

Conference Co-Chairs: Dave Reibstein and Raghu Iyengar

[Virtual Event](#) | June 9-10 | Eastern Time Zone

## 2021 TPM Conference Agenda

### Wednesday, June 9

9 a.m. to 9:15 a.m.	<p>OPENING REMARKS Eric Bradlow, Chairperson, Wharton Marketing Department</p>	GENERAL SESSION
<p>1<sup>ST</sup> CONCURRENT ACADEMIC SESSIONS: 9:15 a.m. to 10:30 a.m. (* Indicates Presenter/s)</p>		
<p><b>Track 1.1</b> <b>Machine Learning</b> Session Chair: Jeremy Yang</p> <p><b>First Law of Motion: Influencer Video Advertising on TikTok.</b> Authors: Jeremy Yang*, Juanjuan Zhang</p> <p><b>Playlist Contextualization and Personalization: A Bayesian nonparametric approach.</b> Authors: Khaled Boughanmi*, Yang Liu, Asim Ansari</p> <p><b>Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application.</b> Authors: Anindya Ghose, Panos Adamopoulos*</p>	<p><b>Track 1.2</b> <b>Online Shopping</b> Session Chair: Chenshuo Sun</p> <p><b>The Effect of Voice AI on Consumer Purchase and Search Behavior.</b> Author: Chenshuo Sun*</p> <p><b>The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment.</b> Authors: Liat Hader*, Yael Steinhart, Gil Appel, Yaniv Shani</p> <p><b>What Happens to Digitally Retailer's Sales When It Opens a Physical Store?</b> Authors: Kathleen Li*, Venkatesh Shankar</p>	
10:30 a.m. to 10:45 a.m.	BREAK	
<p>2<sup>ND</sup> CONCURRENT ACADEMIC SESSIONS: 10:45 a.m. to 12 p.m. (* Indicates Presenter/s)</p>		
<p><b>Track 2.1</b> <b>Machine Learning   Algorithms</b> Session Chair: Madhav Kumar</p> <p><b>Algorithmic Pricing.</b> Authors: Diego Aparicio, Dean Eckles, Madhav Kumar*</p> <p><b>Mining Iconic Marketing Assets: A Unified Multi-Modal Deep Learning Framework.</b> Authors: Jochen Hartmann*, Amos Schikowsky, Mark Heitmann, Michael Haenlein</p> <p><b>AI-Human Hybrid, Employee Creativity, and Job Performance: Evidence from a Field Experiment.</b> Authors: Nan Jia, Xueming Luo*, Han Chen, Fang Zheng</p> <p><b>Incorporating the Firm's Strategic Response into Customer Valuation Models.</b> Authors: Arnaud De Bruyn, Mainak Sarkar*</p>	<p><b>Track 2.2</b> <b>Online Reviews</b> Session Chair: Yael Karlinsky Shichor</p> <p><b>The Oracles of Online Reviews.</b> Authors: Yael Karlinsky Shichor*, Verena Schoenmueller</p> <p><b>Do Online Ratings Accurately Reflect Quality? Price, Reviewed Quality, and Reviewer Expertise in Yelp Restaurant Reviews.</b> Authors: Sajeev Nair*, Gerard Tellis*, S. Siddarth</p> <p><b>Star-Cursed Lovers: Role of Popularity Information in Online Dating.</b> Author: Hema Yoganarasimhan*</p>	

12 p.m. to 1 p.m.	LUNCH WITH DISCUSSION LEADER Prof. Duncan Watts, The Wharton School, Microsoft (former)	GENERAL SESSION
1 p.m. to 1:30 p.m.	SPEAKER: Neil Hoyne, Google	GENERAL SESSION
1:30 p.m. to 1:45 p.m.	BREAK	
<b>3<sup>RD</sup> CONCURRENT ACADEMIC SESSIONS: 1:45 p.m. to 3 p.m.</b> <i>(*) Indicates Presenter/s</i>		
<b>Track 3.1</b> <b>Metrics</b> Session Chair: Kamel Jedidi  <b>R2M Index 1.0: A Measure of Relevance—Finally.</b> Author: Kamel Jedidi*  <b>Mapping 25 Years of Consumer Knowledge from Text Corpora.</b> Authors: Vincent Chen*, Ming Hsu, Zhihao Zhang  <b>National Customer Orientation: A Luxury of Rich Nations?</b> Authors: Imran Currim*, Ofer Mintz, Rohit Deshpande	<b>Track 3.2</b> <b>Privacy</b> Session Chair: Pinar Yildirim  <b>Impact of GDPR on Consumers and Firms.</b> Author: Pinar Yildirim*  <b>The Economic Value of User-Tracking for Publishers.</b> Authors: Rene Laub*, Klaus Miller, Bernd Skiera  <b>Managing E-Converse: How Firms Can Steer Social Media Conversations.</b> Authors: Mohammad Saljoughian*, Kelly Hewett, Harald van Heerde, Bill Rand	
<b>Thursday, June 10</b>		
9 a.m. to 9:15 a.m.	OPENING REMARKS	GENERAL SESSION
<b>4<sup>th</sup> CONCURRENT ACADEMIC SESSIONS: 9:15 a.m. to 10:30 a.m.</b> <i>(*) Indicates Presenter/s</i>		
<b>Track 4.1</b> <b>Referral Value and Metrics</b> Session Chair: Marc Fischer  <b>Managerial Assessments of Marketing Performance.</b> Authors: Ofer Mintz, Marc Fischer*, Paul Burke, Christine Eckert  <b>Should Firms Reward Referring Customers Based on the Performance of Their Referred Customers?</b> Authors: Yupeng Chen*, Bowen Lou  <b>Are Referred Customers More Valuable?</b> Authors: Christophe Van den Bulte*, Iris Roelens, Philippe Baecke, Dries Benoit  <b>Cash Versus Non-Cash Sales Incentives and Framing.</b> Authors: Michael Ahearne*, Mohsen Pourmasoudi, Phillip Wiseman	<b>Track 4.2</b> <b>Customer Journey</b> Session Chair: Jia Liu  <b>The Impact of Temporally Turning off TV Ad on Search Interests: A Generalized Synthetic Control Estimator under Interference.</b> Authors: Jia Liu*, Shawndra Hill  <b>Shopping Cart Retargeting.</b> Authors: Arun Gopalakrishnan*, Young-Hoon Park  <b>Disadoption Patterns in Fast Moving Consumer Goods.</b> Authors: Koen Pauwels* and Don Lehmann*, Gokhan Yildirim, Selin Penez	
10:30 a.m. to 10:45 a.m.	BREAK	

5<sup>TH</sup> CONCURRENT ACADEMIC SESSIONS: 10:45 a.m. to 12 p.m.

(\*) Indicates Presenter/s

<p><b>Track 5.1</b> <b>CRM</b> Session Chair: Ryan Dew</p> <p><b>Detecting Routines in Ride-sharing: Implications for Customer Management.</b> Authors: Ryan Dew* Eva Ascarza, Oded Netzer, Nachum Sicherman</p> <p><b>The Inoculation Effect of Loyalty Programs.</b> Authors: Tom Robertson* and Dennis Armbruster*</p> <p><b>How has COVID-19 Impacted Customer Purchase Behavior at Food Delivery Businesses?</b> Authors: Elliot Oblander* and Daniel McCarthy*</p>	<p><b>Track 5.2</b> <b>Emotions</b> Session Chair: Tae Oh</p> <p><b>A Liberating Engagement Theory of Fun.</b> Authors: Travis Tae Oh* and Michel Pham*</p> <p><b>The Value of the Unknown: A Framework for Strategic Surprise Marketing.</b> Authors: Aleksandra Kovacheva*, Cait Lamberton, and Hristina Nikolova</p> <p><b>Identifying Emotions in Images and Their Effects on Donation Behavior in Online Crowdsourcing Platforms.</b> Author: Elham Yazdani*</p>
--	---

<p>12 p.m. to 12:45 p.m.</p>	<p>LUNCH WITH SCHOLARS</p> <p><u>Amazon</u> Serguei Netessine, The Wharton School Oded Netzer, Columbia Business School Eric Joel Tchetgen Tchetgen, The Wharton School</p> <p><u>Microsoft</u> Amit Gandhi, The Wharton School</p>	<p>GENERAL SESSION</p>
<p>12:45 p.m. to 1:30 p.m.</p>	<p>GUEST SPEAKER Tony Pace, CEO, MASB</p>	<p>GENERAL SESSION</p>
<p>1:30 p.m. to 1:45 p.m.</p>	<p>BREAK</p>	

6<sup>TH</sup> ACADEMIC SESSION: 1:45 p.m. to 3 p.m.

(\*) Indicates Presenter/s

<p><b>Track 6.1</b> <b>Societal Issues</b> Session Chair: Nandini Ramani</p> <p><b>Rising Above the Glass Ceiling: The Effects of Female CMOs on Marketing Spending and Performance.</b> Authors: Nandini Ramani* and Venkatesh Shankar*</p> <p><b>All that is Green is not Gold: Evidence from the CPG Industry.</b> Authors: Youngtak Kim*, Sundar Bharadwaj*</p> <p><b>Beyond Buycott vs. Boycott: Brand Activism and Engagement.</b> Authors: Seoyoung Kim* and Sundar Bharadwaj</p> <p><b>Market Expansion and Targeting While Balancing Social and Financial Objectives: Evidence from Microfinance Enterprises in Bangladesh.</b> Authors: Jarrod Vassallo*, Jaideep Prabhu, Ahmed Khwaja</p>	<p>THERE IS NO TRACK 6.2</p>
--	------------------------------

<p>3 p.m. to 3:15 p.m.</p>	<p>CLOSING REMARKS</p>	<p>GENERAL SESSION</p>
----------------------------	------------------------	------------------------

**TPM 2021 Concludes**