



Theory + Practice in Marketing
 Co-Sponsored by UCLA Morrison Center for Marketing and Data Analytics
 UCLA Luskin Conference Center
 Los Angeles, CA
 May 16-18, 2018

Conference Program

Wednesday, May 16, 2018

6:00 – 8:00 p.m. **Welcome Reception** Luskin Conference Center Patio

Thursday, May 17, 2018

7:30 – 8:30 a.m. **Breakfast** Plateia

8:30 – 10:00 a.m. **MARKETING STRATEGY & MARKETING SUCCESS** Centennial

The Impact of Recall Environment Intensity on Post-Recall Firm Performance: Insights from the Automobile Industry
Amir Javadinia and Satish Jayachandran

What If Your Owners Own Other Firms in Your Industry? The Relationship between Institutional Cross-Ownership and a Firm's Marketing Capability
John Healey and Ofer Mintz

Effects of Foreign Competition on Incumbent Firms' Marketing Responses and Performance: Evidence from a Quasi-Experiment
Nandini Ramani and Raji Srinivasan

Chief Marketing Officer Power and Strategic Alliance Success
Hui Feng (Sophia) and Hang Nguyen

PREDICTING PURCHASE AND RETENTION Laureate

Personalized Marketing: A Topic-Based Dynamic Purchase Prediction Model
Venky Shankar and Milad Darani

Man vs. Machine: Drivers and Consequences of Managers' Decisions to Overwrite Analytics

Based Sales Forecasts
Tarun Kushwaha and Saravanan Kesavan

The Incremental Value of Unstructured Data in
Prediction Customer Retention
Evert de Haan and Elena Menichelli

Getting Gamblers Back to the Casino: Incorporating
Experience Quality into CRM Models
Wayne Taylor, Anand Bodapati

10:00 – 10:30 a.m.

Morning Break

Foyer

10:30 – 12:00 p.m.

BRANDS AND BRAND VALUE

Centennial

Brand Value, Working Capital, and Economic
Efficiency
*Neeraj Bharadwaj, Ramesh K. S. Rao, and Dominique
Hanssens*

Value Drivers in Brand Acquisitions
*Sundar Bharadwaj, Hang Nguyen, and Ranjani
Ananthakrishnan*

Intellectual Property Rights and Brand
Alexander Krasnikov and Satish Jayachandran

Horizontal Brand and Vertical Line Extensions:
The Role of Fit and Directionality in Creating
Long-term Shareholder Value
*Darren Kim, Tabia Bucic, Liem Viet Ngo, and
Ashish Sinha*

ONLINE MARKETING

Laureate

Why Doesn't Every Paywall Pay Off? The
Spillover Effect of an Online Paywall on Print
Subscription
Ho Kim and Reo Song

Economic Loss of Cookie Lifetime Restrictions
Klaus Miller and Bernd Skiera

An Approach to Measure a Firm's Risk of Losing
Visibility in Organic Search
*Gabriela Werb, Christian Doppler, Bernd Skiera,
McKinsey and Company, Chair of Electronic Commerce*

Mobile-to-Store Promotion Effect on Omnichannel
Spending: A Large-Scale Field Experiment
Siliang Tong and Xueming Luo

12:00 – 1:30 p.m.	Lunch	Plateia
1:30 – 3:15 p.m.	THE FUTURE: DIGITAL, VIRTUAL REALITY, IoT, and ROBOTS	Centennial
	<p>Drivers of Virality in Online Digital Content: Case of YouTube Video Ads <i>Gerard J. Tellis, Seshadri T N, Deborah MacInnis, and Wayne Zhang</i></p>	
	<p>Virtual Reality in Retail: Contingent Effects on Consumer Purchases <i>Guiyang Xiong and Shuai Yang</i></p>	
	<p>A Discovery-Driven Framework for Visualizing Emergent Consumer Experience from IoT Interaction Data <i>Donna Hoffman and Tom Novak</i></p>	
	<p>Should Management Employ Human-like Robots? <i>Bernd Schmitt, Noah Castelo, Miklos Savary</i></p>	
	SALES, CHANNELS, AND SERVICE	Laureate
	<p>Strategies to Manage & Maximize Salesforce Performance <i>Dr V Jumar, Robert Leone, Sarang Sundar, V Kumar</i></p>	
	<p>Inside Out or Outside In: Relationship Effects of Customer Reassignment between Outside and Inside Salespeople <i>Andrew Crecelius, Justin Lawrence, and Robert Palmatier</i></p>	
	<p>Managing Multichannel Sales Systems: Managing Manufacturer-Sales Partner Relationships in B2B Industries <i>Arnd Vomberg, Christian Homburg, and Stephan Mulhauser</i></p>	
	<p>Channel Conflict: Bad for Business? <i>Kamran Eshghi and Sourav Ray</i></p>	
	<p>Service Failure in the Transportation Industry: Modeling Its Impact on Sales <i>Marc Fischer and Alexander Edeling</i></p>	
3:15 – 3:45 p.m.	Afternoon Break	Foyer

3:45 – 5:15 p.m.

POLITICS AND ACTIVISM

Centennial

Market Structure and Firm Engagement in
Divisive Political Issues

Chris Hydock and Neeru Paharia

Impact of Political Television Advertisements
on Effectiveness of Subsequent Advertisements

Beth Fossen and Girish Mallpragada

Brand Activism and Firm Value

*Nooshin L. Warren, Yashoda Bhagwat, Joshua
Beck, and George Watson*

Immigration, Abortion, and Gay Marriage, Oh My!

Consumer Responses to Firm Political Activity

*T.J. Weber, Chris Hydock, Jeffery Joireman, and David
Sprott*

**SPECIAL SESSION ON DOCTORAL
EDUCATION IN MARKETING**

Laureate

Leigh McAlister and Don Lehmann

6:30 – 9:00 p.m.

Reception and Conference Dinner

Faculty Center

Keynote: Wes Nichols

Co-Founder and former CEO, MarketShare Partners

Friday, May 18, 2018

7:30 – 8:30 a.m.

Breakfast

Plateia

8:30 – 10:00 a.m.

CUSTOMER MANAGEMENT AND PROTECTION

Centennial

Customer Portfolio Management for Durables
Leigh McAlister, Shameek Sinha, and Abhishek Nayak

Driving the Long-Tail Growth in the Sharing Economy: Explore Interaction Effect Between Customer Protection Policy and Review Rating System
Siliang Tong and Xueming Luo

What Drives Whether and When Firms Respond to Customer Complaints?
Abhishek Borah, Vivek Astvansh, and Christine Moorman

Long-Term Consumer Responses to Dynamic Pricing
Christian Homburg, Karin Lauer, and Arnd Vomberg

ONLINE DISPLAY ADVERTISING

Laureate

Measuring Display Advertising Response Using Panel Data
Paul R. Hoban and Neeraj Arora

Have You Seen This Ad? The Impact of Display Ad Viewability on Advertising Effectiveness
Christina Uhl, Nadia Abou Nabout, and Klaus Miller

Social Value of Bidders in Auctions: An Application in Real-Time Advertising
Kamilla Zab, Bernd Skiera, and Martin Spann

Understanding Drives of Engagement: Does the Screen Matter?
Sundar Bharadwaj, Myoung-Jin Chae, and Omar Rodriguez Vila

10:00 -10:30 a.m.

Morning Break

Foyer

10:30 – 12:00 p.m.

CONSUMER CHOICE: DEFAULTS, FRAMING, AND BIASES

Centennial

Preference Dynamics in Sequential Consumer Choice with Defaults

*Gerald Haeubl, Bas Donkers, Benedict Dellaert, and
Andreas Herrmann*

As Fast or Much as You Can: The Effects of Input
and Output-Based Framing on Motivation
Manissa Gunadi and Bram Van den Bergh

Neutralizing the Expense Prediction Bias
*Chuck Howard, David J. Hardisty, Abigail B. Sussmann,
and Melissa A. Z. Knoll*

**SPECIAL SESSION ON THE VALUE OF
MARKETING ANALYTICS IN LITIGATION**

Laureate

*Natalie Mizik, Dominique Hanssens, Vildan
Altuglu, Rene Befurt, Rebecca Reed-Arthurs,
David Reibstein, and Peter Rossi*

12:00 – 1:30 p.m.

Lunch

Plateia

1:30 – 3:00 p.m.

**PRODUCT STRATEGY, INNOVATION,
AND VALUE**

Centennial

Product Set Granularity and Product
Recommendations

*Bas Donkers, Dimitrios Tsekouras, Benedict Dellaert,
and Gerald Haeubl*

Success of Ideas in Crowdsourcing Contents:
Specialization, Fixation, and Productivity?
Christian Pescher, Gerard J. Tellis and Johann Fuller

Attribute Dynamics and New Products
Tojin T. Eapen and Rajdeep Grewal

Value Seekers: Are They a Homogenous Segment?
Mira Swaminathan, Richa Agrawal

NETWORKS AND NETWORK EFFECTS

Laureate

The Positive Effect of Not Following Others:
How Influences on Social Media Convey Autonomy
and Signal Influence
Davide Proserpio, Francesca Valsesia, and Joseph C. Nunes

Social TV and Ad Avoidance
Alexander Bleier and Beth L. Fossen

Urgent Requests: Bridging Knowledge Silos to
Serve Customers' Needs in B2B Markets
*Christian Pescher, Katja Hutter, Johann Fuller,
Michael Heiss, Manfred Langen, Carsten Ehms*