

2014 INFORMS Marketing Science Conference

Thursday, June 12th, 2014 8.30-10.00 (TA)

<p>TA01 – E130</p> <p>Decision-Making Under Uncertainty</p> <p>Chair: Song Yao</p> <p>Overdraft and Consumer Inattention--An Application of Dynamic Structural Model on Big Data <i>Kannan Srinivasan, Xiao Liu</i></p> <p>Search for Information on Multiple Products <i>J. Miguel Villas-Boas, T. Tony Ke, Zuo-Jun Max Shen</i></p> <p>Do Consumers Evaluate Movies in Detail? <i>Mai Kikumori, Kanoko Go, Yutaka Hamaoka</i></p> <p>The Value of Sampling <i>Yuxin Chen, Wenbo Wang, Song Yao</i></p>	<p>TA02 – E208</p> <p>Social Media, Influence, and Virality</p> <p>Chair: Swagato Chatterjee</p> <p>Modeling Virality of YouTube Video Ads <i>Yanwei Zhang, Gerard Tellis</i></p> <p>The Facebook Genome Project: What Drives Engagement With Branded Social Media Content On Facebook? <i>Andrew Stephen, Jeff Inman, Michael Sciandra</i></p> <p>Sharing Photographs in Social Networks – Privacy Vs. Self-presentation Motives of Consumers <i>Ines Daniel</i></p> <p>Look Ahead or Look Back <i>Swagato Chatterjee, Srinivasa Prakhya</i></p>	<p>TA03 – E204</p> <p>Corporate Social Responsibility & Firm Performance</p> <p>Chair: Sumitro Banerjee</p> <p>How Firms Should Manage their Corporate Social Responsibility Activities <i>Darlene Walsh, Ohjin Kwo, Hakkyun Kim</i></p> <p>CEO Functional Background and Corporate Social Performance: The Role of Marketing <i>Ranjit Magendraraj, Rajiv Sinha</i></p> <p>Paradox of 'Advertising CSR Efforts' of Sinful Firms: Sin Firms are Sin When They are Seen <i>Hannah Oh, Jongwan Bae, Sang-Joon Kim</i></p> <p>Product Quality and Corporate Social Responsibility <i>Sumitro Banerjee, Luc Wathieu</i></p>	<p>TA04 – E201</p> <p>Mobile Marketing</p> <p>Chair: Margherita Pagani</p> <p>Location-based Advertising: Measuring the Impact of Context on Consumers' Choice Behavior <i>Dominik Molitor, Philipp Reichhart, Martin Spann</i></p> <p>Understanding Marketing Spillover of Location-based Services <i>Zhuping Liu, Jason Duan, Frenkel ter Hofstede</i></p> <p>Shopping on the Go: How Mobile Usage Affects Customer Purchase Behaviors <i>Rebecca Jen-Hui Wang, Lakshman Krishnamurthi, Edward Malthouse</i></p> <p>Experiential Engagement and Locational Privacy Intrusiveness on the Use of Mobile Location-based Social Applications <i>Margherita Pagani</i></p>
<p>TA05 – E231</p> <p>Internet & Interactive Marketing I</p> <p>Chair: Xi Zhang</p> <p>Capturing Brand Sentiment through Social Media: A Case for Superbowl <i>Tingting Nian, Arun Sundararajan</i></p> <p>Effects of Paid, Owned and Earned Touchpoint Experiences on Consumer Purchase, Use and Satisfaction <i>Jing Li, Umut Konus, Emma K.Macdonald, Hugh Wilson, Fred Langerak</i></p> <p>How Customers Respond when They Lose or Gain? Effects of Price Surcharges and Savings on Expenditure <i>Yiyuan Liu, Sanjoy Ghose</i></p> <p>Modeling Customer Opt-in and Opt-out in a Permission-based Marketing Context <i>Xi Zhang, V Kumar, Anita Luo</i></p>	<p>TA06 – E234</p> <p>User-Generated Content I</p> <p>Chair: Arvind Rangaswamy</p> <p>Does Offline Brand Advertising Affect Online Chatter? - Dynamic Difference in Difference Analysis <i>Seshadri Tirunillai, Gerard Tellis</i></p> <p>"Only the Interested Learn" - A Model of Proactive Learning with Application to Product Reviews <i>Liye Ma</i></p> <p>Drivers of Online Word of Mouth Review Level Valence: Evidence from the U.S. Brewing Industry <i>Jake Hoskins, Shyam Gopinath, J. Cameron Verhaal</i></p> <p>The Structure and Evolution of Perceived Service Quality: An Analysis of Online User Reviews for Restaurants <i>Arvind Rangaswamy, Kirthi Kalyanam, Peter Lenk</i></p>	<p>TA07 – E238</p> <p>No Session</p>	<p>TA08 – E304</p> <p>Pricing: Perceptions</p> <p>Chair: Farid Tarrahi</p> <p>Do Round Numbers Influence the Likelihood of Consumer Debt Repayment? <i>Yantao Wang, Mathew Isaac, Robert Schindler</i></p> <p>Attraction Effect on Brand Attitudes: An Econometric Analysis with Established Brands <i>Selin Erguncu, Serdar Sayman</i></p> <p>Antecedents and Consequences of Price Fairness Perceptions: A Meta-analytic Study <i>Farid Tarrahi, Martin Eisend, Florian Dost</i></p>

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<p>TA09 – E301</p> <p>Competitive Marketing Strategy I</p> <p>Chair: Yung-Jan Cho</p> <p>Third Party Marketing Approvals <i>Cristina Nistor, Catherine Tucker</i></p> <p>Strategic Product Line Design with Product Concept Demonstration <i>Taewan Kim</i></p> <p>Strategic Implications of Collaborative Systems Based Recommender Systems <i>Sofiane Bahani, Skander Essegaier</i></p> <p>A Unified Model for Branding Campaigns of Various Kinds <i>Yung-Jan Cho, Ying-Ju Chen, Chi-Cheng Wu</i></p>	<p>TA10 – E331</p> <p>Understanding Customer Product Returns Decisions and Consequences</p> <p>Chair: Tammo Bijmolt</p> <p>Co-chair: Alec Minnema</p> <p>Active Return Management for Online Retailers <i>Siham El Kihal, Christian Schulze, Bernd Skiera</i></p> <p>Perceived Risk, Product Returns, and Optimal Resource Allocation: Evidence from a Field Experiment <i>J. Andrew Petersen, V Kumar</i></p> <p>To Keep or Not to Keep: Effects of Customer-generated Content on Product Returns <i>Alec Minnema, Tammo Bijmolt, Sonja Gensler, Thorsten Wiesel</i></p> <p>The Impact of Online Product Reviews on Product Returns and Net Sales <i>Shuba Srinivasan, Chris Dellarocas, Nachiketa Sahoo</i></p>	<p>TA11 – E334</p> <p>Retailing: In-Store and Multichannel</p> <p>Chair: Vanessa Gartmeier</p> <p>Shopper Resilience: Why Some Consumers Resist Shopping Stress and Some Don't <i>Lara Lobschat, Florian Pallas</i></p> <p>How Store Design Influences Shopping Behavior? <i>Marina Kholod</i></p> <p>The Impact of Store and Product Characteristics on Service Recovery Satisfaction in Online Markets <i>Erci Li, Xinyan Liu</i></p> <p>The Effect of Perceived Product Distance on Consumers' In-store Purchase Decision Processes <i>Vanessa Gartmeier, Gunnar Mau, Werner Reinartz</i></p>	<p>TA12 – W300</p> <p>Customer Satisfaction I</p> <p>Chair: Meenakshi Rawani</p> <p>Media Coverage, Customer Satisfaction and Product Recalls: Is Bad Press Making Customers Jump Ship? <i>Michael Stradner, Malte Brettel</i></p> <p>Modeling the Impact of Service Crises on Customer Satisfaction Over Time <i>Maarten Gijsenberg, Harald van Heerde, Peter Verhoef</i></p> <p>Customer Satisfaction, Risk Metrics and Media Coverage – Is Customer Satisfaction the Antidote? <i>Lukas Traub, Malte Brettel</i></p>
<p>TA13 – W330</p> <p>Marketing & Financial Performance I</p> <p>Chair: Kapil Tuli</p> <p>Herding Mechanisms in Advertising Spending Voluntary Disclosure <i>Huanhuan Shi, Rajdeep Grewal, Shrihari Sridhar</i></p> <p>What Should be the Dependent Variable in Marketing-related Event Studies? <i>Emanuel Bayer, Lisa Schöler, Bernd Skiera</i></p> <p>How Incentives Shape Strategy: The Role of Equity Incentives in Inducing Myopic Marketing Management <i>Martin Artz, Natalie Mizik</i></p> <p>A Disaggregated Examination of the Financial Effects of Customer Satisfaction <i>Kapil Tuli</i></p>	<p>TA14 – W100</p> <p>Advances in Choice Modeling I</p> <p>Chair: Kamel Jedidi</p> <p>Exploring Ipsative Data Problems in 'Best-Worst Scaling' Method <i>Paul Wang, Shehly Parvin</i></p> <p>Random Regret Minimization: An Introduction with Empirical Tests <i>Keith Chrzan, Jefferson Forkner</i></p> <p>Elimination by Predictions <i>Daniel Zantedeschi, Peter Fader</i></p> <p>Error Theory for Elimination by Aspects <i>Kamel Jedidi, Rajeev Kohli</i></p>	<p>TA15 – W130</p> <p>Understanding Consumer Behavior in Emerging Markets</p> <p>Chair: Huma Amir</p> <p>Materialism and Consumer Attitude towards Debt: Spendthrift or Tightwad <i>Farah Naz, Faryal Salman</i></p> <p>Measurement of Quality of Competition of Tourism Destinations in Emerging Economy <i>Srabanti Mukherjee, Atanu Adhikari</i></p> <p>Understanding Affluent Consumers' Luxury Goods Purchasing Behavior in China <i>Guoqing Guo, Xia Wang</i></p> <p>A Study of the Changing Cultural Trends in Gold Gift-giving at Weddings in a Developing Country <i>Huma Amir</i></p>	<p>TA16 – W320</p> <p>Advances in Promotions Research</p> <p>Chair: Daniel Sheehan</p> <p>Do Price Promotions Affect Price Sensitivity? Evidence From a Large Scale Field Experiment <i>Pedro Gardete, Carlos Noton, Andres Elberg, Rosario Macera</i></p> <p>Coupon Usage Changes in Rural Communities <i>Ron Larson</i></p> <p>Measuring the Effects of Different Types of Retailer Targeted Coupons on Retailer Profits <i>Alexander Chaudhry, Seethu Seetharaman, Carrie Heilman</i></p> <p>The Influence of Temporal Distance on Promotional Redemption During a Shopping Experience <i>Daniel Sheehan, Koert Van Ittersum</i></p>

2014 INFORMS Marketing Science Conference

Thursday, June 12th, 2014 10.30-12.00 (TB)

<p>TB01 – E130</p> <p>Customer Behavior and Strategic Firm Response</p> <p>Chair: Pedro Gardete</p> <p>Strategic Inventory <i>Oeystein Daljord</i></p> <p>Advertising through Email Promotions: Field Experiments at an Online Ticket Reseller <i>Navdeep Sahn, Dan Zou, Pradeep Chintagunta</i></p> <p>Voluntary Product Safety Certification <i>Shubhanshu Singh, Ganesh Iyer</i></p> <p>Understanding Social Effects in Buying Behavior: Evidence from In-flight Purchases <i>Pedro Gardete</i></p> <p><i>Strategic Category Development in Two-sided Platforms</i> <i>Yakov Bart, Hui Li, Qiaowei Shen</i></p>	<p>TB02 – E208</p> <p>Online Markets</p> <p>Chair: Anja Lambrecht</p> <p>Substitution and Synergies Between Online and Offline Retailing <i>Avi Goldfarb, Kitty Wang</i></p> <p>Inventory Showrooms and Customer Migration in Omni-channel Retail: The Effect of Product Information <i>David Bell, Santiago Gallino, Antonio Moreno-Garcia</i></p> <p>Controlling for Self-selection Bias in Customer Reviews <i>Dina Mayzlin, Leif Brandes, David Godes</i></p> <p>Should You Target Early Trend Adopters? A Field Experiment on Twitter <i>Anja Lambrecht, Catherine Tucker, Caroline Wiertz</i></p>	<p>TB03 – E204</p> <p>Cause-related Marketing I</p> <p>Chair: Pamela Morrison</p> <p>Ethical Claims are Not Created Equal: The Differential Effects of Ethical Attributes Across Product Category <i>Omar Rodriguez-Vila, Sundar Bharadwaj</i></p> <p>The Effect of Involvement on Fundraising: A Charity Field Experiment <i>Peter Popkowski Leszczyc, Eman Haruvy</i></p> <p>The Effectiveness of Cause Marketing <i>Michelle Andrews, Zheng Fang, Xueming Luo, Jaako Aspara</i></p> <p>Marketing Sustainable Outcomes: Identifying Leverage Points in the Public's Decision Process <i>Pamela Morrison, John Roberts, Charlie Nelson, Shari Read</i></p>	<p>TB04 – E201</p> <p>Mobile Apps</p> <p>Chair: Zeynep Aydin</p> <p>Customer Acquisition Duration in Extremely Competitive Markets: Insights from the Mobile App Category <i>Ruijiao Guo, Purush Papatla</i></p> <p>Information Retrieval Behavior of Barcode Scanning App Users and Consumer Search <i>Stephan Daurer, Dominik Molitor, Martin Spann, Puneet Manchanda</i></p> <p>Timely Versus Quality Innovation: The Case of Mobile Applications on iTunes and Google Play <i>Yongdong Liu, Denis Nekipelov, Minjung Park</i></p> <p>There's an App for That! Understanding the Drivers of Mobile Application Downloads <i>Zeynep Aydin, Gerit van Bruggen, Berk Ataman</i></p>
<p>TB05 – E231</p> <p>Internet & Interactive Marketing II</p> <p>Chair: Vibhanshu Abhishek</p> <p>High-dimensional Sparse Dynamic Factor Modeling: Measuring the Effects of Digital Media on Sales <i>Norris Bruce, Prasad Naik</i></p> <p>The Dynamics of Online Consumer's Purchase Pattern <i>Youngsoo Kim, Ramayya Krishnan</i></p> <p>Search Personalization <i>Hema Yogana</i></p> <p>Media Exposure through the Funnel: A Model of Multi-stage Attribution <i>Vibhanshu Abhishek, Peter Fader, Kartik Hosanagar</i></p>	<p>TB06 – E234</p> <p>User-Generated Content II</p> <p>Chair: Mark Elsner</p> <p>Mining Consumer-generated Product Reviews to Automate Market Structure Analysis <i>Xin (Shane) Wang, Feng Mai, Roger H.L. Chiang</i></p> <p>Moment Marketing Opportunity: The Link between Online Sentiment and Macroeconomic Conditions <i>Yizao Liu, Nathan Yang</i></p> <p>Beyond Star Ratings - The Influence of Review Sentiment on Product Sales <i>Mark Elsner, Maik Eisenbeiss, Werner Reinartz</i></p>	<p>TB07 – E238</p> <p>No Session</p>	<p>TB08 – E304</p> <p>Pricing: Perceptions</p> <p>Chair: Yong Chao</p> <p>The Hedonics of Apportioning Consolidated Component Prices in Purchases Involving Trade-ins <i>Rahul Sett, Dipankar Chakravarti, Joydeep Srivastava</i></p> <p>When to Reward Old Customers: The Influence of Fairness Perception on Behavior-based Pricing <i>Seung Hwan Lee, Scott Fay</i></p> <p>Pay-What-You-Want Pricing: Can It Be Profitable? <i>Yong Chao, Jose Fernandez, Babu Nahata</i></p>

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10.30-12.00 (TB)

<p>TB09 – E301</p> <p>Competitive Marketing Strategy II</p> <p>Chair: Donald Lehmann</p> <p>Competitive Reaction Volatility and Profit Persistence <i>Jimi Park, Shijin Yoo</i></p> <p>Product Variety as a Preemptive and Defensive Response to Entry <i>Sungtak Hong</i></p> <p>An Inter-product Competition Model Incorporating Branding Hierarchy and Product Similarities Using Store Level Data <i>Praveen Kopalle, Sudhir Voleti, Pulak Ghosh</i></p> <p>The Impact of Competition, Brand Equity, and the Cost of Overstating Quality on Advertised Quality, Quality and Price <i>Donald Lehmann, Praveen Kopalle</i></p>	<p>TB10 – E331</p> <p>Pricing: Dynamics I</p> <p>Chair: Hernan Bruno</p> <p>An Empirical Investigation of Price Markdown Policies for Fashion Goods <i>Aidin Namin</i></p> <p>The Impact of Customers' Feeling of Betrayal on the Profitability of Targeted Promotions <i>Minoos Talebi Ashoori, Axel Stock</i></p> <p>Behavior-based Pricing: An Analysis of the Impact of Peer-induced Fairness <i>Jiaoyang Krista Li, Sanjay Jain</i></p> <p>A Dynamic Model of Pricing and Salesforce-driven Customer Management <i>Hernan Bruno, Shantanu Dutta, Yanwei Zhang</i></p>	<p>TB11 – E334</p> <p>Multichannel Marketing</p> <p>Chair: Murali K. Mantrala</p> <p>Asymmetric Sales Response to Price Promotion <i>Sadat Reza</i></p> <p>Product Assortment Strategies for a Multi-channel Retailer <i>Yongbum Cho, Eunhyu Lee</i></p> <p>Restocking Fee as a Tool of Channel Coordination <i>Tieshan Li</i></p> <p>The Impact of Retail Store Format on the Shopper Satisfaction-loyalty Relationship <i>Murali K. Mantrala, Alicia Izquierdo-Yusta, Maria Pilar Martinez-Ruiz, Omid Kamran-Disfani</i></p>	<p>TB12 – W300</p> <p>Customer Satisfaction II</p> <p>Chair: Yu-Li Lin</p> <p>Managing Customer Satisfaction Paradox - An Industrial Case <i>Meng-Ting Chen, Shiau-Chi Lin, Ming-Chih Tsai</i></p> <p>Modeling Determinants of the Satisfaction-loyalty Relationship: Theoretical and Empirical Evidence <i>Younghan Bae, Gary Russell, Lopo Rego</i></p> <p>Dual-objective Incentives and Marketing Employee Performance: Evidence from Lab and Field Experiment <i>Chanho Song, Sung Ham</i></p> <p>Effects of Customer-to-customer Interaction and Customer Satisfaction <i>Yu-Li Lin, Hsiu-Wen Liu</i></p>
<p>TB13 – W330</p> <p>Marketing and Financial Performance</p> <p>Chair: Meike Eilert</p> <p>Co-chair: Niket Jindal</p> <p>Brands and Firm Performance <i>Meike Eilert, Satish Jayachandran</i></p> <p>Myopic Marketing Management: Antecedents and Consequences <i>Atanas Nik Nikolov, Sundar Bharadwaj</i></p> <p>Should Firms Pursue an Offensive or Defensive Marketing Strategy During Times of Low Consumer Confidence? <i>Eelco Kappe, Frank Germann, Rajdeep Grewal</i></p> <p>The Impacts of Advertising Assets and R&D Assets on Reducing Bankruptcy Risk <i>Niket Jindal, Leigh McAlister</i></p>	<p>TB14 – W100</p> <p>Advances in Choice Modeling II</p> <p>Chair: Kee Yeun Lee</p> <p>Data Diet: Modeling Customer Memory in Probabilistic Choice Models <i>Daniel McCarthy, Shane Jensen, Peter Fader, Daniel Zantedeschi</i></p> <p>Bayesian D-optimal Choice Designs for Mixtures <i>Aiste Ruseckaite, Dennis Fok, Peter Goos</i></p> <p>Modeling Consumers' Selective Attribute Evaluation in SKU Choice: A Group Lasso Approach <i>Yanwei Zhang, Sivaramakrishna Siddarth</i></p> <p>A Two-stage Mate Choice Model with Potentially Non-compensatory Decision Rules <i>Kee Yeun Lee, Elizabeth Bruch, Fred Feinberg</i></p>	<p>TB15 – W130</p> <p>Consumer Behavior: Preferences I</p> <p>Chair: Faryal Salman</p> <p>Power and Fairness <i>Paola Mallucci, Tony Haitao Cui, Diana Wu</i></p> <p>Consumer Privacy: A Sheep in Wolf's Clothing? <i>Mona Sinha</i></p> <p>Investigating the Relationship Between Power Distance and Conspicuous Goods Consumption in Pakistan <i>Faryal Salman, Farah Naz</i></p>	<p>TB16 – W320</p> <p>New Methods for Marketing Data</p> <p>Chair: K. Sudhir</p> <p>Scalable Rejection Sampling for Bayesian Hierarchical Models <i>Michael Braun, Paul Damien</i></p> <p>Exploiting the Choice - Consumption Mismatch: A New Approach to Disentangle State Dependence and Heterogeneity <i>Nathan Yang, K. Sudhir</i></p>
			<p>TB17 – W525</p> <p>Special Event Meet the Editors I</p> <p>Chair: Doug Bowman</p> <p>Meet the Editors I</p>

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1.30-3.00 (TC)

<p>TC01 – E130</p> <p>The Future of Quantitative Marketing – Highlights from the CNS Special Issues</p> <p>Chair: Olivier Toubia</p> <p>The Genesis of Marketing Research <i>Radoslaw Karpienko, Thomas Reutterer</i></p> <p>Which Modeling Scholars Get Promoted (and How Fast)? <i>César Zamudio</i></p>	<p>TC02 – E208</p> <p>Word of Mouth and Customer-to-Customer Interactions</p> <p>Chair: Barak Libai</p> <p>Co-Chair: Renana Peres</p> <p>Social Contagion in New Product Trial and Repeat <i>Raghuram Iyengar, Christophe Van den Bulte, Jae Young Lee</i></p> <p>Talk Bursts – Word of Mouth Spikes and Their Role in Forecasting Box Office Sales for Movies <i>Renana Peres, Sarah Gelper, Jehoshua Eliashberg</i></p> <p>A Comparison of Product Network and Social Network Based Recommendation Engines for Twitter Users <i>Christophe Van den Bulte, Adrian Benton, Shawndra Hill</i></p> <p>Uniqueness and the Social Costs of Design Piracy <i>Gil Appel, Barak Libai, Eitan Muler</i></p>	<p>TC03 – E204</p> <p>Cause-related Marketing II</p> <p>Chair: Carol Miu</p> <p>An Economic Model for Charitable Donations <i>Jaehwan Kim, Moon Young Kang, Byungho Park, Greg Allenby, Sanghak Lee</i></p> <p>The Impact of Ethical Leadership on the Effectiveness of Advertising <i>Niko Goretzki, Christian Barrot, Jan U. Becker</i></p> <p>Optimizing Charity Race Team Fundraising <i>Carol Miu</i></p>	<p>TC04 – E201</p> <p>Understanding Online Behaviors</p> <p>Chair: Sam Hui</p> <p>The Effect of Calorie Posting Regulation on Consumer Opinion <i>Dinesh Puranam, Vrinda Kadiyali, Vishal Narayan</i></p> <p>Examining the Impact of Choice Set Design on Preference for the “No-choice” Alternative <i>Jeffrey Dotson, Jeff Larson, Mark Ratchford</i></p> <p>The Value of using Customers' Historical Online Review Behaviors in Making Customer Churn Prediction <i>Yu Jeffrey Hu, Jiayin Qi, Jia Li</i></p> <p>Understanding Gamer Retention in Social Games using Aggregate DAU and MAU Data <i>Sam Hu</i></p>
<p>TC05 – E231</p> <p>Internet & Interactive Marketing III</p> <p>Chair: William Rand</p> <p>Homophily and Influence: Capturing the Value in the Interdependence of Friends' Preferences <i>Peter Pal Zubcsek, Tuan Q. Phan, Xuesong Lu</i></p> <p>Analyzing Influence Contagion among Twitter Users: Do a Few Influencers Really Exist? <i>Makoto Mizuno, Makoto Abe, Naoki Shinbo</i></p> <p>Using the Entire Network to Predict Individual Level Behavior <i>Xueming Luo</i></p> <p>Influence Identification in Big Networks using Sampling <i>William Rand, Shankar Prawesh, Matthew Henricks</i></p>	<p>TC06 – E234</p> <p>User-Generated Content III</p> <p>Chair: Hsin-Chen Lin</p> <p>Online Daily Deals: The Role of Online Reviews in Firm Decisions <i>Paul Hoban</i></p> <p>The Business Value of Electronic Word of Mouth (eWOM): A Meta-analytic Review <i>Ana Babic, Francesca Sotgiu, Kristine de Valck, Tammo Bijmolt</i></p> <p>Responding to Negative Feedback in the Online Environment: Does Managerial Participation Help? <i>Stacey Sharpe, T. Ravichandran, Dongling Huang</i></p> <p>What Makes Your Word Influential? A Conjoint Analysis of Online User-generated Content <i>Hsin-Chen Lin</i></p>	<p>TC07 – E238</p> <p>No Session</p>	<p>TC08 – E304</p> <p>Advertising Effectiveness I</p> <p>Chair: Maren Becker</p> <p>Effect Measurement of Alternative Social Marketing Advertisings <i>Michael Brusch, Stefanie Fiedermann</i></p> <p>Shorter but Equally Effective: Video Abstracting of Commercial <i>Shasha Lu, Min Ding</i></p> <p>Visual Distraction as a Measure of Engagement in Moving Images <i>Eric Greenleaf</i></p> <p>Advertising Content and Product Sales Performance <i>Maren Becker, Monika Käuferle, Werner Reinartz</i></p>

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1.30-3.00 (TC)

<p>TC09 – E301</p> <p>Competitive Marketing Strategy III</p> <p>Chair: Sergio Meza</p> <p>Effects of Own and Competitors' Product Quality Ratings on Performance <i>Shrihari Sridhar, Raji Srinivasan, Gary Lilien</i></p> <p>Effects of Competitive Context on the Market Structure Based on the Heterogeneity of Choice Sets <i>Akihiro Nishimoto, Sotaro Katsumata, Akihiro Inoue</i></p> <p>Understand Multi-item Voluntary Disclosure Strategy in the Context of Sustainable Development <i>Wei Zhang, Min Ding, Yinghui Zhou</i></p> <p>"We are the Champions": Examining the Network Effects of Rival Teams Competing in the Same Market <i>Sergio Meza, Mohammed Kerbek</i></p>	<p>TC10 – E331</p> <p>Pricing: Dynamics II</p> <p>Chair: Joseph Pancras</p> <p>Intertemporal Price Discrimination with Complementary Product: The Case of E-book and E-reader <i>Hui Li</i></p> <p>Product and Pricing Decisions in Crowdfunding <i>Xi Li, Mengze Shi, Ming Hu</i></p> <p>A Longitudinal Study of Price Changes in Perishable Goods Markets <i>Joseph Pancras, Satheesh Seenivasan, Dinesh Gauri, S. Sriram</i></p>	<p>TC11 – E334</p> <p>Identification of Causal Effects: Strategies and Applications</p> <p>Chair: Bryan Bollinger</p> <p>Leveraging Peer Effects: The Impact of Social Interaction-based Programs on the Diffusion of Solar Panels <i>Bryan Bollinger, Ken Gillingham, Hilary Staver</i></p> <p>Demand for "Healthy" Products: Do Front-of-Package Claims Matter? <i>Anita Rao, Emily Wang</i></p> <p>Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants <i>Brad Shapiro</i></p> <p>Multi-channel Shopping Behavior and its Implications for Retail Entry <i>Scott Shriver, Bryan Bollinger</i></p>	<p>TC12 – W300</p> <p>Dynamic Models</p> <p>Chair: Olivier Rubel</p> <p>Preference Heterogeneity, Product Line Length and Dynamic Product Launch <i>Xing Li</i></p> <p>A Dynamic Investigation on Innovation Incentives <i>Nan Yang</i></p> <p>Talking Away the Vice? Communication and Vices <i>Rachel Shacham, Tulin Erdem, Peter Golder</i></p> <p>Managing Blood Donations by Marketing <i>Olivier Rubel, Oliver Rutz, Ashwin Aravindakshan</i></p>
<p>TC13 – W330</p> <p>Marketing and the C-Suite</p> <p>Chair: Kissan Joseph</p> <p>Value-enhancing Roles of Marketing Executives: Evidence from Analysts' Forecasts <i>MinChung Kim, Leigh McAlister, Woo-jong Lee</i></p> <p>The Firm Performance Outcomes of Top Management Team Marketing Attention <i>Stefan Worm, Rajendra Srivastava, Sundar Bharadwaj, Jialie Shen</i></p> <p>The Impact of Intellectual Capital and Intellectual Capital Management Capability on Firm Value <i>Jing Yang</i></p> <p>MBAs in the C-Suite: When Do They Add Value and Are They Priced Correctly? <i>Kissan Joseph, Minghui Ma, Jide Wintoki</i></p>	<p>TC14 – W100</p> <p>Advances in Choice Models III</p> <p>Chair: Peter Stüttgen</p> <p>What to Click, When to Stop, and What to Buy: A Model of Information Processing and Choice at an E-commerce <i>Timothy Gilbride, Imran Currim, Ofer Mintz, S. Siddarth</i></p> <p>Estimating Brand Choice Elasticities with Customer Level Data vs. Household Level Data: Does it Matter? <i>Pameet Pahwa</i></p> <p>Utility and Attention - A Structural Model of Consideration <i>Keyvan Dehmamy, Thomas Otter</i></p> <p>Maximizing vs. Satisficing: How Do Consumers Choose? <i>Peter Stüttgen, Peter Boatwright</i></p>	<p>TC15 – W130</p> <p>Consumer Behavior: Perceptions & Risk</p> <p>Chair: Tanuka Ghoshal</p> <p>The Impact of Measuring Risk Attitudes on Risky Decision Making Behavior <i>Dipankar Chakravarti, Stephen Amatucci</i></p> <p>Home-buying Risk Judgments <i>Ozgun Atasoy, Patrick Kaufmann, Remi Trudel</i></p> <p>The Effect of Personal Appearance on Sales Representative Perception and Selection: An Experimental Study <i>Larry Garber, Michael Dotson, Earl Honeycutt</i></p> <p>Investigating the Psychological Underpinnings of the Fair Skin Bias in the Indian Subcontinent <i>Tanuka Ghoshal</i></p>	<p>TC16 – W320</p> <p>Human Brands</p> <p>Chair: Mayukh Dass</p> <p>What's in the Credit? An Investigation of Structural Influence on Career Success in Motion Pictures <i>Kitty Wang, Liyuan Wei, Hailiang Chen</i></p> <p>Young Consumer's Emotional Responses to Televised Political Advertisements <i>Andrew Hughes</i></p> <p>Performance Premiums and Advertising: An Application to Human Brands in Political Races <i>David Schweidel, Mike Lewis, Beth Fossen</i></p> <p>Determinants and Dynamics of Auction Value of Contemporary Artist Brands <i>Mayukh Dass, Srinivas Reddy, Divya Keshamoni</i></p>

2014 INFORMS Marketing Science Conference

Thursday, June 12th, 2014

3.30-5.00 (TD)

<p>TD01 – E130</p> <p>Allocating Marketing Resources</p> <p>Chair: Dominique Hanssens</p> <p>Impact of Market Sophistication on Firm's Willingness to Invest for the Future <i>Sue Ryung Chang, Sundar Bharadwaj, Omar Rodriguez-Vila</i></p> <p>Modeling Optimal Marketing Resource Allocation using Time-varying Effects <i>Alok Saboo, V Kumar, Insu Park</i></p> <p>CEOs' Optimistic Overconfidence, Marketing Resource Allocations and Performance <i>Nithya Shankar, Dmitri Markovitch, Dongling Huang</i></p> <p>Growth spurts and Marketing Spending <i>Fang Wang, Xiao-Ping Zhang, Dominique Hanssens</i></p>	<p>TD02 – E208</p> <p>Game Theory in Marketing</p> <p>Chair: Jeffrey Shulman</p> <p>Economics of Compliments <i>Jeffrey Shulman</i></p> <p>Policy and Inference: The Case of Product Labeling <i>Juanjuan Zhang</i></p> <p>Bidding Costs and "Broad Match" in Sponsored Search Advertising <i>Kinshuk Jerath, Wilfred Amaldoss, Amin Sayedi</i></p>	<p>TD03 – E204</p> <p>Public Sector Marketing and Health Sciences</p> <p>Chair: Gurumurthy Kalyanaram</p> <p>Predicting Lung Cancer Deaths for Providing Guidance to Governments and Related Industries <i>Kyunghoon Kim, Duk Bin Jun</i></p> <p>Privacy Attitudes and Their Effects <i>Ron Larson, Kate Verbrugge</i></p> <p>Evaluation of Public Goods <i>Gurumurthy Kalyanaram</i></p>	<p>TD04 – E201</p> <p>Online Retailing & Multichannel Marketing</p> <p>Chair: Richard Briesch</p> <p>The Hare and the Tortoise: Do Early Adopters of Online Channels Purchase More? <i>Umut Konus, Jing Li, Koen Pauwels, Fred Langerak</i></p> <p>The Success of Multichannel Strategies: Testing a Contingency Framework <i>Julia Beckmann, Michael Paul</i></p> <p>Managing Expectations– Understanding and Influencing Product Returns in Online Retailing <i>Niklas Hellemann</i></p> <p>Multichannel Choice: Managing Assortment, Condition, and Price <i>Richard Briesch, Sandy Jap, Jaquelyn Thomas</i></p>
<p>TD05 – E231</p> <p>Internet & Interactive Marketing IV</p> <p>Chair: Christian Schulze</p> <p>Sequential Allocation for Customer Acquisition <i>L. Katie Yang, Eric Schwartz, Peter Fader</i></p> <p>Funneling or Wandering? The Impact of Navigation Patterns and Amount on Shopping Site Visits <i>Hyun Gyo Kim, Dong Il Lee, Hyejun Lee, Sangman Han, Kyoungsik Cho</i></p> <p>Exploration vs. Exploitation in Rapid Coupon Personalization <i>Aliaa Atwi, John Hauser</i></p> <p>The Effect of Price Incentives on Customer Value <i>Christian Schulze, Leigh McAlister</i></p>	<p>TD06 – E234</p> <p>Social Influence I</p> <p>Chair: Mark Kilgour</p> <p>Social Media and Movie Revenues: Influencers or Predictors? <i>Ashwin Malshe, Jan Ondrus</i></p> <p>Social and Personal Values on Brand Preference in Market and Transitional Economies <i>Christine Eunyo Sung, Roger Calantone, Patricia Huddleston</i></p> <p>Increasing Viewership of User Generated Content: Implications from a YouTube Study <i>Minakshi Trivedi, Jei Young Lee, Jeonghye Choi</i></p> <p>Increasing Viewership of User Generated Content: Implications from a YouTube Study <i>Minakshi Trivedi, Jei Young Lee, Jeonghye Choi</i></p> <p>How "Social Media Creativity" is Redefining the Award Process <i>Mark Kilgour, Sheila Sasser</i></p>	<p>TD07 – E238</p> <p>No Session</p>	<p>TD08 – E304</p> <p>Advertising Effectiveness II</p> <p>Chair: Peter Danaher</p> <p>Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Timing <i>Inyoung Chae, Fred Feinberg, Herman Bruno</i></p> <p>Location, Location, Location: Repetition and Proximity Increase Advertising Effectiveness <i>Garrett Johnson, David Reiley, Randall Lewis</i></p> <p>A Model of Demand for Goods and Advertising <i>Anna Tuchman, Harikesh Nair, Pedro Gardete</i></p> <p>Comparing the Effectiveness of Multiple Direct Marketing Efforts in Offline and Online Environments <i>Peter Danaher, Harald van Heerde</i></p>

2014 INFORMS Marketing Science Conference

Thursday, June 12th, 2014

3.30-5.00 (TD)

<p>TD09 – E301</p> <p>Channels: Competition</p> <p>Chair: Arnaud De Bruyn</p> <p>Platform Screening Mechanisms and the Role of Long Tail Sellers <i>Zibin Xu, Yi Zhu, Shantanu Dutta</i></p> <p>Optimal Contracts with Asymmetric Power, Quality Differentiation and Heterogeneous Preferences <i>Shameek Sinha</i></p> <p>Understanding the Normative Role of Industry Standards in Channel Negotiations <i>Arnaud De Bruyn, Gary Bolton, William Ross</i></p>	<p>TD10 – E331</p> <p>Pricing: Dynamics III</p> <p>Chair: Christian Schlereth</p> <p>The Dynamics of Tied Goods & Compatibility: An Application to the Single-serve Coffee Systems Industry <i>Shaojun(Marco) Qin, Maria Ana Vitorino, Pradeep Chintagunta</i></p> <p>How Bundling Strategies Change in Networked Markets Across Product Lifecycle Stages <i>Richard Gretz, Suman Basuroy, BJ Allen</i></p> <p>(Sub)Optimality of Dynamic Pricing Decisions in a Competitive Oligopoly <i>Yang Wang</i></p> <p>Existence and Antecedents of Time-variant Pricing Plan Preferences: Is Fairness all That Matters? <i>Christian Schlereth, Bernd Skiera, Fabian Schulz</i></p>	<p>TD11 – E334</p> <p>Advances in Survey Research Methodology</p> <p>Chair: Ulf Böckenholt</p> <p>An Insightful Segmentation Approach to Capture Cultural Differences: Going Beyond Hofstede <i>Hester Van Herk, Julie Lee</i></p> <p>A Cross-national Investigation into Common Method Variance in Consumer Measures <i>Fan Jiang, Jan-Benedict Steenkamp</i></p> <p>Testing Non-response Bias in Survey Data: An Updated Approach <i>Songting Dong, Ujwal Kayande</i></p> <p>Modeling Motivated Misreports to Sensitive Survey Questions <i>Ulf Böckenholt</i></p>	<p>TD12 – W300</p> <p>Models of Adoption & Customer Lifetime Value</p> <p>Chair: Howard Dover</p> <p>Customers' Behavioral Antecedents of New Product Trial and Repeat Purchase of Consumer Packaged Good <i>Kyoungmi Kim, Arthur W. Allaway, Giles D'Souza</i></p> <p>Unveiling the Association between the Transaction Timing, Spending and Drop-Out Behavior of Customer <i>Nicolas Glady, Aurélie Lemmens, Christophe Croux</i></p> <p>The Impact of Usage and Trade-in Value on Consumer Preferences for Upgrading and Downgrading <i>Bradley Fay, Rajiv Sinha, Chadwick Miller</i></p> <p>A Case for Event Related Dependence <i>Howard Dover</i></p>
<p>TD13 – W330</p> <p>Marketing and Financial Performance II</p> <p>Chair: Cem Bahadir</p> <p>Brand Equity Effect of Lenovo's Acquisition of the IBM PC Division An Event Analysis <i>Yalai Chu, Junhong Chu, Hongju Liu</i></p> <p>Value of Customer Bases in Mergers and Acquisitions <i>Cem Bahadir, Sundar Bharadwaj</i></p> <p>Mining for Marketing: An Objective Measure of Marketing's Importance <i>Brent Kitchens, Deb Mitra, Praveen Pathak, Joseph Johnson</i></p>	<p>TD14 – W100</p> <p>Choice Models: Multiple Categories</p> <p>Chair: Sudipt Roy</p> <p>Purchasing the Parts to Consume the Whole: A Dynamic Cross-category Model with Consumer Stockpiling <i>Ludovic Stourm, Raghuram Iyengar, Eric Bradlow</i></p> <p>Measuring Substitution and Complementarity among Offers in Menu Based Choice Experiments <i>Tetyana Kosyakova, Christian Neuerburg, Thomas Otter</i></p> <p>Driving the Drivers <i>Hyeong-Tak Lee, Sriraman Venkataraman</i></p> <p>Do Supplements Increase Customer Retention? Investigation with a Copula for MV Poisson Renewals <i>Sudipt Roy, Purushottam Papatla, Dimitris Karlis</i></p>	<p>TD15 – W130</p> <p>Consumer Behavior II</p> <p>Chair: Sabari Raghaven Prasanna Venkatesan</p> <p>Exploring the Role of Attitude Functions in Counterfeit Purchase Behavior <i>Ricky YK Chan</i></p> <p>The Role of Critical Life Events for Old-age Mobility <i>Matthias Pannhorst, Florian Dost</i></p> <p>The Effect of Framing in Multi-alternative Choice <i>Soyoung Lee, Hyangmi Kim</i></p> <p>Study on Influence of Family as Moderator on Repeat Purchase of Green Products in Indian Context: BLT <i>Sabari Raghaven Prasanna Venkatesan</i></p>	

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

8.30-10.00 (FA)

<p>FA01 – E130</p> <p>The Long and Short Run Effects of Strategic Trade-offs in Firm and Consumer Decisions</p> <p>Chair: Ahmed Khwaja</p> <p>When to Haggle, When to Hold Firm? Lessons from the Used Car Retail Market <i>Guofang Huang</i></p> <p>Market Share Dynamics, Size Spillovers and Industry Structure: Evidence from Hamburger Chain Expansion <i>Ahmed Khwaja, Jason Blevins, Nathan Yang</i></p> <p>Service Quality Variability and Termination Behavior <i>S. Sriram, Pradeep Chintagunta, Puneet Manchanda</i></p> <p>A Dynamic Model of Online Search <i>Hema Yogana</i></p>	<p>FA02 – E208</p> <p>Path to Purchase Models I</p> <p>Chair: Stephan Seiler</p> <p>Product Assortment Competition and Online Search Behavior <i>Nathan Fong</i></p> <p>Does Purchase Without Search Explain Counter-cyclic Pricing? <i>Avery Haviv</i></p> <p>Consumer Search: Evidence from Path-tracking Data <i>Stephan Seiler, Fabio Pinna</i></p>	<p>FA03 – E204</p> <p>Consumer Health & Nutrition</p> <p>Chair: Tirtha Dhar</p> <p>Consumers' Individual Response to Nutrition Labeling - A Study with Supermarket Scanner Data <i>Ossama Elshiewy, Yasemin Boztug</i></p> <p>Taste vs. Health Dilemma in Product Choice Decision <i>Satheesh Seenivasan, Dominic Thomas, Adwait Khare, Anish Nagpal</i></p> <p>Do You Diet by Drinking Diet Drinks? – An Empirical Study of Food and Drink Choices at Restaurants <i>Tirtha Dhar, Sina Ghotbi, Charles Weinberg</i></p>	<p>FA04 – E201</p> <p>Mobile Commerce</p> <p>Chair: Minha Hwang</p> <p>Predicting Mobile-Commerce Adoption from Past Browsing and Shopping Behaviors at e-Commerce <i>Minha Hwang, Kunsoo Han, Animesh Animesh, Youngsok Bang</i></p> <p>Subway Crowdedness and Mobile Purchases: Evidence from Randomized Field Experiments <i>Michelle Andrews, Xueming Luo, Zheng Fang, Anindya Ghose</i></p> <p>An Empirical Analysis of Mobile App Time-use: Are Facebook and YouTube App Use Complements or Substitutes? <i>Sungho Park, Sang Pil Han, Wonseok Oh</i></p>
<p>FA05 – E231</p> <p>Online Advertising I</p> <p>Chair: Raji Srinivasan</p> <p>Allocating Spend on Digital Display Advertising: Investigating Attributable ROI <i>Nazrul Shaikh, Mahima Hada</i></p> <p>Analyzing the Options and Interactions between Internet Users, Online Advertisers, and Search Engine <i>Ming Cheng, Christopher Anderson, S. Chan Choi</i></p> <p>Optimizing a Menu of Multiformat Subscription Plans for Ad Supported Media Platforms: A Model and Application in the Daily Newspaper Industry <i>Vamsi Krishna Kanuri, Murali K. Mantrala, Esther Thorson</i></p> <p>Consequences and Antecedents of Online Information Search: Insights from Super Bowl Advertising <i>Raji Srinivasan, Deepa Chandrasekaran, Debika Sibi</i></p>	<p>FA06 – E234</p> <p>Social Influence II</p> <p>Chair: Ashish Agarwal</p> <p>Does Offline Brand Advertising Affect Online Conversations? <i>Abhishek Borah, Gerard Tellis</i></p> <p>The Role of Brand and Category Intangibles in the Virality of Tweets <i>Nima Jalali, Purush Papatla</i></p> <p>Scandals and Reputational Spillover: Collateral Damage or Benefit? <i>Beth Fossen, Manish Tripathi, David Schweidel</i></p> <p>Social Advertising: When Does it Work? <i>Ashish Agarwal, Kartik Hosanagar</i></p>	<p>FA07 – E238</p> <p>No Session</p>	<p>FA08 – E304</p> <p>Advertising Effectiveness III</p> <p>Chair: Florian Dost</p> <p>How Advertisement Size Affects Perceived Quality of a Brand: An Experimental Approach <i>Ruben Huertas-Garcia, Juan Carlos Gázquez-Abad, Irene Esteban-Millat, Francisco J. Martínez-López</i></p> <p>Are Recessions a Curse? Media Selection and Channel Choice for Efficient Resource Allocation <i>Abhishek Nayak, Shameek Sinha</i></p> <p>Modeling the Mobile Apps Interaction <i>Yuho Chung, Jianmin Jia</i></p> <p>Direction, Strength and Non-linearity of Causal Marketing Influences in Economic Systems <i>Florian Dost</i></p>

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

8.30-10.00 (FA)

<p>FA09 – E301</p> <p>Platform Competition and Competition in Two-Sided Markets: Empirical Evidence from the Video Game Industry</p> <p>Chair: Thijs Broekhuizen</p> <p>Co-chair: Joost Rietveld</p> <p>Backward Compatibility in Two-sided Markets <i>Richard Gretz, Suman Basuroy</i></p> <p>Why Do Firms Release Sequels? A Launch Decision Model with Risk Aversion <i>Florian Deutzmann, Dennis Fok, Stefan Stremersch</i></p> <p>The Effect of Mergers on Product Quality and Portfolio, and Brand Value: Evidence from the U.S. Video Game Industry <i>Masakazu Ishihara, Joost Rietveld</i></p> <p>Signaling in the Video Game Industry: Can Quality Signals Compensate for Too Much Innovativeness? <i>Thijs Broekhuizen, Joost Rietveld</i></p>	<p>FA10 – E331</p> <p>Category Management I</p> <p>Chair: Erik Bushey</p> <p>Exploring the Changing Effectiveness of Price and Promotions in Forecasting Retailer Product Sales at the UPC Level <i>Tao Huang, Robert Fildes, Didier Soopramanien</i></p> <p>When, and Under What Form, Should a Retailer Involve its Suppliers into the Management of a Category? <i>Ahmed Timoum, Skander Essegaier</i></p> <p>Trust in Category Captain Arrangement <i>Yu Wang, Upender Subramanian, Özalp Özer</i></p> <p>The Effects of Store Brands on the Desirability, Implementation, and Profitability <i>Erik Bushey, Udatta Palekar</i></p>	<p>FA11 – E334</p> <p>Sales Force: Org'n & Key Account</p> <p>Chair: Jia Li</p> <p>Unfairness in Key Account Sales Teams: A Behavioral Exploration <i>Ying Yang, James Hess, Niladri Syam</i></p> <p>Key Account Profitability in Business Markets: Aligning Selling Team Network and Buyer-Seller Network <i>Aditya Gupta, Rajdeep Grewal, Gary Lilien</i></p> <p>An Initial Study of the Construct of Entrepreneurial Selling Orientation <i>Po-Chien Li</i></p> <p>Team Composition, Compensation, and Sales Force Performance: A Field Experiment <i>Jia Li, Tat Chan, Lamar Pierce</i></p>	<p>FA12 – W300</p> <p>Customer Lifetime Value</p> <p>Chair: Eva Ascarza</p> <p>Measuring Customer Lifetime Value in Semi-contractual Setting with Artificial Truncated Duration <i>Jiayin Qi, Xiang Gao, Rui Cai, Yongpin Zhou</i></p> <p>How Firms Can Go Wrong by Offering the Right Service Contract: Evidence from a Field Experiment <i>Eva Ascarza, Raghuram Iyengar, Martin Schleicher</i></p>
<p>FA13 – W330</p> <p>Innovation I</p> <p>Chair: Yansong Hu</p> <p>Something Borrowed: Borrowed Technology, Knowledge Transfer, and Innovation across Countries <i>Stav Rosenzweig, Ayelet Mantzur</i></p> <p>The Impact of Innovation Potential on Marketing Strategy <i>Martha Tipton, Sundar Bharadwaj, Guiyang Xiong</i></p> <p>Measuring the Impact of Mergers on Innovation with a Matching Model <i>Yu Yu, Vithala Rao</i></p> <p>Failure and Near Failure in New Product Development and Gains from Alliance <i>Yansong Hu, Peter McNamara, Dorota Piaskowska</i></p>	<p>FA14 – W100</p> <p>Choice Models: Consideration & Variety Seeking</p> <p>Chair: B. P. S. Murthi</p> <p>A Structural Model of Satiation Behavior <i>Xiaoyuan Wang, Venkatesh Shankar</i></p> <p>Implications of Variety-seeking Demand on Price Competition <i>Koray Cosguner, Seethu Seetharaman, Tat Chan</i></p> <p>Identifying Consumer Inattention: A Product-availability Approach <i>Kosuke Uetake, Kohei Kawaguchi, Yasutora Watanabe</i></p> <p>Two Dimensional Model of State Dependence in Consumption of Snacks <i>B. P. S. Murthi, Ram Rao, Marina Girju, Brian Ratchford</i></p>	<p>FA15 – W130</p> <p>Dynamics: Latent Transition</p> <p>Chair: Tanya Mark</p> <p>Where Did My Customers Go? Modeling Longitudinal Changes in Customer Segment Solutions <i>Jorge Alejandro, Sharon Kim</i></p> <p>Dynamics of Customer Transitions Between Service Bundles in Retail Telecom Services <i>Srinivas Reddy, Robert Kauffman, Gwangjae Jung</i></p> <p>A Hidden Markov Model of Consumers Information States for In-store Display <i>Yoonju Han, Sandeep R. Chandukala, Shibo Li</i></p> <p>Assessing Channel Choice and the Role of Marketing in a Multi-channel Environment <i>Tanya Mark, Rakesh Niraj</i></p>	

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014 10.30-12.00 (FB)

<p>FB01 – E130</p> <p>Reprise of the ISMS-MSI Gary Lilien Practice Prize Competition Presentations</p> <p>Chair: P. K. Kannan</p> <p>Co-chair: Gary Lilien</p> <p>Repositioning Kmart: This Time with Feeling – Kmart Australia <i>Ken Roberts, Rohan Raghavan, Peter Danaher, John Roberts</i></p> <p>Implementing Integrated Marketing Science Modeling at a Non-profit Organization: Balancing Multiple Business Objectives at Georgia Aquarium <i>V Kumar, Amalesh Sharma, Naveen Donthu, Carey Roundtree</i></p> <p>ECO: Entega's Profitable New Customer Acquisition on Online Price Comparison Sites <i>Martin Natter, Ana-Marija Ozimec, Ju-Young Kim</i></p>	<p>FB02 – E208</p> <p>Path to Purchase Models II</p> <p>Chair: Daria Dzyabura</p> <p>A Search Cost Model of Consideration Set Formation <i>Michael Palazzolo, Fred Feinberg</i></p> <p>Advertising, Consumer Awareness and Choice: Evidence from the U.S. Banking Industry <i>Maria Ana Vitorino, Elisabeth Honka, Ali Hortacsu</i></p> <p>Surviving Social Media Overload: Predicting Consumer Footprints on Product Search Engines <i>Beibei Li, Anindya Ghose, Panos Ipeirotis</i></p> <p>Assortment Optimization in the Presence of Consumer Preference Uncertainty <i>Daria Dzyabura, Srikanth Jagabathula</i></p>	<p>FB03 – E204</p> <p>Consumer Health & De-Marketing</p> <p>Chair: Yanwen Wang</p> <p>Measuring Competition among Hospitals via Online Patient Feedback <i>Dain Jung, Sulah Cho, Minki Kim, Junghyun Park</i></p> <p>Effects of Voluntary Disclosure of Product Information on Quantity and Quality of Firm Innovation <i>Joon Ho Lim, Ramkumar Janakiraman, Rishika Ramkumar</i></p> <p>Countering Negative Publicity: Micro-evidence from Prescribing Patterns of Anti-cholesterol Drugs <i>Ho Jung Yoon, Qiang Liu, Sangwoo Shin</i></p> <p>Anti-smoking Campaigns and Consumer Characteristics: Differential Responses among Menthol Smokers <i>Yanwen Wang, Mike Lewis, Carla Berg</i></p>	<p>FB04 – E201</p> <p>Social Influence III</p> <p>Chair: Haibing Gao</p> <p>Do Product Domains Influence Dynamics of Friendship Networks and Purchase Behaviours? <i>Sang-Uk Jung, Yuri Seo</i></p> <p>The Differential Impact of Fraudsters on an Online Social Platform <i>Zhao Yang, René Algesheimer</i></p> <p>The Optimal Design of So-Lo-Mo Marketing <i>Chen Lin, Yuxin Chen, Jeongwen Chiang</i></p> <p>The Wisdom of Herding by Crowds: Do Individual Investors Trade on Product Consumption Experience? <i>Haibing Gao, Jinhong Xie</i></p>
<p>FB05 – E231</p> <p>Online Advertising II</p> <p>Chair: Christian Doppler</p> <p>Does Competition Lead to More Price Advertising? Examining the Impact of Competition on Search Ads <i>Yupin Yang, Guanting Tang, Jian Pei, Qiang Lu</i></p> <p>Analyzing Brand Competition Structure and Marketing Efficiency By using Search and Sales Data <i>Janghyuk Lee</i></p> <p>Search Engine Advertising: A Model of Competition Across Search Engines <i>Mohammad Zia, Ram Rao</i></p> <p>Search Engine Value-at-risk - How Exposed are Online Marketers to Search Engines? <i>Christian Doppler, Bernd Skiera</i></p>	<p>FB06 – E234</p> <p>Diffusion in Social Networks</p> <p>Chair: Christian Barrot</p> <p>An Experimental Study of Information Diffusion in Competitive Settings <i>Yotam Shmargad</i></p> <p>The Joint Diffusion of a Digital Platform and its Complementary Goods <i>Meisam Hejazi Nia, Norris Bruce</i></p> <p>A Generalized Model of New Product Diffusion Incorporating Social Network Data <i>Tae-Hyung Pyo</i></p> <p>Organizational Adoption and Diffusion of an Online Channel: Effects of Competition and Legitimation <i>Christian Barrot, Arvind Rangaswamy, Nazrul Shaikh, Sönke Albers</i></p>	<p>FB07 – E238</p> <p>No Session</p>	<p>FB08 – E304</p> <p>Advertising Effectiveness IV</p> <p>Chair: Gilles Laurent</p> <p>Assessing Media Communication Efficiencies <i>Woo Li Ko, Sang Yong Kim</i></p> <p>A Video Based Ad Display System <i>Li Xiao, Min Ding</i></p> <p>Bayesian Elaboration Likelihood Model for Segments by Information Processing Routes & Initial Stages <i>Fumiyo Kondo, Satoshi Nakano</i></p> <p>Consumer Age and Radio Zapping <i>Gilles Laurent</i></p>

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

10.30-12.00 (FB)

<p>FB09 – E301</p> <p>Marketing Strategies in Chain Industries</p> <p>Chair: Nathan Yang</p> <p>Competition, Service Quality and Internal/External Incentives: Evidence from the Car Rental Industry <i>Jian Ni, Qiaowei Shen, Ting Zhu</i></p> <p>Franchisees' Market Expansion Effort in B2B Settings <i>Tongil Kim</i></p> <p>Segmentation and Spatial Competition in the Grocery Industry <i>Paul Ellickson, Paul Grieco, Oleskii Kvastunov</i></p> <p>Performance Dynamics in Retail Expansion <i>Mitsukuni Nishida, Nathan Yang</i></p>	<p>FB10 – E331</p> <p>Category Management II</p> <p>Chair: Sri Devi Duvvuri</p> <p>Investigating the Negative Attraction Effect: An Information-Processing Approach <i>Lutz Hildebrandt, Nicole Wiebach</i></p> <p>An Investigation of Market Basket Evolution: A Network Perspective <i>Dalal Ahmad, Mayukh Dass, Piyush Kumar, Dale F. Duhan</i></p> <p>The Informative Role of Retail Assortments: Theory and Empirical Evidence <i>Ed Fox, Laura Norman, Suzanne Shu</i></p> <p>Multivariate Analysis of Consumer Preference Structures Across Multiple Categories <i>Sri Devi Duvvuri</i></p>	<p>FB11 – E334</p> <p>Sales force: Incentives & Performance</p> <p>Chair: Srinath Gopalakrishna</p> <p>An Analysis of Non-linear Compensation Plans for Salespeople <i>Minghui Ma, Kissan Joseph</i></p> <p>When Do Group Incentives for Salespeople Work? <i>Hua Chen, Noah Lim</i></p> <p>Group versus Individual Incentives and Selling Performance <i>Wenshu Zhang, Subramanian Balachander</i></p> <p>The Impact of Salesperson Social Network Structure on Sales Prospecting Effectiveness <i>Srinath Gopalakrishna, Andrew Crecelius, Raghuram Iyengar</i></p>	<p>FB12 – W300</p> <p>Customer Lifetime Value</p> <p>Chair: Sarang Sunder</p> <p>How to Predict Customer Value? A Comparison of New Approaches for Non-contractual Business Settings <i>Markus Meierer, René Algesheimer, Patrick Bachmann</i></p> <p>Counting Your Seasonal Customers <i>David Harman</i></p> <p>Customer Acquisition Incentives and Customer Value <i>Heike Wolters, Karen Gedenk</i></p> <p>Modeling the Lifetime Value of a Customer (CLV) in the Consumer Packaged Goods (CPG) industry <i>Sarang Sunder, V Kumar, Yi Zhao</i></p>
<p>FB13 – W330</p> <p>Innovation II</p> <p>Chair: Jane Gu</p> <p>The Blessing of Targeted Innovations in a Competitive Market <i>Amit Pazgal, David Soberman, Yuanfang Lin</i></p> <p>Product Extensions and Innovative Dimensions: An Application of Helly-type Theorems <i>Aharon Hibshoosh</i></p> <p>A Dynamic Approach Toward Consumer Learning During the Adoption of a Mobile Service System <i>Robert Ciuchita, Gaby Odekerken-Schröder, Martin Wetzels, Dominik Mahr</i></p> <p>Investigating Firm Strategies on Offering Consumer-customizable Product <i>Jane Gu, Giri Tayi</i></p>	<p>FB14 – W100</p> <p>Choice Models and Consumer Response</p> <p>Chair: Nian Wang</p> <p>An Analysis of Consumer Preference for Smart Key and Car-home Connectivity Functions for Automobiles <i>Jihoon Hong, Jungwoo Shin</i></p> <p>When and Why Consumers Upgrade their Reserved Options: The Impact of Reservation Gap <i>Dai Yao, Haiyang Yang, Hubert Gatignon</i></p> <p>Missing Information in Single and Joint Decision Contexts: A Structural Choice Formulation <i>Ann Wallin, Len Coote</i></p> <p>An Empirical Study of Response Alternatives in Direct Mail <i>Nian Wang, Joseph Pancras, Hongju Liu, Malcolm Houtz</i></p>	<p>FB15 – W130</p> <p>Dynamic Structural Models</p> <p>Chair: Arun Gopalakrishnan</p> <p>Consumer and Firm Learning in Durable Goods Market: The Value of Product Reviews and Pre-orders <i>Yuzhou Liu, Masakazu Ishihara</i></p> <p>Advertising Spillovers: Drug Detailing in Combination Therapy <i>Hongju Liu, Pradeep Chintagunta, Qiang Liu</i></p> <p>A Two Stage Model of TV Viewers' Strategic Viewing and Zapping Behavior <i>Yang Shi, Ying Zhao</i></p> <p>Which Curve Are You On? A Parametric Goodwill Model of Customer Churn and Usage <i>Arun Gopalakrishnan, Eric Bradlow, Peter Fader</i></p>	<p>FB17 – W525</p> <p>Special Event</p> <p>Meet the Editors II</p> <p>Chair: Doug Bowman</p>

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

1.30-3.00 (FC)

<p>FC01 – E130</p> <p>Consumer Perceptions & Choice Processes</p> <p>Chair: David Curry</p> <p>Remember the Bad? Goal Relevance, Valence, and the Encoding of Information in Consumer Decisions <i>Michael Hair, Samuel Bond</i></p> <p>Rational Anchoring in Economic Valuations <i>Liang Guo, L. Jeff Hong</i></p> <p>Cash Back is Cash Forward: The Mental Accounting of Delayed Discounts <i>Lakshmi Vana, Anja Lambrecht, Marco Bertini</i></p> <p>Neurological Implications for the Numerical Representation of Subjective Value <i>David Curry, Xin (Shane) Wang</i></p>	<p>FC02 – E208</p> <p>Consideration and Strategy</p> <p>Chair: W. Ross Morrow</p> <p>Co-chair: Erin F. MacDonald</p> <p>Is Modeling Consideration Important to Product Portfolio Design? <i>Minhua Long, W. Ross Morrow, Erin F. MacDonald</i></p> <p>Examining Consideration Sets with Physical Prototypes <i>Erin F. MacDonald, Jinjuan She</i></p> <p>The First is Always the Toughest: The Managerial Implications of Search Cost Savings <i>Fred Feinberg, Michael Palazzolo</i></p> <p>Heterogeneous Shopping Processes, Choice Set Formation, and Marketing Decisions <i>Joffre Swait, Bart Frischknecht</i></p>	<p>FC03 – E204</p> <p>Public Sector Marketing & Non-Profit</p> <p>Chair: Paul Messinger</p> <p>Can Tourism Marketing Attenuate the Impact of International Economic Fluctuations? <i>Yuri Peers, Marnik Dekimpe, Harald van Heerde</i></p> <p>Compliment Model in Crowdfunding Market <i>Yiwei Li, Yuho Chung, Hui Cen</i></p> <p>Linking Marketing to Non-profit Performance <i>Denish Shah, Morris George</i></p> <p>Developing a Scale of a City's Citizen Engagement Orientation <i>Paul Messinger</i></p>	<p>FC04 – E201</p> <p>Leveraging Unstructured Data; Big Data</p> <p>Chair: Sina Damangir</p> <p>Fashionology: A Textual Analysis Approach of Understanding Innovativeness and Influence of Fashion Theories <i>Yusan Lin, Yilu Zhou, Heng Xu</i></p> <p>The Reach and Persuasiveness of Viral Video Ads <i>Catherine Tucker</i></p> <p>Structural Modelling using Chain Graphs <i>Kathrin Gruber, Thomas Reutterer</i></p> <p>Leveraging Big Data on Co-consideration in Market Response Modeling <i>Dinah Sina Damangir, Rex Du, Ye Hu</i></p>
<p>FC05 – E231</p> <p>Online Advertising III</p> <p>Chair: Ashish Kumar</p> <p>Ad-serving Patents in Perspective: Challenges and Opportunities in Targeting Customers <i>Monica Perry, Kimberly Cass</i></p> <p>The Role of Sender and Message in Personalized Online Advertising <i>Alexander Bleier, Maik Eisenbeiss</i></p> <p>Dynamic Likeability Effects on Virality of Online Video Advertisings <i>Edlira Shehu, Tammo Bijmolt, Michel Clement</i></p> <p>Impact of Digital (Dis) Engagements on Sales: Evidence from Email Advertising <i>Ashish Kumar, Ram Bezawada</i></p>	<p>FC06 – E234</p> <p>Online Customer Engagements</p> <p>Chair: C. M. Sashi</p> <p>Love as a Main Opponent of Customer Retention on Online Dating Platforms <i>Andrea Dechant, Martin Spann, Anindya Ghose</i></p> <p>How Does the Concentration of Sales Changes as Consumers Move Online in the Apparel Industry? <i>Gonca Soysal, Alejandro Zentner</i></p> <p>Mobile Media and Customer Engagement <i>Vijay Viswanathan, Su Jung Kim, Wei Xei, Edward Malthouse</i></p> <p>Interactive Communication in B2B Relationships <i>Micah Murphy, C. M. Sashi</i></p>	<p>FC07 – E238</p> <p>No Session</p>	<p>FC08 – E304</p> <p>Advertising Effectiveness V</p> <p>Chair: Peggy Tseng</p> <p>How Does Stock Market Respond to Advertising Rating? Evidence from Super Bowl Advertising <i>Jin-Woo Kim</i></p> <p>Behavioral Advertising <i>Qiaowei Shen, J. Miguel Villas-Boas</i></p> <p>A Semiparametric Approach to Estimate the Dynamic Effectiveness of Marketing Mix in Market Response <i>Venkatesh Shankar, Zhongjian Lin</i></p> <p>Marketing Models on Hadoop: Examining Effectiveness of Online and Offline Advertising <i>Peggy Tseng, Jimmy Yang, Hanyun Tsao</i></p>

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

1.30-3.00 (FC)

<p>FC09 – E301</p> <p>Entertainment; Hedonic Goods I</p> <p>Chair: Sanjay Sisodiya</p> <p>Linking Moment-to-moment Arousal to Evaluation of Experiential Consumption <i>Anocha Aribarg, Natasha Foutz, Eunsoo Kim</i></p> <p>Competition-softening Effect of Uniform Pricing in the Movie Market: An Empirical Analysis <i>Jason Ho, Jing Yan, Charles Weinberg</i></p> <p>The Impacts of Cultural and Economic Factors on the Commercial Success of Global Products <i>Sangkil Moon, Arul Mishra, Himanshu Mishra</i></p> <p>Are Sequels Fireflies? An Investigation of the Timing of Movie Sequels <i>Sanjay Sisodiya, Steve Shook, Bema Devezer</i></p>	<p>FC10 – E331</p> <p>Category Management III</p> <p>Chair: Qiang Lu</p> <p>What is the Assortment Size that Regulatory-focused Consumers Find a Value? <i>Atsuhiko Lino, Akihiro Inoue</i></p> <p>Learning What Customers Don't Want? Identifying Configurational Antecedents of Product Attributes <i>Hsiu-Wen Liu, Yu-Li Lin</i></p> <p>Understanding Consumer Reaction Following a Promotional Out-of-stock <i>Frank Beke, Laurens Sloot</i></p> <p>A Comparison of the Effectiveness of Price and Reward Promotions <i>Qiang Lu, J. Xiao</i></p>	<p>FC11 – E334</p> <p>Sales Management</p> <p>Chair: Andres Musalem</p> <p>How Do Sales Organizations Value Job, Firm or Industry Experience? A Study of Sales Career Paths <i>Alireza Keshavarz Maman, Michael Segalla, Bertrand Quelin, Francis Kramarz, Dominique Rouziès</i></p> <p>Hunter-Farmer or Hybrid: An Analysis of Sales Account Management Models <i>Somnath Banerjee, Axel Stock</i></p> <p>Drivers of Salespersons' Performance Development <i>Margot Loewenberg, Markus Meierer, René Algesheimer</i></p> <p>Retail in High Definition: Using Video Analytics to Study Customer-Salesperson Interactions <i>Andres Musalem, Marcelo Olivares, Ariel Schilkrut, Nicolas Garcias</i></p>	<p>FC12 – W300</p> <p>Pricing I</p> <p>Chair: Sudhir Voleti</p> <p>Marketing Strategies given a Fairness-sensitive and Rational Market <i>Jihwan Moon, Steven Shugan</i></p> <p>Recovering Price-cost Margins from Store-level Data: Estimation, Validation and Comparative Evaluation <i>Sudhir Voleti, Ankit Anand</i></p>
<p>FC13 –W330</p> <p>New Product Adoption I</p> <p>Chair: Harmeen Soch</p> <p>A Multivariate Analysis of Pre-acquisition Drivers of Technology Adoption <i>Mark Ratchford, Brian Ratchford, Michelle Barnhart</i></p> <p>New Product Adoption Model: A New Approach <i>Masataka Yamada, Toshihiko Nagaoka</i></p> <p>Time Allocation and Durable Goods Adoption: Evidence from Emerging Market Households <i>Ishani Tewari</i></p> <p>Impact of Corporate Image and Perceived Risk on the Usage Frequency of Smartphones <i>Hamek Gill, Kuljit Kaur, Amrinder Gill, Harmeen Soch</i></p>	<p>FC14 – W100</p> <p>Advances in Choice Modeling IV</p> <p>Chair: Yang Li</p> <p>Aggregate Demand Model with Consumer Search <i>SunAh Kim, Subramanian Balachander</i></p> <p>Incorporating Price-too-low into Economic Utility Model : Hidden Alliance with Distributor <i>Minjee Sun, Jaehwan Kim</i></p> <p>From Grey to Green: An Analysis of Environmental Factors on Consumer Choice <i>Wanqing Zhang, Jia Li, Charles Moul</i></p> <p>Variational Bayesian Inference for Big Data Marketing Models <i>Yang Li, Asim Ansari, Zaozao Zhang</i></p>	<p>FC15 – W130</p> <p>Pricing Policy</p> <p>Chair: K. Sivakumar</p> <p>Pay What You Think Fair (PWYTF) <i>Atanu Adhikari</i></p> <p>Consumer Choice in Price-free Situations <i>Seshan Ramaswami</i></p> <p>Experimental Analysis of Buyer Behavior in Opaque Selling Markets <i>Lucas Stich, Martin Spann</i></p> <p>Modeling the Impact of Patterns of Price Reductions <i>K. Sivakumar</i></p>	<p>FC16 – W320</p> <p>Coca-Cola's Real-time Marketing at the 2014 FIFA World Cup</p> <p>Chair: Doug Bowman</p> <p>Coca-Cola's Real-time Marketing at the 2014 FIFA World Cup</p>

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

3.30-5.00 (FD)

<p>FD01 – E130</p> <p>ISMS Doctoral Dissertation Proposal Competition Winners</p> <p>Chair: K. Sudhir</p> <p>Beyond the Last-touch: Attribution in Online Advertising <i>Ron Berman</i></p> <p>Designing Freemium: a Model of Consumer Usage, Upgrade, and Referral Dynamics <i>Clarence Lee, Sunil Gupta, Vineet Kumar</i></p> <p>Standard or Optional: Add-on Policy under Vertical Differentiation <i>Song Lin</i></p>	<p>FD02 – E208</p> <p>Internet & Interactive Marketing</p> <p>Chair: Upender Subramanian</p> <p>Heard You But Don't Know You: Targeting using Word-of-Mouth <i>Manaswini Bhalla, Sreelata Jonnalagadda</i></p> <p>An Equilibrium Analysis of Daily Deal Strategies and Consumer Learning of Merchant Quality <i>Upender Subramanian, Ram Rao</i></p>	<p>FD03 – E204</p> <p>Marketing Resource Allocation</p> <p>Chair: Rob Waiser</p> <p>On the Near Impossibility of Measuring the Returns to Advertising <i>Randall Lewis, Justin Rao</i></p> <p>Managers Are People, Too: Why Do Sales Managers Lobby for Bigger Budgets? <i>Rob Waiser</i></p>	<p>FD04 – E201</p> <p>Leveraging Big Data</p> <p>Chair: Xiao Liu</p> <p>Visualizing Asymmetric Competition between more than 1,000 Products using Big Search Data <i>Daniel Ringel, Bernd Skiera</i></p> <p>A Structured Analysis of Unstructured Big Data Leveraging Cloud Computing <i>Xiao Liu, Kannan Srinivasan, Param Singh</i></p>
<p>FD05 – E231</p> <p>Social Media and e-Commerce</p> <p>Chair: Nikunj Jain</p> <p>Peer Effects, Content Creation and Competition for Attention in Social Media Platforms <i>Anjana Susarla, Ramayya Krishnan, Bin Zhang</i></p> <p>Pro-social Behavior in Mobile Networks <i>Jayson Jia, Jianmin Jia, Xianchi Dai</i></p> <p>Determinants of Shopping Satisfaction and Repurchase Intention in E-fulfillment <i>Nikunj Jain, Hasmukh Gajjar</i></p>	<p>FD06 – E234</p> <p>Social Media II</p> <p>Chair: Georgios Zervas</p> <p>The Firm on Twitter: Financial Market and Social Media Reaction to Firm Social Media Participation <i>John Healey, William Rand</i></p> <p>Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud <i>Georgios Zervas, Michael Luca</i></p>	<p>FD07 – E238</p> <p>Consumer Behavior</p> <p>Chair: Hae Joo Kim</p> <p>Financially Constrained: When You Feel Stuck with Your Debt, Just Budge It <i>Russel Nelson, Stephanie Dellande, Mary Celsi, Mary Gilly</i></p> <p>Rumor Sharing Behavior in the Marketplace: A Study on Motivations <i>Subin Sudhir, Anandakuttan B. Unnithan</i></p> <p>Positive Brand Inferences from Processing Disfluency <i>Hae Joo Kim, Melanie Dempsey</i></p>	<p>FD08 – E304</p> <p>Advertising Effectiveness</p> <p>Chair: Courtney Paulson</p> <p>The Dynamic Effectiveness of Pre-launch Advertising: An Empirical Analysis Using Online Search Volume <i>Ho Kim, Norris Bruce</i></p> <p>Examining IMC Measures in a B2B Market in Developing Countries <i>Chiu-chu Su, Jiana-Fu Wang, Ming-Chih Tsai</i></p> <p>Optimal Internet Media Selection using General Loss Functions <i>Zelin Zhang, Courtney Paulson, Lan Luo, Gareth James</i></p>

2014 INFORMS Marketing Science Conference

Friday, June 13th, 2014

3.30-5.00 (FD)

<p>FD09 – E301</p> <p>Search Advertising</p> <p>Chair: Prabirendra Chatterjee</p> <p>Optimal Bidding Strategies in the Sponsored Search Advertising Auctions <i>Prabirendra Chatterjee</i></p> <p>Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance <i>Jing Gong, Vibhanshu Abhishek, Beibei Li</i></p>	<p>FD10 – E331</p> <p>Channels and Competition</p> <p>Chair: Fan Zhang</p> <p>Reference Quality-based Competitive Market Structure for Innovation Driven Markets <i>Wonjoon Kim, Minki Kim</i></p> <p>Cognitive Dissonance and Selling Strategy <i>Huihui Wang, Wilfred Amaldoss</i></p> <p>Customer Migration from Online Retail Platforms <i>Fan Zhang, Qin Zhang, Tat Chan</i></p>	<p>FD11 – E334</p> <p>Channels Strategy</p> <p>Chair: Monic Sun</p> <p>The Impact of iPhone Exclusivity on Smartphone Demand <i>Daegon Cho, Anuj Kumar, Rahul Telang</i></p> <p>When Should A Manufacturer Disclose Product Match Information? <i>Monic Sun, Rajeev Tyagi</i></p>	<p>FD12 – W300</p> <p>Pricing II</p> <p>Chair: Baojun Jiang</p> <p>Bundling in Product Lines <i>Steven Shugan, Nanda Kumar</i></p> <p>Collaborative Consumption, Firm Responses, Profits, and Consumer Surplus <i>Baojun Jiang, Lin Tian</i></p>
<p>FD13 – W330</p> <p>Retailing II</p> <p>Chair: Arjen van Lin</p> <p>Advance Selling and Product Quality in a Narasimhan Duopolistic Industry <i>Shan-Yu Chou</i></p> <p>Hello Jumbo! The Spatio-temporal Roll-out and Consumer Adoption of a New Chain <i>Arjen van Lin, Els Gijbrecchts</i></p>	<p>FD14 – W100</p> <p>Advances in Choice Modeling</p> <p>Chair: Vineet Kumar</p> <p>The Impact of Switching Stores on State Dependence in Brand Choice <i>Raphael Thomadsen</i></p> <p>A Linear Approach to Estimating Dynamic Discrete Choice Models <i>Vineet Kumar, Tim Derdenger</i></p>	<p>FD15 – W130</p> <p>Choice Models II</p> <p>Chair: Sunghwan Yi</p> <p>Demand for Variety Under Costly Consumer Search: A Multiple-discrete/continuous Approach <i>William Allender, Sungho Park, Timothy Richards, Stephen Hamilton</i></p> <p>Which Vegetables Would You Buy and How Many? Basket Analysis <i>Vinay Kanetkar, Sunghwan Yi</i></p>	

2014 INFORMS Marketing Science Conference

Saturday, June 14th, 2014 8.30-10.00 (SA)

<p>SA01 – E130</p> <p>Social Influence & Networks</p> <p>Chair: Pinar Yildirim</p> <p>The Economics of Assertive Persuasion <i>Luc Wathieu, Ann Kronrod, Amir Grinstein</i></p> <p>The Effect of Customers' Social Media Participation on Business Value: <i>Ramkumar Janakiraman, Ram Bezawada, Rishika Ramkumar, Ashish Kumar</i></p> <p>An Empirical Investigation of Online Information Sharing Behaviors: Evidence from a Daily Deal Platform <i>Tianshu Sun, Siva Viswanathan, Elena Zheleva</i></p> <p>The Impact of Network Based Measures <i>Pinar Yildirim, Yanhao Wei, Chris Dellarocas, Christophe Van den Bulte</i></p>	<p>SA02 – E208</p> <p>B2B Networks, Alliances, and Collaboration I</p> <p>Chair: Lourdes Perez</p> <p>The Network Value of Marketing Alliances Under Firm-specific Uncertainty <i>Jameson Watts</i></p> <p>The Effects of New Product Development (NPD) with Emerging Market Partner Firms on Shareholder Value <i>Nicole Hanson, Venkatesh Shankar</i></p> <p>Should Strategic Decisions be Assessed using Short - or Long-term Stock Returns? <i>Nukhet Harmancioglu, David Griffith</i></p> <p>Value Generation in SMEs: An Integrative Approach <i>Lourdes Perez</i></p>	<p>SA03 – E204</p> <p>Branding & Private Labels</p> <p>Chair: Rita Coelho do Vale</p> <p>The Impact of Brand Competition on Whether, When, and How Much to Buy <i>Anthony Koschmann, Doug Bowman</i></p> <p>Advertising Spillovers and Consumer Demand for Private Labels <i>Rigoberto Lopez, Yizao Liu, Chen Zhu</i></p> <p>Does the PL Profits from Across-category Spillovers: An Evidence from Attraction Market Share Models <i>Mouna Sebri, Georges Zaccour</i></p> <p>Private Labels' Market Power – An Empirical Analysis of Retailers and Category Effects <i>Rita Coelho do Vale, Pedro Verga Matos</i></p>	<p>SA04 – E201</p> <p>e-Word of Mouth I</p> <p>Chair: Albert Valenti</p> <p>Product Recommendations Based on Latent Purchase Motivations <i>Bruno Jacobs, Dennis Fok, Bas Donkers</i></p> <p>The Role of E-WOM Sources on the Impact of E-WOM Presentation Order on Consumer Attitude <i>Siqin Liu, Hanchi Ye</i></p> <p>Service Adoption and Defection Decisions: Understanding the Effects of Social Influences in Consume <i>Vardit Landsman, Irit Nitzan</i></p> <p>Reputation Dynamics: An Empirical Investigation of Boston Restaurants on Yelp.com <i>Albert Valenti, Monic Sun, Georgios Zervas, Shuba Srinivasan</i></p>
<p>SA05 – E231</p> <p>Online Pricing</p> <p>Chair: S. Chan Choi</p> <p>The Effect of Online Promotions on Offline Sales <i>Marcel Goic, Ricardo Montoya, Rodolfo Alvarez</i></p> <p>Time Pressure and Social Coupon Purchasing-decisions <i>Chinintorn Nakhata</i></p> <p>From Free to Premium: An Empirical Study of Purchase Behavior in Freemium Context <i>Savannah Wei Shi, Mu Xia, Yun Huang</i></p> <p>Free Trials in the Software Industry under Consumer Learning <i>S. Chan Choi, Nancy Guo</i></p>	<p>SA06 – E234</p> <p>Social Media I</p> <p>Chair: Christine Balague</p> <p>The Effects of Asymmetric Social Ties on Online Contribution Behavior <i>Rishika Ramkumar, Jui Ramaprasad</i></p> <p>How Social Influence Shapes Popularity: Emotion and Opinion Formation in Online Commenting <i>Hsin-Hsuan Meg Lee, Willemijn van Dolen</i></p> <p>What Motivates Consumer's Misbehavior Intention? The Effect of E-WOM, OL and Machiavellianism <i>Yuan Yin, Jingwen Chen</i></p> <p>New Social Network Metrics For CRM 2.0 <i>Christine Balague</i></p>	<p>SA07 – E238</p> <p>No Session</p>	<p>SA08 – E304</p> <p>New Products: Diffusion</p> <p>Chair: Vahideh Abedi</p> <p>Understanding Social Contagion in the Diffusion of Innovations Using a Time-varying Network Model <i>Guillermo Armelini</i></p> <p>Income Inequality Within and Between Countries – How it Affects the Acceptance of New Consumer Products <i>Christophe Van den Bulte, Ashish Sood</i></p> <p>Technology-Push or Demand-Pull? A Supportive Policy to Maximize the Diffusion of Renewable Energy <i>Hossein Eslami</i></p> <p>Supporting New Product or Service Introductions: Location, Marketing, and Word of Mouth <i>Vahideh Abedi, Oded Berman, Dmitry Krass</i></p>

2014 INFORMS Marketing Science Conference

Saturday, July 14th, 2014

8.30-10.00 (SA)

<p>SA09 – E301</p> <p>CRM: Loyalty Programs</p> <p>Chair: Yuping Liu-Thompkins</p> <p>In-network and Out-of-network Shopping in a Loyalty Program <i>Nuo Xu</i></p> <p>Social Influence and Targeted Marketing in the Adoption of Loyalty Programs <i>Manfred Krafft, Kalyan Raman, Vijay Viswanathan, F. Javier Sese</i></p> <p>The Impact of Frequent Flyer Programs on Consumer Behavior <i>Tong Guo, Yesim Orhun</i></p> <p>Habit Evolution Under a Loyalty Program <i>Yuping Liu-Thompkins, Tim Manoles</i></p>	<p>SA10 – E331</p> <p>Entertainment; Hedonic Goods II</p> <p>Chair: Yi Zhang</p> <p>"Keep Your Consumer Challenged": An Examination of Consumer Learning from Failure <i>Dominik Mahr, Robert Ciuchita, Gaby Odekerken-Schröder</i></p> <p>Identifying Seasonal Latent Market Segments in the Year-end U.S. Video Game Market <i>Minjung Kwon, Masakazu Ishihara, Bryan Bollinger</i></p> <p>Gone with the Bits: Technology Adoption in the Presence of Piracy <i>Yi Zhang, Rahul Telang, Vibhanshu Abhishek</i></p>	<p>SA11 – E334</p> <p>Channels: Governance</p> <p>Chair: Amrit Tiwana</p> <p>How Mismatches Between Contract Incompleteness and Governance Form Influence Transaction Costs <i>Stephen Kim, Amrit Tiwana</i></p> <p>Optimal Buyback Policies in Channels <i>Thanh Tran, Ramarao Desiraju, Haresh Gurnani</i></p> <p>Relationship-specific Investment and Hold-up Problems in Supply Chains: Theory and Experiments <i>Ernan Haruvy, Elena Katok, Owen Ma, Suresh Sethi</i></p> <p>Orchestrating Franchise Ecosystems: Aligning Organizational Architecture with Control <i>Amrit Tiwana, Stephen Kim</i></p>	<p>SA12 – W300</p> <p>Pricing & Retailing</p> <p>Chair: Koray Cosguner</p> <p>Look Before you Lease: Evaluating the Consequences of Residual Value Promotions in the Automobile Market <i>Srabana Dasgupta, Jorge Silva-Risso, Sivaramakrishna Siddarth</i></p> <p>Price Negotiations and Bargaining Costs <i>Pranav Jindal, Peter Newberry</i></p> <p>Save or (Over-)Spend? How Shopping Pattern Choice Affects Consumer Grocery Spending <i>Mark Vroegrijk, Katia Campo, Els Gijbrecchts</i></p> <p>Profiting from Asymmetrically Dominated Alternatives: The Case of Diamond Pricing <i>Chunhua Wu, Koray Cosguner</i></p>
<p>SA13 – W330</p> <p>Product Management Strategies</p> <p>Chair: Mahmood Pedram</p> <p>How Platform Openness and Complementary Software Openness Shape Software Upgrade Strategy <i>Yi Wang, Benn Konsynski</i></p> <p>Product Line Design in the Presence of a Flat-rate Bias <i>Bobby Zhou, Debu Purohit</i></p> <p>New Product Incrementality <i>Nazrul Shaikh</i></p> <p>Before or After: Optimal Product Release Timing <i>Mahmood Pedram</i></p>	<p>FD14 – W100</p> <p>No Session</p>	<p>FD15 – W130</p> <p>No Session</p>	

2014 INFORMS Marketing Science Conference

Saturday, June 14th, 2014 10.30-12.00 (SB)

<p>SB01 – E130</p> <p>Sheth Medal: John D.C. Little's Contributions to Interactive Marketing</p> <p>Chair: Ruth Bolton</p> <p>Sheth Medal: John D.C. Little's Contributions to Interactive Marketing <i>John Hauser, John Roberts, James Lattin</i></p>	<p>SB02 – E208</p> <p>Networks, Alliances and Collaboration II</p> <p>Chair: Tianjiao Qiu</p> <p>Online Global Trading Marketplace as a Buyer-seller Social Network <i>Jurui Zhang, Yubo Chen, Qi Wang, Jinhong Xie</i></p> <p>Unpack Absorptive Capacity under the Context of Knowledge Alliances: A Dynamic and Co-evolution Model <i>Zhiying Jiang, Junhong Chu</i></p> <p>Product Diversification and Cultural Alignment on the Success of International Marketing Alliances <i>Tianjiao Qiu</i></p>	<p>SB03 – E204</p> <p>Brand Valuation</p> <p>Chair: Raj Sethuraman</p> <p>Employee-based Brand Equity <i>Alina Sorescu, Nader Tavassoli, Rajesh Chandy</i></p> <p>Business-to-business Branding Effects Insights from the Venture Capital Industry <i>Berry Cox, Amit Pazgal, Lyda Bigelow, Robert Wuebker</i></p> <p>How Useful are Brand Valuation Methods? A Validation Study <i>Marc Fischer, Tobias Hornig</i></p> <p>How Good are the Outcome Premium Measures in Capturing Brand Equity? <i>Raj Sethuraman</i></p>	<p>SB04 – E201</p> <p>e-Word of Mouth II</p> <p>Chair: Anita Luo</p> <p>Mining Emotions from Customer Reviews for Box Office Movies <i>Rahat Ullah, Jaewon Yoo, Namil Kim, Wonjoon Kim, Naveen Amblee, Atya Zeb</i></p> <p>A Model of Heterogeneous Peer Influence in New Music Diffusion on Twitter <i>Minki Kim, Geonhyeok Go</i></p> <p>Product Inquiry and Social Recommendation: WOM Generation for Service Retailers on Daily Deal Sites <i>Jikyung Kim, Kyung Min Park, Jeonghye Choi</i></p> <p>Modeling Online and Offline Word of Mouth Behavior <i>Anita Luo, Andrew Baker, Naveen Donthu</i></p>
<p>SB05 – E231</p> <p>Modeling for Online Marketing</p> <p>Chair: Florian Wangenheim</p> <p>An Analytical Model of Crowdfunding <i>Mark Bender, Tansev Geylani, Esther Gal-Or</i></p> <p>Sniping in Online Markets <i>Amin Sayedi, R. Ravi, Isa Hafalir, Stylianos Despotakis</i></p> <p>Interdependence of Online Community Success Factors – Evidence from Panel VAR <i>Florian Wangenheim, Christine Igl, René Algesheimer</i></p>	<p>SB06 – E234</p> <p>Social Media II</p> <p>Chair: Tiffany Wang</p> <p>Word-of-mouth in the Music Industry: An Empirical Analysis of Music Consumer Network Topology <i>Jungyoun Lee, Minki Kim</i></p> <p>I Know What You Are Trying to Do: The Effect of Manipulations of Online Product Reviews on Consumer <i>Mengzhou Zhuang, Geng Cui, Ling Peng</i></p> <p>Social Media Engagement and Green Marketing Effectiveness in the Case of an Online Campaign <i>Tiffany Wang</i></p>	<p>SB07 – E238</p> <p>No Session</p>	<p>SB08 – E304</p> <p>New Product Development & Idea Sourcing</p> <p>Chair: Rambod Dargahi</p> <p>Idea Markets: An Analysis of Social Dynamics in Idea Sourcing and Idea Evaluation <i>Martin Spann, Andreas Heusler, Natasha Foutz</i></p> <p>The Role of Supplier and Customer Involvement in NPD: A Meta-Analysis <i>Johanna Slot, Inge Geyskens, Stefan Wuyts</i></p> <p>Roads to Victory: The Making of Winning New Product Ideas in Crowdsourcing Platforms <i>Oguz Ali Acar</i></p> <p>Feedback in Crowdsourcing: Effect of Motivational Feedback on Idea Quality <i>Rambod Dargahi, James Hess, Niladri Syam</i></p>

2014 INFORMS Marketing Science Conference

Saturday, June 14th, 2014 10.30-12.00 (SB)

<p>SB09 – E301</p> <p>CRM: Loyalty</p> <p>Chair: Thomas Reutterer</p> <p>Product Exchanges and Customer Loyalty <i>Thomas Eichentopf, Raji Srinivasan</i></p> <p>GMOK: A Generalized Mixture of Kalman Filters Model for Customer Churn Prediction <i>Niels Holtrop, Jaap Wieringa, Maarten Gijsenberg, Peter Verhoef</i></p> <p>An Empirical Analysis of Goal Gradient Hypothesis in a Multi-vendor Loyalty Program <i>Kay Ryung Koo, Janghyuk Lee</i></p> <p><i>Incorporating Regularity in Stochastic Repeat-buying Models</i> <i>Thomas Reutterer, Michael Platzer</i></p>	<p>SB10 – E331</p> <p>Channels: Structure & Design</p> <p>Chair: Ngan Chau</p> <p>Multilateral Bargaining in a Two-Sided Market with Differentiated Products <i>Wenche Wang</i></p> <p>Firm Monitoring and Commitment: An Experimental Study <i>Sung Ham, Jiabin Wu, Noah Lim</i></p> <p>Buying an Input from a Competitor <i>Matthew Selove, Anthony Dukes</i></p> <p>Optimal Supply Chain Structure: Impact of Durability <i>Ngan Chau, Ramarao Desiraju, Pradeep Chintagunta</i></p>	<p>SB11 – E334</p> <p>Marketing Strategy & Channels</p> <p>Chair: Hongyan Shi</p> <p>Servitization under Channel Power Influences -- An Agricultural Case <i>Ming-Chih Tsai, Yen-Ting Chen</i></p> <p>Market Orientation or Supply Chain Orientation: Retailer with Traceable Food <i>Shao Ming Chu, Jiana-Fu Wang, Ming-Chih Tsai</i></p> <p>Internal Process and Moderated Mediation in Market Orientation (MO): A Conditional Process Modeling <i>Xiaodan Dong, Zelin Zhang, Chris Hinsch, Shaoming Zou</i></p> <p>The Effects of Market Uncertainty on Product Quality in Distribution Channels <i>Hongyan Shi, Nicholas Petruzzi, Yan Liu, Qin Geng</i></p>	<p>SB12 – W300</p> <p>Retailing: Location</p> <p>Chair: Amalesh Sharma</p> <p>Why Outlet Stores Exist: Extending Markets While Reducing Cannibalization <i>Donald Ngwe</i></p> <p>Prescriptive Analytics For Retail Network Optimization using Extended Huff Models <i>Matthias De Beule, Nico Van de Weghe, Dirk Van den Poel</i></p> <p>Consumer's Product Return and Resale and Retailer-hosted-resale Outlet <i>Byong-Duk Rhee, Chang Hwan Lee</i></p> <p>Do Product Forms and Marketing Mix Elements Evolve in Emerging Markets? <i>Amalesh Sharma, V Kumar, Sarang Sunder</i></p>
<p>SB13 – W330</p> <p>Game Theory: Pricing & Promotions</p> <p>Chair: Richard Schaefer</p> <p>A Game-theoretic Model for Co-promotions: Choosing a Complementary Versus an Independent Product Ally <i>Salma Karray, Simon-Pierre Sigue</i></p> <p>Timing of Trades, Welfare, and Price Dispersion <i>Yuichiro Kamada, Ryota Iijima</i></p> <p>Pricing Self-improvement for Impulsive Consumers <i>Richard Schaefer, Raghunath Rao, Vijay Mahajan</i></p>	<p>SB14 – W100</p> <p>No Session</p>	<p>SB15 – W130</p> <p>No Session</p>	

2014 INFORMS Marketing Science Conference

Saturday, June 14th, 2014 1.00-2.30 (SC)

<p>SC01 – E130</p> <p>New Products Strategy and Performance</p> <p>Chair: Wonjoo Yun</p> <p>The Effects of Financial Performance on Key Components of Firms' New Product Development Strategies <i>Xinchun Wang, Christine Shropshire, Mayukh Dass, Dennis B. Arnett</i></p> <p>Diminishing Returns to New Product Announcements: How the Past Shapes Investors' Expectations <i>Nooshin Lotfi, Alina Sorescu</i></p> <p>The Impact of New Product Characteristics on Equity Offering Values and Firm Performance <i>Zixia Cao, Reo Song</i></p> <p>New Product Preannouncement and Shareholder Value: The Roles of Product Recall and Advertising <i>Wonjoo Yun, Venkatesh Shankar, Yan Liu</i></p>	<p>SC02 – E208</p> <p>Business Marketing; Business Models</p> <p>Chair: Ryan Choi</p> <p>Exogenous Shocks and Relational Contracts <i>Darcy Fudge Kamal, Cristina Nistor</i></p> <p>Fuel Surcharge Pricing <i>Ryan Choi</i></p> <p>Business Model: A Marketing Perspective <i>Lin Jia, Alina Sorescu, Ruud Frambach</i></p>	<p>SC03 – E204</p> <p>Brand: Extensions & Architecture</p> <p>Chair: Arnab Ray</p> <p>Celebrity Endorsements and Branding Strategies: Event Study from India <i>Saravana Jaikumar, Arvind Sahay</i></p> <p>Firm Reputation as Liability - Product Reputation as Asset <i>Kashef Majid, Moowoon Rhee</i></p> <p>Diagnosing Sequential Brand Extensions Through Metrics of Comparing Brand Concept Maps <i>Jesheng Huang</i></p> <p>Mediating Role of Self in Brand-choice Decision: A Conceptual Framework with Research Propositions <i>Arnab Ray, K B Saji, Anirban Chakraborty</i></p>	<p>SC04 – E201</p> <p>e-WoM and Online Reviews</p> <p>Chair: Judy Ma</p> <p>Multi-channel Model of Advertising: Incorporating Electronic Word-of-mouth into Advertising Model <i>Yana Ponomarova, Nicolas Glady</i></p> <p>Identification of Influencers: The Case of Cooking Bloggers <i>Damien Renard, Christine Balague</i></p> <p>Inside Look at Emerging Market Consumers: Online Chat Rooms in China and Russia <i>Cecile K. Cho</i></p> <p>Does Sunshine Put Products in a Better Light? The Impact of Weather on Consumer Reviews <i>Judy Ma, Dongling Huang</i></p>
<p>SC05 – E231</p> <p>Brand Image & Communications</p> <p>Chair: David Huh</p> <p>When is the CEO Effective as a Spokesperson in a Product Harm Crisis? <i>Tony Garrett, Daniel Laufer</i></p> <p>The Dynamic Impact of Crises on Brand Image <i>Max Backhaus, Marc Fischer</i></p> <p>How Products Can Achieve Timeless Value <i>Robert Kreuzbauer</i></p> <p>Is Honesty the Best Policy? Understanding the Double-edged Effects of Sharing Negative Information <i>David Huh, William Putsis</i></p>	<p>SC06 – E234</p> <p>Digital Marketing and Keyword Bidding</p> <p>Chair: Woochoel Shin</p> <p>The Mobile Platform <i>Jei Young Lee, Minakshi Trivedi, Jeonghye Choi</i></p> <p>The Effects of Supply Limits and "Sold Out" Messages on the Success of Daily Deals <i>Ye Qiu</i></p> <p>Strategic Keyword Management in Sponsored Search Advertising <i>Alex Kim, Axel Stock</i></p> <p>A Strategic Investigation of Generalized Second-price Auctions with Budget Constraint <i>Woochoel Shin</i></p>	<p>SC07 – E238</p> <p>No Session</p>	<p>SC08 – E304</p> <p>New Product Adoption II</p> <p>Chair: Kanoko Go</p> <p>Technology Readiness and Technology Acceptance for NFC Mobile Payment Services in Korea <i>Seungjae Shin</i></p> <p>Modeling New Product Adoption in B2B Markets <i>Amallesh Sharma, Anita Luo, V Kumar, Hongju Liu</i></p> <p>Small Retailer's New Product Acceptance in Emerging Market: A Grounded Theory Approach <i>Ateeque Shaikh</i></p> <p>Empirical Research on the Application of Case-based Decision Theory to the Adoption of New Products <i>Kanoko Go, Mai Kikumori, Yutaka Hamaoka</i></p>

2014 INFORMS Marketing Science Conference

Saturday, June 14 , 2014 1.00-2.30 (SC)

<p>SC09 – E301</p> <p>Customer Relationship Management</p> <p>Chair: Konstantin Lange</p> <p>The Impact of Gift-giving on Customer Profitability <i>Yashoda Bhagwat, V Kumar, Russ Belk</i></p> <p>The Effects of Promotion Characteristics on Customer Purchase Behavior and Lifetime Duration <i>Chang Hee Park, Young-Hoon Park, David Schweidel</i></p> <p>Consumer Online Information Sharing: A Study of Antecedents and Consequences <i>Kyungwon Lee, Avinandan Mukherjee</i></p> <p>The Impact of Advisor-customer Relationship Dissolution on Customer Retention in Retail Banking <i>Konstantin Lange, Dominik Georgi</i></p>	<p>SC10 – E331</p> <p>Marketing Performance Metrics and Organization</p> <p>Chair: Xiaoning Liang</p> <p>Organizing for Sales Promotions <i>Marian Paul, Karen Gedenk, Stefanie Rudek, Franziska Voelckner</i></p> <p>Are Customer's Accurate in their Assessment of the Value Created Through Supplier Relationships? <i>Muhammad Abraham Zaka, Henry Robben, Kees van Montfort</i></p> <p>Developing a Comprehensive Marketing Performance Measurement System- A Dynamic Capabilities View <i>Xiaoning Liang, Yuhui Gao</i></p>	<p>SC11 – E334</p> <p>Marketing Strategy</p> <p>Chair: James Mason</p> <p>Does Victory Belong to the Swift? The Beachhead Effect and Successful Regional Expansion <i>Joseph Johnson, Deb Mitra</i></p> <p>Antecedents and Consequences of Gap Between Perceived and Objective Brand Quality <i>M. Berk Talay, M. Billur Akdeniz</i></p> <p>Is There a Return on Relational Service Quality For Goods? <i>Chen Zhou, Rafael Becerril Arreola, Raji Srinivasan, Gina Pingitore</i></p> <p>Marketing Innovative Solution Systems to High-level Stakeholders in the Social Domain: Marketing Retirement Migration to the Developing World as a Development Tool <i>James Mason</i></p>	<p>SC12 – W300</p> <p>No Session</p>
<p>SC13 – W330</p> <p>No Session</p>	<p>SC14 – W100</p> <p>No Session</p>	<p>SC15 – W130</p> <p>No Session</p>	