

2021 TPM Conference | June 9-10

Research Presentations

Presenter and Institution	Research Topic
Michael Ahearne , University of Houston	<i>Cash Versus Non-Cash Sales Incentives and Framing</i>
Diego Aparicio , IESE Business School	<i>Algorithmic Pricing</i>
Khaled Boughanmi , Cornell University	<i>Playlist Contextualization and Personalization: A Bayesian nonparametric approach</i>
Yupeng Chen , Nanyang Technological University	<i>Should Firms Reward Referring Customers Based on the Performance of Their Referred Customers?</i>
Vincent Chen , UC Berkeley Haas	<i>Mapping 25 Years of Consumer Knowledge from Text Corpora</i>
Imran Currim , University of California Irvine	<i>National Customer Orientation: A Luxury of Rich Nations?</i>
Arnaud De Bruyn , ESSEC Business School	<i>Incorporating the Firm's Strategic Response into Customer Valuation Models</i>
Ryan Dew , The Wharton School	<i>Detecting Routines in Ride-sharing: Implications for Customer Management</i>
Anindya Ghose , New York University	<i>Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application</i>
Arun Gopalakrishnan , Rice University	<i>Shopping Cart Retargeting</i>
Liat Hadar , Tel Aviv University	<i>The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment</i>
Jochen Hartmann , University of Hamburg	<i>Mining Iconic Marketing Assets: A Unified Multi-Modal Deep Learning Framework</i>
Kamel Jedidi , Columbia University	<i>R2M Index 1.0: A Measure of Relevance—Finally</i>
Nan Jia , Marshall School of Business, University of Southern California	<i>AI-Human Hybrid, Employee Creativity, and Job Performance: Evidence from a Field Experiment</i>
Yael Karlinsky Shichor , Northeastern University	<i>The Oracles of Online Reviews</i>
Youngtak Kim , University of Georgia	<i>All that is Green is not Gold: Evidence from the CPG Industry</i>
Seoyoung Kim , University of Georgia	<i>Beyond Buycott vs. Boycott: Brand Activism and Engagement</i>
Aleksandra Kovacheva , University at Albany - SUNY	<i>The Value of the Unknown: A Framework for Strategic Surprise Marketing</i>
Rene Laub , Goethe University Frankfurt	<i>The Economic Value of User-Tracking for Publishers</i>

Presenter and Institution	Research Topic
Kathleen Li , University of Texas, Austin	<i>What Happens to a Digitally Retailer's Sales When It Opens A Physical Store?</i>
Jia Liu , HKUST	<i>The Impact of Temporally Turning off TV Ad on Search Interests: A Generalized Synthetic Control Estimator under Interference</i>
Ofer Mintz , University of Technology Sydney	<i>Managerial Assessments of Marketing Performance</i>
Sajeev Nair , USC Marshall School of Business	<i>Do Online Ratings Accurately Reflect Quality? Price, Reviewed Quality, and Reviewer Expertise in Yelp Restaurant Reviews</i>
Elliot Oblander , Columbia University	<i>How has COVID-19 Impacted Customer Purchase Behavior at Food Delivery Businesses?</i>
Travis Tae Oh , Yeshiva University	<i>A Liberating Engagement Theory of Fun</i>
Koen Pauwels , Northeastern University	<i>Disadoption Patterns in Fast Moving Consumer Goods</i>
Nandini Ramani , Texas A&M University	<i>Rising above the glass ceiling: The effects of female CMOs on marketing spending and performance</i>
Tom Robertson , The Wharton School	<i>The Inoculation Effect of Loyalty Programs</i>
Mohammad Saljoughian , University of Tennessee, Knoxville	<i>Managing E-Converse: How Firms Can Steer Social Media Conversations</i>
Chenshuo Sun , NYU Stern	<i>The Effect of Voice AI on Consumer Purchase and Search Behavior</i>
Christophe Van den Bulte , The Wharton School	<i>Are referred customers more valuable?</i>
Jarrold Vassallo , The University of Sydney Business School	<i>Market Expansion and Targeting While Balancing Social and Financial Objectives: Evidence from Microfinance Enterprises in Bangladesh</i>
Jeremy Yang , MIT	<i>First Law of Motion: Influencer Video Advertising on TikTok</i>
Elham Yazdani , University of Georgia	<i>Identifying Emotions in Images and Their Effects on Donation Behavior in Online Crowdsourcing Platforms</i>
Pinar Yildirim , The Wharton School	<i>Impact of GDPR on Consumers and Firms</i>
Hema Yoganarasimhan , University of Washington	<i>Star-Cursed Lovers: Role of Popularity Information in Online Dating</i>