

TPM 2015 – Conference Schedule

Georgia State University – Buckhead Executive Center
 Tower Place 200, 3348 Peachtree Road, NE, Atlanta GA 30326
 Conference Website: <http://theorypractice.org/>

DAY 1: June 10, 2015 (Wednesday).

Time	Activity	Room
1:30pm – 2:00pm	Conference Registration	12 th Floor
2:00pm - 3:30pm	<p>Welcome & Opening Address: V Kumar, Georgia State University</p> <p>Panel Discussion of Senior Business Executives Topic: The Cost of ‘Rigor’? Panel Moderator and Session Chair: Leigh McAlister, University of Texas - Austin</p> <p><u>Panel Members:</u> Craig Apatov, Managing Partner, Ascension Growth & Innovation. Kaitlyn Dennihy, Head of Strategy, Dragon Army Alison Lohr, Former VP of Global Corporate Marketing, Halyard Health</p>	1203 (12 th Floor)
3:30pm – 3:45pm	Coffee Break	1225
3:45pm – 5:15pm	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. Manfred Krafft, Sebastian Tillmanns, Oliver Goetz, & Frenkel ter Hofstede, “Separating the Wheat from the Chaff: Improved New Customer Acquisition” 2. Prasad Vana, Anja Lambrecht, & Marco Bertini, “Cashback is Cash Forward: Delaying a Discount to Increase Future Spending” 3. Christian Schulze & Leigh McAlister, “Linking acquisition channel characteristics to the value and behavior of new customers” <p>Business Perspective - Kaitlyn Dennihy, Head of Strategy, Dragon Army <i>Session Chair: Christian Schulze</i></p>	1203 (12 th Floor)
	<p>Parallel Session 2</p> <ol style="list-style-type: none"> 1. Abhishek Borah & S. Cem Bahadir, “The Effect of Offline Advertising on Online Investor Search Behavior” 2. Max Backhaus & Marc Fischer, “Brand Crisis Events -- Does the Cause of the Crisis Matter?” 3. Yiyi Li, Ying Xie, & Zhiqiang (Eric) Zheng, “Multi-channel Advertising Effectiveness on Online Search and Purchase: A Competitive Analysis” <p>Business Perspective - Alison Lohr, Former VP of Global Corporate Marketing, Halyard Health <i>Session Chair: Yiyi Li</i></p>	1216 (12 th Floor)
	<p>Parallel Session 3</p> <ol style="list-style-type: none"> 1. Christoph Fuchs, Martin Schreier, Hidehiko Nishikawa, & Susumu Ogawa, “The Value of Marketing Crowd sourced New Products: Evidence from a Randomized Field Experiment” 2. Christian Hildebrand, Jonathan Levav, & Andreas Hermann, “Visceral Touch: How Multi-Touch Devices Drive Experiential Consumption and Sales” 	548 (5 th Floor)

	<p>3. Yan Lu, Deb Mitra, Sugata Ray, & David Musto, “A Brand Umbrella under the Regulation Cloud: Alternative Advertising for Alternative Investments”</p> <p>Business Perspective - Craig Apatov, Managing Partner, Ascension Growth & Innovation</p> <p><i>Session Chair: Deb Mitra</i></p>	
5:15pm – 5:30pm	Coffee Break	1225
5:30pm – 7:00pm	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. S. Cem Bahadir & Sundar Bharadwaj, “Value of Customers in Mergers and Acquisitions” 2. Omar Rodriguez-Vila & Sundar Bharadwaj, “Doing Good vs. Doing Well” 3. Nukhet Harmancioglug, David A. Griffith, Tuba Yilmaz, “Stock Market Returns from Innovation Sourcing” <p><i>Session Chair: Tuba Yilmaz</i></p>	1203 (12 th Floor)
	<p>Parallel Session 2</p> <ol style="list-style-type: none"> 1. Jehoshua Eliashberg, Irit Nitzan, & Talia Rymon, “Group Consumption and Word of Mouth” 2. Blair Kidwell, Jonathan Hasford, Broderick Turner, & David Hardesty, “Emotional Efficacy and Success in Sales” 3. Russ Lemken, “The Flexibility of Disciplined Execution—Quantifying the Value of Routines in Relationship Selling” <p><i>Session Chair: Russ Lemken</i></p>	1216 (12 th Floor)
	<p>Parallel Session 3</p> <ol style="list-style-type: none"> 1. Mitchel R. Murdock & Priyali Rajagopal, “Beyond Intentions: How Warning Messages Impact Consumption Experiences” 2. Behice E. Ilhan, Koen Pauwels, & Raoul V. Kubler, “Dancing with the Enemy (DwE): Broadened Understandings of Engagement in Duello Brands” 3. Yujie Wei, Hongyan Jiang, & Haizhong Wang, “Cross-border ‘The Weak Acquires the Strong’, Strategy and Its Influence on Consumer Attitudes Toward the Acquired Brand: Mitigating Effects of Acquisition Strategy” <p><i>Session Chair: Yujie Wei</i></p>	548 (5 th Floor)
7:00pm – 8:30pm	Dinner	1225 & 5 th Floor Lounge

DAY 2: June 11, 2015 (Thursday).

Time	Activity	Room
8:30am – 10:00am	<p>Plenary Session</p> <p><u>Panel Discussion of Senior Business Executives</u> Topic: In pursuit of Marketing Relevance Panel Moderator and Session Chair: Dr. Raj Srivastava, Provost & Deputy President, Singapore Management University</p> <p><u>Panel Members:</u> Marty Hinson, VP of Marketing Strategy & Intelligence, Cox Communications Maureen Schumacher, VP-Marketing, Intercontinental Exchange Greg Holzwarth, SVP of Marketing Insights and Analytics, Sun Trust Bank</p>	1203 (12 th Floor)
10:00am – 10:30am	Coffee Break	1225
10:30am – 12:00pm	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. Ofer Mintz, Timothy Gilbride, Imran Currim, & Peter Lenk, “The Right Metric for the Right Decision, Manager, Firm, and Industry: Correcting for Endogenous Selection Effects” 2. Udo Rauber, Shuba Srinivasan, & Bernd Skiera, “Does backward- and forward-looking performance measurement really lead to different insights?” 3. J. Andrew Petersen, V. Kumar, Javier Sese, & Yolanda Polo, “Understanding the Link between Customer Mindset, Behavior, and Profitability” <p>Business Perspective - Greg Holzwarth, SVP of Marketing Insights and Analytics, Sun Trust Bank <i>Session Chair: J. Andrew Petersen</i></p>	1203 (12 th Floor)
	<p>Parallel Session 2</p> <ol style="list-style-type: none"> 1. Niket Jindal & Leigh McAlister, “Stock Market Reaction to Changes in a Firm's Sales Mix Between B2B Sales and B2C Sales” 2. Nooshin Warren & Alina Sorescu, “When 1+1>2: Investors' Reaction to Concurrent Announcements of New Products and Other Corporate News” 3. Manish Kacker, Saurabh Mishra, & Anna Sadovnikova, "Marketing Channel Structure and Financial Performance" <p>Discussant - Dr. Raj Srivastava, Provost & Deputy President, Singapore Management University <i>Session Chair: Manish Kacker</i></p>	1212 (12 th Floor)
	<p>Parallel Session 3</p> <ol style="list-style-type: none"> 1. Andrew Stephen, Peter Zubcsek, & Jacob Goldenberg, “Lower Connectivity is Better: The Effects of Network Structure on Customer Innovativeness in Interdependent Ideation Tasks” 2. Michael Hearne, Jeffrey Boichuk, Zachary Hall, & Seshadri Tirunillai, “The Impact of Social Influence on Sales Agent Turnover” 3. Huanhuan Shi, Hari Sridhar, Rajdeep Grewal, & Gary Lilien, “Replacing an Exiting Salesperson: Clone, Rookie or Star?” <p>Business Perspective – Jip Inglis, Client Partner, Ascension Growth & Innovation Strategies</p>	1216 (12 th Floor)

	<i>Session Chair: Rajdeep Grewal</i>	
12pm – 1:30pm	LUNCH	1225 & 5 th Floor Lounge
01:30pm – 3:00pm	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. Kimberly A. Whitler, Ryan Krause, & Donald R. Lehmann, “The Impact of Board-Level Marketing Experience on Firm Performance” 2. Hui Feng, Kimberly A. Whitler, & Neil A. Morgan, “Does CMO Compensation Matter? A Benchmarking Perspective” 3. Sundar Bharadwaj, & Atanas Nikolaev Nikolov, “Information Asymmetry and Myopic Marketing Management” <p>Business Perspective – Scott Waid, SVP, Strategic Marketing, Equifax <i>Session Chair: Sundar Bharadwaj</i></p>	1203 (12 th Floor)
	<p>Parallel Session 2</p> <ol style="list-style-type: none"> 1. Ashish Sinha, Anna Sahgal, & Sharat Mathur, “Price-Promotion Models for EDLP Stores: The Case of Walmart” 2. Sungtak Hong, Kanishka Misra, & Naufel J. Vilcassim, “The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence” 3. Rafael Becerril Arreola & Randolph E. Bucklin, “Does Income Inequality Matter in Marketing? A Cross-Category, Cross-Market Look at Consumer Product Availability” <p>Business Perspective – Monica Lopez, VP of Consumer, Shopper, Market Insights and Advanced Analytics, Georgia Pacific <i>Session Chair: Rafael Becerril Arreola</i></p>	1212 (12 th Floor)
	<p>Parallel Session 3</p> <ol style="list-style-type: none"> 1. Adithya Pattabhiramaiah, S. Sriram, & Puneet Manchanda, “Paywalls: Monetizing Online Media” 2. Praveen K. Kopalle, Robert Fisher, Bharat Sud, & Kersi Antia, “The Effects of Advertised Quality Emphasis and Objective Quality on Sales: Evidence from U.S. Mini-Van Market” 3. Evert de Haan, P. K. Kannan, Peter C. Verhoef, & Thorsten Wiesel, “The role of mobile devices in the online customer journey” <p>Business Perspective – Daryl Evans, SVP Mobile, Media and Advertising Strategy, Medialink <i>Session Chair: Evert de Haan</i></p>	1216 (12 th Floor)
3:00pm – 3:30pm	Coffee Break	1225
03:30pm – 05:00pm	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. Jedidi, Kamel, Bernd Schmitt, & Lia Zarantonello, “Drivers of Brand Value in Developed and Emerging Markets” 2. Ertekin, Larisa, Alina Sorescu, & Mark Houston, “What Brand Do I Use for My New Product? The Impact of New Product Branding Decisions of Firm Value” 3. Silvia Bellezza & Anat Keinan, “The Advantage of Low-Fit Brand Extensions: Addressing the Paradox of Luxury Brands” <p>Business Perspective - Maureen Schumacher, VP-Marketing, Intercontinental Exchange</p>	1203 (12 th Floor)

	<i>Session Chair: Silvia Bellezza</i>	
	Parallel Session 2 1. Oliver J. Rutz, “A Hybrid (Human-Machine) Approach to Ordering Unstructured Data” 2. Jessica Müller-Stewens, Tobias Schlager, Gerald Häubl, & Andreas Herrmann, “Now I'm curious! Boosting Innovation Adoption Through Gamified Information Release” 3. Garrett P. Sonnier, Oliver J. Rutz, & Ying Zhang, “On the Prevalence and the Provenance of the General Dimension of Consumer Beliefs” Business Perspective – Jip Inglis, Client Partner, Ascension Growth & Innovation Strategies <i>Session Chair: Garrett P. Sonnier</i>	1212 (12 th Floor)
	Parallel Session 3 1. Krista Li & Venkatesh Shankar, “Effective Targeting by Sales force and Resource Allocation Strategy Incorporating Social Contagion Theory” 2. Yuchi Zhang, Fue Zeng, & Xueming Luo, “Sweepstakes Effectiveness” 3. Daniel G. Goldstein, R. Preston McAfee, & Siddharth Suri, “Time-based display advertising” Business Perspective – Daryl Evans, SVP Mobile, Media and Advertising Strategy, Medialink <i>Session Chair: Daniel G. Goldstein</i>	1216 (12 th Floor)

DAY 2: June 11, 2015 (Thursday Evening).

Time	Activity	Place
6:00pm – 6:30pm	Reception	Doubletree Hotel – Grand Ballroom
6:30pm – 7:00pm	Introduction of the Dean (Dr. Richard Phillips) by Dr. V Kumar Address by Dr. Richard Phillips - Dean of Robinson College of Business, Georgia State University Topic: ‘On rigor and relevance in Business Schools’	
7:00pm – 8:00pm	Dinner	
8:00pm – 8:30pm	Introduction of Mr. Alan Beychok by Dr. V Kumar Keynote Address - Mr. Alan Beychok, President & CEO of Benchmark Brands Topic: ‘Analytics & Insights’	
8:30pm – 9:00pm	Dessert & Coffee	

DAY 3: June 12, 2015 (Friday).

Time	Activity	Room
8:00am – 9:30am	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. Anna G. Devlin, Wedad Elmaghraby, & Rebecca W. Hamilton, “Understanding the Appeal of Suboptimal Contracts” 2. Abhi Bhattacharya, Lopo Rego, & Neil Morgan, “Customer Satisfaction in Monopolies: Does it Matter - And Why Should We Care?” 3. Magda Hassan, Jaideep Prabhu, Rajesh Chandy, & Om Narasimhan, “The lives of micro-marketers: Why do some differentiate more than others (and perform better)?” 4. Marco Bertini & Luc Wathieu, “Putting "customer" back into customization” <p><i>Session Chair: Marco Bertini</i></p>	1203 (12 th Floor)
	<p>Parallel Session 2</p> <ol style="list-style-type: none"> 1. Himanshu Mishra & Arul Mishra, “Identifying the most and least promising customers using similarity kernels” 2. Hui Feng, Neil A. Morgan, & Lopo L. Rego, “Say "Goodbye" to your Unprofitable Customers? A Signaling Perspective” 3. Hui Feng, Neil A. Morgan, & Lopo L. Rego, “Complement or Substitute? The Contingency Value Of Firm Capabilities Under Different Market Conditions” 4. Jeffrey C. Cai, Ashish Sood, & David J. Reibstein, “Vertical Differentiation: Brand Extend or Expand?” <p><i>Session Chair: David J. Reibstein</i></p>	1212 (12 th Floor)
	<p>Parallel Session 3</p> <ol style="list-style-type: none"> 1. Venkatesh Shankar & Yakov Bart, “Applying Design Theory to Improving Online Trust and Customer Satisfaction: Adaptive Field Experiments” 2. Bas Donkers , Benedict G. C. Dellaert, Andreas Herrmann, & Gerald Häubl, “Dynamic Effects of Defaults in Product Customization” 3. Heike Wolters, Christian Schulze, & Karen Gedenk, “Design of Referral Reward Programs” 4. Tammo H.A. Bijmolt, Manfred Krafft, F. Javier Sese, & Vijay Viswanathan, “Status Dynamics in Customer Loyalty Programs” <p><i>Session Chair: Tammo H.A. Bijmolt</i></p>	1216 (12 th Floor)
9:30am – 10:00am	Coffee Break	1225
10:00am – 11:30am	<p>Parallel Session 1</p> <ol style="list-style-type: none"> 1. Venkatesh Shankar & Tarun Kushwaha, “Asymmetric Advertising and Cross-channel Effects: An Empirical Analysis” 2. Tim Gilbride & Sandy Jap, “Multichannel Optimization and Cross-Channel Synergies” 3. Seshadri Tirunillai & Gerard J. Tellis, “Does Offline TV Advertising Affect Online Chatter? Findings from Natural Experiment Using Synthetic Control” 4. Vamsi K. Kanuri, Murali K. Mantrala, Wooseung Jang, & Esther Thorson, “Optimizing A Menu Of Multi-Format Subscription Plans For Ad-Supported Media Platforms” <p><i>Session Chair: Vamsi K. Kanuri</i></p>	1203 (12 th Floor)

	<p>Parallel Session 2</p> <ol style="list-style-type: none"> 1. Marc Fischer, “Managing Integrated Advertising Campaigns for New Product Launches” 2. Tingting Fan, Peter N. Golder, & Eitan Muller, “Multi-media and Multi-form Communication: A Framework and Application with Smartphones and Online Social Networks” 3. Daniel M. Ringel, Iman Ahmadi, & Bernd Skiera, “Estimating Cannibalization of New Product using Online Search Data” <p>Business Perspective – Evan Levy, Chief Digital & Innovation Officer, Fitzgerald & Co <i>Session Chair: Daniel M. Ringel</i></p>	1212 (12 th Floor)
	<p>Parallel Session 3</p> <ol style="list-style-type: none"> 1. Tanuka Ghoshal, Peter Boatwright, & Jonathan Cagan, “When Do Ambient Product Cues like External Packaging Aesthetics Influence Product Evaluation?” 2. K. Sudhir & Ishani Tewari, “Long-Term Effects Of “Prosperity In Youth” On Consumption: Evidence From China” 3. Mathew S. Isaac, Yantao Wang, & Robert M. Schindler, “Nudging” Consumer Debt Payoff with Number Endings” 4. Srinath Gopalakrishna, Andrew Crecelius, & Ashutosh Patil, “Assessing the Drivers of Sales Prospecting and Conversion Effectiveness: An Empirical Study” <p><i>Session Chair: Srinath Gopalakrishna</i></p>	1216 (12 th Floor)
11:30pm–12:30pm	LUNCH	12 th & 5 th Floor Lounge
12:30pm–2:00pm	<p>Closing Plenary Session.</p> <p><u>Interactive Panel Discussion</u> Topic: Theory & Practice in Marketing, are we there yet? Panel Moderator and Session Chair: David Reibstein, University of Pennsylvania</p> <p><u>Panel Members:</u> V Kumar, Georgia State University Evan Levy, CHIEF DIGITAL & INNOVATION OFFICER, FITZGERALD & CO Bernd Schmitt, Columbia University</p>	1203 (12 th Floor)