# Theory + Practice in Marketing 2022

**Emory University's Goizueta Business School
Atlanta, GA
May 10-12, 2022**

In Collaboration with



ELSEVIER
**IJRM** EMAC
International Journal of Research in Marketing
Official Journal of the European Marketing Academy

EMORY | GOIZUETA BUSINESS SCHOOL

**OPENING RECEPTION: 5:30 PM – 7:00 PM (MAIN BALLROOM, ECCH)**

Hickory Room, Emory Conference Center Hotel. Open bar with finger foods.



Dinner is on-your-own. Some options/areas to consider:
[1] Emory Point (next to the hotel).
- General Muir $$: upscale deli.
- Boruboru Sushi Burrito + Bowl $
[2] Emory Village (SW corner of campus, 1.5mi from the hotel)
- Double Zero $$: Modern Italian-American.
- Dragon Bowl $: Casual Asian.
[3] Decatur, GA (2.5mi SE from the hotel)
- The Iberian Pig $$: Spanish tapas.
- Parker's on Ponce $$$: steakhouse.
[4] Virginia-Highlands (3.5mi SW of the hotel)
- Murphy's $$: Classic American.
- Taco Mac Virginia Highlands $$: Hamburgers, wings, extensive beer selection
- Highland Tap $$: Pub
- Atkins Park $$: Southern.
For a much longer list: emory.edu/commencement/plan/restaurants.html

## TRAVEL: 7:00 AM – 10:00 AM

7:00 AM – 10:00 AM: Shuttle bus loops continuously from Emory Conference Center Hotel (1615 Clifton Rd.) to Goizueta Business School (1300 Clifton Rd.).
Or it is an easy 1-mile morning walk, all downhill.
The West Wing is the part of the business school building that extends past the archway from the main horseshoe.

## BREAKFAST & WELCOME: 8:00 AM – 8:45 AM (West Wing, W525)

### Welcome and Introductions

Douglas Bowman (Emory) & Sandy Jap (Emory) – Conference Co-Chairs
Donald Lehmann (Columbia) – Conference Co-Founder
David Schweidel (Emory) – Editor, IJRM

## 1st PARALLEL SESSIONS: 9:00 AM – 10:30 AM

### SESSION 1.1 – RM W300
### Business & Society
Moderator: Maura Scott

*Consequences of Firm's Commitment to Stakeholderism: An Examination During Covid-19*
Nita Umashankar (San Diego St)
Alex Yao (San Diego St)
Sundar Bharadwaj (Georgia)

*An Institutional View of Corporate Sociopolitical Activism*
Andrew Edelblum (Oregon)
Joshua Beck (Oregon)
Nooshin Warren (Arizona)

*How Social Movements Shape Consumption: #MeToo and Box Office Performance*
Chi Tran (Oregon)
Joshua Beck (Oregon)
Nooshin Warren (Arizona)

### SESSION 1.2 – RM W330
### Images
Moderator: Purush Papatla

*Should a Picture Say a Thousand Words or Only Those that Matter?*
Ali Jamei (Wisconsin-Milwaukee)
Nima Jalali (UNC-Charlotte)
Purushottam Papatla (Wisconsin-Milwaukee)

*An AI Method To Score Celebrity Visual Potential from Human Faces*
Xiaohang (Flora) Feng (CMU)
Shunyuan Zhang (Harvard)
Xiao Liu (NYU)
Kannan Srinivasan (CMU)
Cait Lamberton (Pennsylvania)

*Product Design Using Generative Adversarial Network: An Application in Artistic Template Design*
Hui Li (CMU)
Jian Ni (Johns Hopkins)
Fangzhu Yang (Johns Hopkins)

*Gazing 'Right': Decoding the Effects of Gaze Directions in Marketing Images Using Deep Learning*
Eugene Pavlov (Miami)
Zhuping Liu (Baruch)
Shuai Yang (Donghua)
Chunmian Ge (S.China U of Techn)

### SESSION 1.3 – RM W100
### Understanding Consumers
Moderator: Amber Epp

*Time to Be Happy: Autonomous Products Can Increase Well-Being*
Tobias Schlager (Lausanne)
Emanuel de Bellis (St.Gallen)
Ashley Whillans (Harvard)

*Age is More Than Just a Number: Biological Age and Its Value to Consumer Research*
Steven D. Shaw (Pennsylvania)
Remi Daviet (Wisconsin-Madison)
Gideon Nave (Pennsylvania)

*Direct and Indirect Profits from Gift Giving: Consumer Learning about Underexplored Alternatives*
Shi (Sherry) Wang (OSU)
Ralf van der Lans (HKUST)

*The Role of Emotion in Consumer Search When Using an Online Search Engine*
Sarah Whitley (Georgia)
Anindita Chakravarty (Georgia)
Lan Anh Ton (Georgia)
Pengyuan Wang (Georgia)

## BREAK: 10:30 AM – 11:00 AM (W320)

**EMORY** UNIVERSITY

## 2nd PARALLEL SESSIONS: 11:00 AM – 12:30 PM

### SESSION 2.1 – RM W300
### Firm & Government Policy
Moderator: Tom Robertson

*Ratioing and Credibility; The Effect of Like to Comment Ratio on the Perceived Credibility of Social Media Posts*
Behzad Rezaee (Lausanne)
Tobias Schlager (Lausanne)
Markus Christen (Lausanne)

*How Does a Standard to Implement Privacy Regulations Affect Web Traffic and Tracking?: Evidence from IAB's Transparency and Consent Framework*
Yuxi Jin (Goethe)
Bernd Skiera (Goethe)

*Trust Guardians: How Review Platforms Can Fight Fakery and Build Trust*
Benjamin B. Beck (Penn St)
Stefan Wuyts (Penn St)
Sandy Jap (Emory)

*Algorithmic Fairness and Service Failures: Why Firms Should Want Algorithmic Accountability*
Kalinda Ukanwa (USC)
William Rand (NCSU)
Peter Pal Zubcsek (Tel Aviv)

### SESSION 2.2 – RM W330
### Online Advertising
Moderator: Neeraj Arora

*Assessing The Effectiveness of Digital Political Fundraising Ads: Ad Delivery Algorithm, Impressions and Ad Content*
Soogand Alavi (Texas-Dallas)
Ying Xie (Texas-Dallas)
Shervin Tehrani (Texas-Dallas)

*Information Disclosure in Generalized Second Price Auction: An Empirical Analysis of an Online Advertising Market with Heterogeneous Advertisers*
Michelle Song (Stanford)
Mingxi Zhu (Stanford)

*The Impact of Ad-Blockers on Online Consumer Behavior*
Vilma Todri (Emory)

*Cookie Bias in a Field Experiment: The Flaws in Cookie Based Advertising Measurement*
Min Tian (Ohio St)
Neeraj Arora (Wisconsin-Madison)
Paul Hoban (amazon)

### SESSION 2.3 – RM W100
### Re-Thinking the Business Model I
Moderator: Natalie Mizik

*Determinants and Financial Implications of Business Model Innovation: Evidence from Initial Public Offerings*
Priya Rangaswamy (Texas A&M)
Alina Sorescu (Texas A&M)

*Do Outstanding Customer Payments Mitigate or Exacerbate Firm Risks and Failure?*
Niket Jindal (Indiana)
Vivek Astvansh (Indiana)

*Technological Disruption in Fashion Industry: A Quasi-Experimental Analysis*
Francesca Bonetti (London Coll of Fashion)
Gerard Tellis (USC)

*The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms*
Thomas Dotzel (Nebraska)
Venkatesh Shankar (Texas A&M)

## LUNCH: 12:30 PM – 1:30 PM (W525 & Jenkins Courtyard)

## SPEAKER: How Our Conception of 'Theory' Limits Our Influence on Practice
### John G. Lynch
Distinguished Professor, Leeds School of Business, University of Colorado-Boulder and Executive Director, Marketing Science Institute

I distinguish two kinds of theoretical contributions that can be made in empirical consumer research: making new claims about links between unobservable constructs and making new claims to explain important stylized facts about relations between observable real-world phenomena, termed "phenomenon-to-construct mapping" by MacInnis et al. (2020). In phenomenon-to-construct mapping, the starting point is an interest in real world phenomena as reflected in puzzling objective fact or puzzling links between some operational independent variable and some operational dependent variable. The researcher explains surprising objective links between operational independent and dependent variables by mapping the operational variables to constructs and then to an underlying-construct-to-construct mechanism. Often the construct-to-construct links have been well studied in unrelated contexts. The theoretical insight is in appealing to those concepts to explain a practically important empirical puzzle. The notion of a "nomological net" is used to specify the different types of belief shift resulting from good theorizing about construct-to-construct links versus phenomenon-to-construct mapping. Because consumer researchers have defined "theory" too narrowly as construct-to-construct links, the field has prized work that influences small audiences who are "in the know" about those constructs to the exclusion of audiences who are not steeped in those literatures. Broader audiences care about real-world phenomena and therefore about their conceptual explanation.

## 3rd PARALLEL SESSIONS: 1:30 PM – 3:00 PM

### SESSION 3.1 – RM W300
### Forecasting
Moderator: Neeraj Arora

*Not on Every Day Your Average Joe: Extending Probabilistic Modeling of Customers' Spending Behavior*
Patrick Bachmann (ETH Zurich)
Markus Meierer (Geneva)
Jeffrey Näf (ETH Zurich)

*Future Sales Uncertainty: Conceptualization, Operationalization, and Consequences*
Luciano Lapa (Indiana)
Lopo Rego (Indiana)
Neil Morgan (Indiana)

*Targeting for Long-Term Outcomes*
Jeremy Yang (Harvard)
Dean Eckles (MIT)
Paramveer Dhillon (Michigan)
Sinan Aral (MIT)

*Zero to One: Sales Prospecting with Augmented Recommendation*
Saiquan Hu (Hunan)
Juanjuan Zhang (MIT)
Yuting Zhu (MIT)

### SESSION 3.2 – RM W330
### Branding
Moderator: Sundar Bharadwaj

*Effectiveness of Micro Ads on Television*
Beth Fossen (Indiana)
Philip Kim (Indiana)
Inyoung Chae (Emory)

*Antecedents and Consequences of an Inclusive Brand Marketing Strategy*
Dionne Nickerson (Indiana)
Omar Rodriguez-Vilá (Emory)
Sundar Bharadwaj (Georgia)

*Antecedents and Consequences of Omni-Brand Orientation*
Ellen Schmidt-Devlin (Oregon)
Aysegül Özsomer (Koç)
Casey E. Newmeyer (Pardon Inc.)

*Regaining Control Over Autonomous Products with Nicknames*
Jenny Zimmerman (Rotterdam)
Emanuel de Bellis (St.Gallen)
Reto Hofstetter (Lucerne)
Stefano Puntoni (Rotterdam)

### SESSION 3.3 – RM W100
### Re-Thinking the Business Model II
Moderator: Murali Mantrala

*Seeking Crisis Recovery in Rebranding: Evidence from Co-Branding Alliances*
Amrita Mitra (Western)
Erik A. Mooi (Melbourne)
Kenneth H. Wathne (Stavanger)
Kersi D. Antia (Western)

*Should Manufacturers Curtail Unauthorized Distribution?*
Mohammad Kayed (Bishop's)
Manish Kacker (McMaster)

*Brave New World of Virtual Selling in B2B Markets - Conceptualization and Theory Development*
Murali K. Mantrala (Kansas)
Manfred Krafft (Münster)
Yeji Lim (Fullerton)
Tim Kalwey (Münster)

## BREAK: 3:00 PM – 3:15 PM (W320)

## PRACTICE PLENARY: 3:15 PM – 4:15 PM (East Wing, RM 130 Boynton Auditorium)

### Website, Stores, Third Parties, or All of the Above? Channel Strategy at Leading Brands (Moderator: Dan McCarthy, Emory)

**Kelly Goldston**

*Vice President, Growth Marketing and Ecommerce at Spanx*

As VP of Growth and Ecommerce at SPANX, Kelly oversees acquisition marketing, retention marketing, consumer insights, site content and digital product for SPANX.com. Kelly joined SPANX in August of 2020 and serves as general manager of the rapidly growing ecommerce channel.

Previously Kelly led performance marketing for two consumer-facing brands acquired by Walmart and Amazon. Most recently Kelly served as the VP of Performance Marketing at ELOQUII (women's fashion, sizes 12-28) overseeing acquisition, retention, and customer analytics teams. Kelly joined as an early employee and grew ELOQUII from a DTC startup to an acquired brand in the Walmart family. Prior to ELOQUII, Kelly led customer acquisition for Diapers.com, the flagship ecommerce company of Quidsi Inc., an Amazon company.

Kelly holds an MBA from NYU Stern School of Business, and a BA from Columbia College of Chicago. She lives in Atlanta with her husband and young daughter and loves bad movies and good Champagne.

**Shubham Mehrish**

*Global Vice President, Digital at Mars Inc.*

As Global Vice President of Digital at Mars, Shubham is responsible for Mars' Consumer & Brand Experience platforms, Marketing & Advertising platforms, Data, Analytics & Automation platforms and Artificial Intelligence. Shubham and his team work closely with all of Mars' businesses to drive digital and marketing transformation. Shubham serves on multiple leadership and governance boards within Mars. These include Data Driven Marketing, Direct To Consumer, Digital Assets Transformation, and Strategic Revenue Management, to name a few.

Shubham joined Mars three and a half years ago after a broad and diverse career where he advised CXOs and Fortune 100 leadership teams on strategy, technology, data & analytics and ecommerce. He has worked across industries from Banking, Private Equity, Healthcare, Insurance, CPG and Fashion.

Shubham is active as a speaker, advisor and investor. Shubham also serves on the CGT/RIS Executive Council, a forum for industry innovators and disrupters from Retail and Consumer Goods industries.

**Himanshu Sinha**

*Vice President, Digital Growth and Ecommerce at AllBirds*

Himanshu currently leads digital and growth functions at Allbirds where he is responsible for customer acquisition and retention across channels, along with digital product experience for Allbirds's customers.

Prior to AllBirds, Himanshu led marketing teams at Blue Nile. Before Blue Nile, he led various marketing functions at eBay, Expedia, and Amazon. Earlier in his career Himanshu was a management consultant in Deloitte's customer and channel strategy practice where he advised clients in areas such as pricing, marketing, customer, and channel strategy.

Himanshu has more than 20 years of broad international experience varied from marketing, product management, pricing, customer strategy, business analytics to strategy and operations consulting. In his career he has led high-performing product, engineering, marketing, and analytics/data science teams driving digital marketing transformation for world's largest ecommerce/internet companies.

Himanshu has an MBA from INSEAD, a Masters from University of Washington, Seattle, and a BS from Indian Institute of technology (IIT) Kharagpur.

## TRAVEL: 4:15 PM – 5:45 PM

4:15 PM – 5:00 PM: Shuttle buses leave from Goizueta Business School (1300 Clifton Rd.) to Emory Conference Center Hotel (1615 Clifton Rd.).
5:00 PM: Shuttle buses depart Emory Conference Center Hotel.
5:30 PM: Arrive at The Carter Center (453 John Lewis Freedom Parkway NE).

Note: No food or drink is allowed in the Museum. Visit the museum when you arrive and grab a drink after that.

## RECEPTION: 5:30 PM – 6:45 PM (Lobby + Museum of the Jimmy Carter Library)



jimmycarterlibrary.gov/museum
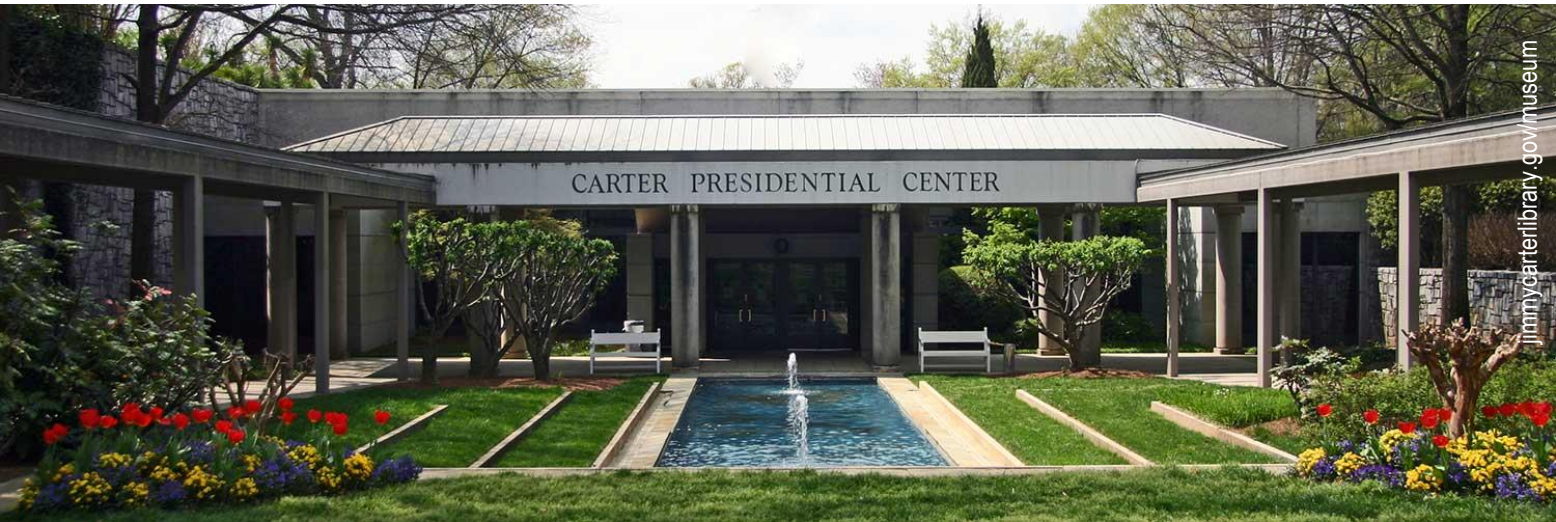
Through immersive exhibitions of objects, documents, and photographs, videos, and beautiful gifts from world leaders, visitors can get a close-up view of the Jimmy Carter Presidency (1977-81). Highlights include a life-size replica of the Oval Office, a dramatic "Day in the Life of the President" presentation on 13 ft. screens, a walk-through cabin setting for the crucial Camp David Meetings exhibition, and an Interactive Map Table that takes you with the Carters to monitor elections and fight diseases.

## CONFERENCE DINNER: 7:00 PM – 8:30 PM (Cyprus Room, Carter Presidential Center)

The Jimmy Carter Presidential Library and Museum is nestled between two lakes on 30 acres of park land and provides a tranquil setting with a view of the Atlanta skyline. The facility includes the presidential library (donated to the federal government) and privately maintained spaces such as President Carter's office, offices for foundations he supports, and The Carter Center of Emory University. Groundbreaking ceremony was Oct.2, 1984, and The Jimmy Carter Presidential Library and Museum was dedicated during the museum opening on Oct.1, 1986.

The Jimmy Carter Presidential Library is part of the presidential libraries system administered by the National Archives and Records Administration, a federal agency. Continuously, the Jimmy Carter Library actively solicits material of Jimmy and Rosalynn Carter, major figures in the Carter administration, the Carters' political or close personal friends, figures of secondary importance with significant aspects of the Carter administration, and President Carter's family. Today, the Jimmy Carter Presidential Library houses 40,000,000 pages, 1,000,000 photographs, 2,200,000 feet of film, and 2,500 hours of video.

Source: jimmycarterlibrary.gov/about_us

### SPEAKER: Marketing for Growth: Research Challenges and Opportunities
#### Dominique M. Hanssens
Distinguished Research Professor of Marketing, UCLA Anderson School of Management.

Marketing executives want to see sustainable growth for their brands, be it growth in revenue, profitability or market share. Marketing models, on the other hand, may or may not imply growth, but pose empirical challenges that are rarely addressed in research papers. This presentation will address how marketing can drive sustainable growth, with a focus on metrics and empirical findings.

Remarks: Bernd Schmitt (Columbia) – Conference Co-Founder

## TRAVEL: 8:30 PM – 9:30 PM

Shuttle buses depart The Carter Center (453 John Lewis Freedom Parkway NE) for Emory Conference Center Hotel (1615 Clifton Rd.).

## TRAVEL: 7:00 AM – 10:00 AM

Check out of the hotel. Bring your luggage with you to store at Goizueta Business School.

7:00 AM – 10:00 AM: Shuttle bus loops continuously from Emory Conference Center Hotel (1615 Clifton Rd.) to Goizueta Business School (1300 Clifton Rd.).

## BREAKFAST: 7:45 AM – 8:15 AM (West Wing, W525)

## 4th PARALLEL SESSIONS: 8:15 AM – 9:45 AM

### SESSION 4.1 – RM W300
### Advances in Retailing
Moderator: Praveen Kopalle

*The Impact of Escooters on Retailing: Empirical Analysis Using Graph Neural Networks*
Ruichun Liu (Illinois)
Unnati Narang (Illinois)

*Persistence of Consumer Lifestyle Choices: Evidence from Restaurant Delivery During COVID-19*
E. Shin Oblander (Columbia)
Daniel M. McCarthy (Emory)

**The Causal Effects of Store Closure on Omnichannel Shopping and Mobile App Usage**
Taotao Ye (Texas A&M)
Venkatesh Shankar (Texas A&M)

*The Impact of Co-location of Departments on Joint Sales in Retail Stores*
Yashaswy Akella (IIM Ahmedabad)
Praveen K. Kopalle (Dartmouth)
Dhruv Grewal (Babson)
Jens NordFält (Bath)

### SESSION 4.2 – RM W330
### Re-Thinking Measurement
Moderator: Shuba Srinivasan

*Rethinking Technology Adoption in a Dynamic Marketing Environment*
Paul Mills (Cleveland St)
Cesar Zamudio (VCU)

*A Sample Size Calculation for Targeting*
Duncan Simester (MIT)
Artem Timoshenko (Northwestern)
Spyros I. Zoumpoulis (INSEAD)

*Asymmetric Advertising Response*
Maartin Gijsenberg (Groningen)
Shuba Srinivasan (Boston U.)
Julien Schmitt (ESCP Europe)
Jaap Wieringa (Groningen)

### SESSION 4.3 – RM W100
### Re-Thinking Customer Service
Moderator: Yany Grégoire

*Chasing Stars: Firms' Strategic Responses to Online Consumer Ratings*
Megan Hunter (Boston College)

*When Indirect Customer Termination Backfires: Understanding the Effects of Termination Strategies for Customers and Investors*
Yany Grégoire (HEC Montreal)
Martin Mende (Florida St)
Nguyen Nguyen (HEC Montreal)
Luke Hopkins (Florida St)
Hui Feng (Iowa St)
Michael Brady (Florida St)
Kelley Main (Manitoba)

*Should Chatbots Imitate Customer Language? A Linguistic Exploration of Chatbot-Customer Interactions and Their Service Implications*
Shun-Yang Lee (Northeastern)
Ann Kronrod (U.Mass-Lowell)
Amir Grinstein (Northeastern)

**Subscribe, Read, Unsubscribe, Repeat - Identifying and Managing Strategic Consumer Behavior**
Leonie Gayer (KLU Hamburg)
Jan U. Becker (KLU Hamburg)
Christian Barrot (KLU Hamburg)

## BREAK: 9:45 AM – 10:15 AM (W320)

## 5th PARALLEL SESSIONS: 10:15 AM – 11:45 AM

### SESSION 5.1 – RM W300
### Promotions in Today's Marketplace
Moderator: Ajay Kohli

*Better or More? Effects of Rewards on UGC Production: Empirical Evidence from BoardGameGeek*
Mahsa Paridar (UCLA)
Mina Ameri (Pitt)
Elisabeth Honka (UCLA)

*Celebrity Endorsement Effects: Evidence from Esports*
Sriniketh Vijayaraghavan (Wisconsin-Madison)
Neeraj Arora (Wisconsin-Madison)

*Success and Survival in Livestream Shopping*
Zekun Liu (NYU)
Weiqing Zhang (NYU)
Xiao Liu (NYU)
Eitan Muller (NYU)
Feiyu Xiong (Alibaba)

**Does Cash Really Mean Trash? An Empirical Investigation into The Effect of Retailer Price Promotions on Household Food Waste**
Arjen van Lin (Tilburg)
Aylin Aydinli (VU Amsterdam)
Marco Bertini (Harvard)
Erica van Herpen (Wageningen)
Julia von Schuckmann (TU Munich)

### SESSION 5.2 – RM W330
### Advances in Consumer Behavior
Moderator: Amber Epp

*The Effect of Daylight-Saving Time on Consumer Health-Related Behavior: An Empirical Examination*
Ram Janakiraman (S. Carolina)
Harsha Kamatham (Manitoba)
Sven Feurer (Bern)
Bhavna Phogaat (S. Carolina)
Rishika Rishika (NC State)
Marina Girju (California Baptist)

*Don't Be a Hamster! Social Appeals to Curb Panic Buying at the Point-of-Sale*
Sandro Arnet (ETH Zurich)
Marcia Nißen (ETH Zurich)
Florian von Wangenheim (ETH Zurich)

*Not All Transactions Are Emotionally Equal*
Mariya Topchy (U.Conn)
Debanjan Mitra (U.Conn)
Peter N. Golder (Dartmouth)

*A World With (Little) Work: Can Reduced Work Hours Change Consumer Spending?*
Yeohong Yoon (Emory)
Yeo Lim Yoon (Yonsei)

### SESSION 5.3 – RM W100
### Videos & Images
Moderator: Eunhee (Emily) Ko

*Don't Trust What You See: The Consequences of Deepfake Videos for Consumer Evaluation of Firms and Their Representatives*
Jeremy Fannin (Lausanne)
Tobias Schlager (Lausanne)
Gita Johar (Columbia)

*Context Matters - Even with Virtual Objects: Distance Perceptions in Augmented Reality and Consequences for Persuasion*
David Finken (Lucerne)
Reto Hofstetter (Lucerne)
Aradhna Krishna (Michigan)
Florian von Wangenheim (ETH Zurich)

*Winning the Attention Race: Analyzing Video Popularity and Content Evolution on TikTok*
Zijun Tian (Pennsylvania)
Ryan Dew (Pennsylvania)
Raghuram Iyengar (Pennsylvania)

*The Effect of Content Relatedness on Consumer Engagement: Empirical Evidence*
Eunhee (Emily) Ko (Northwestern)
Vijay Viswanathan (Northwestern)

## BOXED LUNCHES: 11:45 AM (W320)

Transportation to Atlanta Hartsfield-Jackson International Airport (ATL) is on-your-own.
Note that Emory University is in a neighborhood, and it can easily take 20 minutes before a ride sharing service (Uber, Lyft) arrives to pick you up.