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	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, Mondelēz **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		

10:20 AM – 11:15 AM	**Research Presentations** *Using Voice Data to Predict and Understand Consumer Preferences* - Maximilian Gaerth, Hauke Roggenkamp, Christian Hildebrand *Synthetic Diversity: Racial Depictions Influence Consumer Responses to AI-Generated Models in Advertising* - Rhonda Hadi, Esther Uduehi, Andrew Stephen, Felipe Thomaz *Assessing Artificial Marketing Intelligence* - Raymond R. Burke, Maximillian Matthe, Alex Leykin	Cooperman Commons, Geffen Hall Columbia Business School
11:15 AM – 11:45 AM	**Executive Chat** Ari Paparo '98 Founder and CEO, Marketecture Media	Cooperman Commons, Geffen Hall Columbia Business School

LUNCH in Board Rooms (Geffen 310/320/330): 11:45 AM – 1:00 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
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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 540
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

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 540
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 540
	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 570
		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 Kozehgaran, 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

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 540
Session Chair: Ron Berman

The Dupe-licity Effect: How User-Generated Content Influences Beauty Brand Sales
- Alicja Grzadziel, Marie Louise Brand, Işın 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 570
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