Theory + Practice
In Marketing 2024

University of Texas at Austin
16 – 18 May 2024

In Collaboration with IJRM

2024 TPM Conference

Welcome to the 2024 TPM Conference hosted by The University of Texas at Austin. The University of Texas at Austin (UT Austin) was founded in 1883, and the university's School of Business was established a few decades later in 1922. The McCombs School of Business offers undergraduate, master's, and doctoral programs and has a 98,648-member alumni base from a variety of business fields across the globe.

We invite you to join us to engage with and listen from thought leaders, regarding cutting-edge research and state-of-the art techniques that can provide valued insights in academic research and practice.

Conference co-chairs,

Andy Gershoff   Doug J. Chung   Raji Srinivasan

Agenda

	May 16 **Thursday**	May 17 **Friday**	May 18 **Saturday**
7:30-8:30AM		Breakfast	Breakfast
8:30-9:00AM		Welcoming remarks Department Chair, Andy Gershoff Dean, Lillian Mills	
9:00-10:15AM		Sessions F1	Sessions S1
10:15-10:45AM		Break	Break
10:45AM-12:00PM		Sessions F2	Sessions S2
12:00-1:00PM		Lunch	Box lunch and depart
1:00-1:45PM		Panel discussion Bob Pearson, Next Practices Group Francisco Garcia M, Dell Ravi Kanniganti, HEB Moderator, Doug Chung	
1:45-2:00PM		Editorial remarks EIC, IJRM, Koen Pauwels	
2:00-2:30PM		Break	
2:30-3:45PM		Sessions F3	
3:45-4:15PM		Break	
4:15-5:30PM	Registration	Sessions F4	
5:30-6:00PM	Reception	Break	
6:00-7:00PM		Reception & Dinner	
7:00-9:00PM		AMA AI SIG Introduction Koen Pauwels, Gizem Williams, Pankhuri Malhotra Welcoming remarks Don Lehmann, Sunil Gupta Moderator, Raji Srinivasan	

OPENING RECEPTION: 5:30 PM – 7 PM
Atrium, 1st floor, Rowling Hall

Please join us for drinks and informal discussions at the University of Texas at Austin's newest architectural gems, Robert B. Rowling Hall. Situated just a brief 2-minute walk from the AT&T Conference Center, Rowling Hall provides a contemporary setting for networking and collaboration.

Its location offers easy access to a plethora of dining options, ensuring a delightful evening for all attendees. Additionally, it is within a mere 2 miles of downtown Austin, and so guests can immerse themselves in the vibrant energy of the city's iconic attractions.

While light appetizers will be provided during the networking reception, dinner on Thursday evening will be an opportunity for attendees to explore Austin's renowned culinary scene at their leisure.

FRIDAY, 17 MAY 2024

BREAKFAST: 7:30-8:30 AM
Atrium, 1st floor, Rowling Hall

WELCOME REMARKS: 8:30 – 9:00 AM
Crum Auditorium, 1st floor, Rowling Hall

The Conference Sessions will take place at the Robert B. Rowling Hall. Department Chair Andy Gershoff and Dean Lillian Mills will deliver the welcoming remarks.

We have organized the presentations into different tracks with 3-4 presentations in each of the 4-5 parallel sessions. This allocation allows approximately 15 to 20 minutes for each presentation, depending on the moderator's preference for Q&A and discussions.

Presenters are in bold text and each session's final presenter will serve as the moderator.

F1 PARALLEL SESSIONS (9:00 – 10:15 AM)

Track A	Track B
SESSION F1A (Room: RRH 4.314) Retailing 1	SESSION F1B (Room: RRH 4.408) CRM
The Impact of Experiential Store on Customer Purchases **Khaled Boughanmi**, Raghuram Iyengar, Young-Hoon Park	Predicting & Explaining Customer Purchase Behavior - A joint model of customers' attrition, transaction, and spending process in non-contractual business settings **Patrick Bachmann**, Markus Meierer, Jeffrey Naef
Local Assortments in Online Grocery Retailing: Enhancing Retail Auditing Capabilities with Automation Yilian Du, **Rafael Becerril Arreola**	The Cold-Start Problem in Algorithm-Based CRM **Arnd Vomberg**, Sascha Alavi, Alexandru Oproiescu
Retail Investment under Hidden Business Cycle **Zhide Wang**, Yanling Chang, Nathan Yang, Alfredo Garcia	Predicting Customer Acquisition with Co-Location Networks: A Deep Heterogeneous Network Representation Learning Approach **Hanyu Zhang**, Kunpeng Zhang, David A. Schweidel

Track C	Track D
SESSION F1C (Room: RRH 4.416) Advertising	SESSION F1D (Room: RRH 5.402) Consumer Choice
The impact of ad creativity on ad effectiveness: How advertising consistency and uniqueness drive sales Xiongkai Tan, **Evert de Haan**, Jochen Hartmann, Jaap E. Wieringa	The Confirmation Nudge: How to Change Consumer Purchase Choices **Kellen Mrkva**, Shannon Duncan, Marissa Sharif, Stanley Zuo
Generative AI and Personalized Video Advertisements **Madhav Kumar**, Anuj Kapoor	Below the Scroll: A Novel Position Effect Influences Online Consumer Decisions Kellen Mrkva, **Jake Floyd**, Yuna Choe, Ashley Otto
Choosing the Right Words: The Value of AI-Generated Ad Copy **Daniel Goetz**	How to Mitigate the Attitude-Action Gap in Consumer Choice of Sustainable Products? **Jungeun Lim**, Qing Liu, Neeraj Arora

BREAK: 10:15 – 10:45 AM
Atrium, 1st floor, Rowling Hall

F2 PARALLEL SESSIONS (10:45 AM – 12:00 PM)

Track A	Track B
SESSION F2A (Room: RRH 4.314) Retailing 2	SESSION F2B (Room: RRH 4.408) Pricing
Entry of OGDS in the US and Widening of the Nutritional Inequalities Hyeonsik Shin, Taha Havakhor, Min-Seok Pang, **Alireza Golmohammadi**	NFT Digital Artwork Pricing Using Image Analytics and Auction Models **Chi Zhang**, Venkatesh Shankar, Xiaohui Zhang
Beyond Proximity: Network Location Features and Store Performance in Retail Agglomeration **Cheng He**	Crowd mitigation, dynamic pricing, and CX interventions: Evidence from longitudinal field studies **Kevin Giang Barrera**, Denish Shah, Alokparna (Sonia) Monga
The Iceberg in the Path of Channel Integrations **Bharat Vaishnav**, Sourav Ray	How do Peer-to-Peer Platforms Affect Durable Asset Prices? Theory and Evidence from a Natural Experiment Andreas Kraft, Raghunath Rao, **Garrett Sonnier**

Track C	Track D
SESSION F2C (Room: RRH 4.416) Sales management	SESSION F2D (Room: RRH 5.402) Branding
The Impact of Amazon Climate Pledge Friendly Badge on Sales and Seller Competition **Xiaohang (Flora) Feng**, Xiao Liu, Shunyuan Zhang, Kannan Srinivasan	Evolution of brand perception: Separating real from nominal changes **Vincent Chen**, Ming Hsu, Zhihao Zhang
Mining Creativity in Sales Presentation Videos in Livestreaming: Predictive, Interpretable, and Generative AI Xueming Luo, **Yu (Eric) Kou**, Zheng Fang, Chengcheng Liao	Brand digital transformation and communication empowered by NFT: an exploratory study of brand NFT **Wenjie Li**, Graciela Corral de Zubielqui, Sally Rao Hill
Performance Above Replacement: Impact Signatures of Listing Agents in Real Estate Transactions Sachin Sridhar, **Rex Yuxing Du**	Company Branding and Job Ads **Yu Zhao**, Pinar Yildirim, Joseph Zucker, Isaac Dinner

LUNCH: 12:00-1:00PM
Guadalupe Room, 4th floor, Rowling Hall

PANEL DISCUSSION (1:00 – 1:45 PM)
Crum Auditorium, 1st floor, Rowling Hall

Topic: Present and Future Role of AI in Businesses
Panelists: Bob Pearson, Next Practices Group; Francisco Garcia M, Dell; Ravi Kanniganti, HEB
Moderator: Doug Chung

EDITORIAL REMARKS (1:45 – 2:00 PM)
Crum Auditorium, 1st floor, Rowling Hall

Editorial remarks regarding IJRM's special issue on AI and Marketing
Editor in Chief, *International Journal of Research in Marketing*, Koen Pauwels

BREAK: 2:00 – 2:30 PM
Atrium, 1st floor, Rowling Hall

F3 PARALLEL SESSIONS (2:30 – 3:45 PM)

Track A	Track B
SESSION F3A (Room: RRH 4.314) Retailing and AI	SESSION F3B (Room: RRH 4.408) Platforms 1
Augmenting Retail Merchants with AI in the Presence of Private Information: Evidence from a Field Experiment **Tarun Kushwaha**, Saravanan Kesavan, Dayton Steele	Impulsivity in Multiplay Gambles: An Information Processing Perspective **Sachin Sridhar**
Unlocking Shelf Performance Potential in Retail Using Artificial Intelligence: Learning from Digital Shelf Twin Data Luisa Roggenkamper, Monika C. Schuhmacher, **Sven Feurer**	Consumer Impatience, Technological Innovation, and Market Structure Chaewon Seol, **Federico Rossi**, Sara Valentini, Elisa Montaguti
Thoughtful AI: Double-edged Sword Effects on Luxury Retail Experience **Jiarui Li**, Jiyun Kang	Causal Effects of Online Gambling Policies **Wayne Taylor**, Daniel Minh McCarthy, Kenneth C. Wilbur

Track C	Track D
SESSION F3C (Room: RRH 4.416) Methodology 1	SESSION F3D (Room: RRH 5.402) Segmentation and Targeting
Multi-Objective Hierarchical Language Model **Salar Nozari**, Ying Xie, Ning Zhong	Targeted Marketing with Large Batches **Keyan Li**, Duncan Simester
Analyzing Privacy-Restricted Clickstream Data Using Hawkes Processes **Henrique Laurino dos Santos**	Self-Selection's Neglected Role in Usage-Based Automotive Insurance Feedback Systems: Causal Inference-Based Evidence for the Need of Individual Targeting **Sybilla Merian**, Patrick Bachmann, Martin Natter, Erika Meins
NLVAE: A New Machine Learning Approach for Extracting and Identifying Sales-Driving Product Attributes **Zijing (Jimmy) Hu**, Venkatesh Shankar	Who Benefits from Alternative Data for Credit Scoring? Evidence from Peru **Jung Youn Lee**, Joonhyuk Yang, Eric T. Anderson

Track E
SESSION F3E (Room: RRH 3.406) Product Strategy
Product Perfectionism: Defining and Measuring Consumers' Tendency to Hold Uncompromisingly High Expectations from Possessions and Consumption Experiences **Aprajita Gautam**, Rajagopal Raghunathan
Vaporware or Costly Signal? It Depends **Sumitro Banerjee**, David A. Soberman
Improving Efficacy of Online Learning using AI **Chul Kim**, Ritu Agarwal, P.K. Kannan, William Rand

BREAK: 3:45 - 4:15 PM
Atrium, 1st floor, Rowling Hall

F4 PARALLEL SESSIONS (4:15 – 5:30 PM)

Track A	Track B
SESSION F4A (Room: RRH 4.314) Retailing and major events	SESSION F4B (Room: RRH 4.408) Online communications
Shattered Windows: Mass Shootings and Their Consequences on Retail Khai Chiong, **Simon Kim**, TI Tongil Kim	Generating "Accurate" Online Reviews: Augmenting a Transformer-Based Approach with Structured Predictions Prasad Vana, **Praveen K. Kopalle**, Pradeep N. Pachigolla, Keith Carlson
Motion, Promotion and the Pandemic: Impact of COVID-19 on Consumer Mobility, Store Visits and Consumer Response to Geofenced Promotions **Sanjana Surange**, Venkatesh Shankar	Deep Learning in the Service of Customer Service: The Value of AI-Enabled Timely Performance Feedback Hisham Abdulhalim, **Byungyeon Kim**, Elie Ofek, Adi Shalev, Talia Tron
The Dual and Asymmetric Impact of E-Scooters on Shared Mobility, Retailing, and Consumer Safety **Ruichun Liu**, Unnati Narang	When Chatting Backfires: Conversational Interfaces Reduce Consumers' Extent of Written Expression Meike Zehnle, **Gizem Yalcin Williams**, Christian Hildebrand

Track C	Track D

SESSION F4C (Room: RRH 4.416) Methodology 2	SESSION F4D (Room: RRH 5.402) Privacy, Polarization, and Content
Control and Scalability of Open-Source Large Language Models Alex Reppel, **Forrest Watson**, Julie V. Stanton, Stefanie Beninger	Privacy and Polarization: An Inference-Based Framework **Tommaso Bondi**, Omid Rafieian, Yunfei (Jesse) Yao
Out with the New, In with the Old: An Empirical Method for Measuring The Impact of Reformulating Existing Ingredients on Market Share Gains **Rodrigo Farinha**, Leandro Guissoni, Jonny Rodrigues, Thales Teixeira	Does Polarizing Content Pay Off? **Shunyao Yan**, Klaus M. Miller
Causal Inference in Marketing: Learning from Quasi-experiments **Kathleen Li**	The Value of Silence: The Aftermath of the UMG vs. TikTok Licensing Dispute Mengjie (Magie) Cheng, **Elie Ofek,** Hema Yoganarasimhan

BREAK: 5:30 - 6:00 PM
Atrium, 1st floor, Rowling Hall

RECEPTION AND DINNER (6:00 – 9:00 PM)
Guadalupe Room, 4th floor, Rowling Hall

Welcoming remarks: Don Lehmann, Sunil Gupta
AMA AI SIG Introduction: Koen Pauwels, Gizem Williams, Pankhuri Malhotra
Moderator: Raji Srinivasan

SATURDAY, 18 MAY 2024

BREAKFAST: 7:30-9:00 AM
Atrium, 1st floor, Rowling Hall

S1 PARALLEL SESSIONS (9:00 AM – 10:15 AM)

Track A	Track B
SESSION S1A (Room: RRH 4.314) E-commerce	SESSION S1B (Room: RRH 4.408) Platforms 2
A Network Perspective of Consumer Browsing and Purchase Decisions **L Yashaswy Akella**, Praveen K Kopalle, Anirban Adhikary, Sourav B Borah	Personalized Algorithms and the Virtue of Learning Things the Hard Way **Omid Rafieian**, Si Zuo
Consumer Perceptions of Sponsored Listing and their Impact on Online Marketplace **Kalyan C Rallabandi**	Artificial Intelligence, TikTok Influencers, and young female consumers **Ron Hill**, Jung Eun Kwon
Unveiling Consumer Preference from Real time Search Feedback Zoey Hu, **Xiaojing Dong**	Predicting Influencer Marketing Effectiveness: A Multi-Task Learning Approach **Mengjie (Magie) Cheng**, Max Beichert, Xitong Li, Shunyuan Zhang

Track C	Track D
SESSION S1C (Room: RRH 4.416) Marketing Strategy	SESSION S1D (Room: RRH 5.402) Concept, Product, and Service Adoption
Augmenting the Indicator of Source of Competitive Advantage Using Text Analysis: An Application to Recession's Impact on Firm Value **Marcelino Chavez**, Leigh McAlister	How Consumers' Exploration (vs. Exploitation) Goal Impacts AI Acceptance **Hao Zhang**, Anne-Sophie Chaxel
GenAI and Creative Suppliers Marketing Strategies Madhur Mohan, **Sundar Bharadwaj**	AI Adoption and Access to Healthcare Resources **Jian Ni**, Jiang Qian, Meng Zhu
Impact of AI-generated 3D Models on Synthetic Media Regulation **Aaron Purewal**, Yiming Xu, Junfeng Jiao	Source Credibility and the Adoption and Valuation of Risk Mitigating Services **Anima Nivsarkar**, Vedha Ponnappan, Prakash Satyavageeswaran, Sundar Bharadwaj

BREAK: 10:15 – 10:45 AM
Atrium, 1st floor, Rowling Hall

S2 PARALLEL SESSIONS (10:45 AM – 12:00 PM)

Track A	Track B
SESSION S2A (Room: RRH 4.314) Algorithmic Bias / Collusion	SESSION S2B (Room: RRH 4.408) Humans vs. Machines
Labeler Bias and Potential Implications in Customer Facial Emotion Recognition Systems Ishita Chakraborty, **Kalinda Ukanwa**, Hailey Hyunjin Park	Collaborating with a Human or a Machine: Implications for Perceived Ownership and Effort **Ann Schlosser**, Kevin Jiang
Sponsored Product Ads, Algorithmic Pricing, and More Harmless Collusion **Hangcheng Zhao**, Ron Berman	The Expert vs. The Algorithm: Impact of Recommender Systems in B2B E-Commerce Ziwei Cong, Yixing Chen, **Yi Chen**, Liwen Hou
Can Gender-Blind Algorithmic Pricing Eliminate the Gender Gap? **Ozge Demirci**	Performing with AI vs. Human Coach **Darima Fotheringham**, Hillary Wiener, Karen Flaherty, Joshua Wiener
Autopilot or Copilot? Label Mismarketing and Automation Liability **Julian De Freitas**, Justin Ho, Elie Ofek	

Track C	Track D
SESSION S2C (Room: RRH 4.416) Marketing Finance Interface	SESSION S2D (Room: RRH 5.402) Social Marketing
The Financial Consequences of Firm Reactions to Major Sociopolitical Events: Timing Matters Nooshin Warren, **Yashoda Bhagwat**, Pankhuri Malhotra	Retributive Philanthropy **Ethan Milne**, Kirk Kristofferson, Miranda R. Goode
Does breaking news break investor's attention? **Reo Song**, Eunho Park, Andre Martin, Tarun Kushwaha	Investor reaction to Corporate Social Responsibility: A meta-analysis study Shayan Abbasi, **Manish Kacker**
Shareholder Returns to International Market Entry by U.S. Retailers Anna Sadovnikova**, Saurabh Mishra**, Manish Kacker	The Impact of Unionization on Consumer Perceptions of Service Quality: Evidence from Starbucks **Isamar Troncoso**, Minkyung Kim, Ishita Chakraborty, SooHyun Kim

BOX LUNCH AND END OF CONFERENCE: 12:00 – 1:30 PM
Atrium, 1st floor, Rowling Hall