzuela

A Meta-Analysis on Human Response to Virtual Influencers

- **Amelie Huber**, Julia Diana Lenk, Jochen Hartmann

Hot Triggers vs Cold Preferences: Consumption Patterns in Digital Media

- **Bruno Castelo-Branco**, Puneet Manchanda

Improving the Governance of Digital Platforms with Truth Warrants

- Swapneel Mehta, **Aaron Nichols**, David Rand, Gordon Pennycook, Nina Mazar, Marshall Van Alstyne

Socially Safe on Smartphones: How Smartphone Use Reduces Social Risk Taking

- **Diogo Koch Alves**, Ana Valenzuela

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