Plenary Industry Panel
5:00 PM – 6:30 PM
Uris Hall, Rm. 301

Emily Culp ‘06
President
Cover FX Skincare

Babs Rangaiah
Executive Partner,
Global Marketing,
IBM iX

John Mayo Smith ‘90
Former CTO
R/GA

6:30 PM – 8:30 PM
Reception
Uris Hall, First Floor
**FRIDAY, MAY 17, 2019**

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<th>Welcome and Introductions</th>
<th>Uris Hall, Rm. 301</th>
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<td></td>
<td>Bernd Schmitt – Principal Conference Chair, TPM 2019; Robert D. Calkins Professor of International Business, Columbia Business School</td>
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<td></td>
<td>Christine Moorman – Editor-in-Chief of the <em>Journal of Marketing</em>; T. Austin Finch, Sr. Professor of Business Administration at The Fuqua School of Business, Duke University</td>
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<th>9:00 AM – 10:30 AM</th>
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<td>SESSION 1.1 - RM 301</td>
<td>New Technology in Retail</td>
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<tr>
<td>Session Chair: Joann Peck</td>
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<tr>
<td>The Vicarious Haptic Effect in Online Retail and Virtual Reality</td>
<td>Presented by: Andrea Luangrath</td>
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<tr>
<td>Co-author(s): William Hedgcock, Joann Peck, and Yixiang Xu</td>
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<tr>
<td>Smart-Shelf Digital Signage</td>
<td>Presented by: Enrique Bigné</td>
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<tr>
<td>Co-author(s): Mariano Alcañiz, Jaime Guixeras, Javier Marin, Lorena Ronda, and Carmen Torrecilla</td>
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<tr>
<td>Understand Customer’s Product Choice when Shopping by Voice</td>
<td>Presented by: Zhen Yang</td>
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<td>Co-author(s): Jiangen He, Yanliu Huang, and Barbara Kahn</td>
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<td>The Impact of In-Store CRM Technology Adoption on Customer Behavior: Evidence from Field Experiment</td>
<td>Presented by: Rishika Rishika</td>
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<td>Co-author(s): Mark Houston, Ram Janakiraman, and Subodha Kumar</td>
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<tr>
<td>SESSION 1.2 – RM 140</td>
<td>Chatbots</td>
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<tr>
<td>Session Chair: Christian Hildebrand</td>
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<td>Blaming the Bot: Anthropomorphism Fuels Anger in Customer-Chatbot Interactions</td>
<td>Presented by: Rhonda Hadi</td>
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<td>Co-author(s): Cammy Crolic, Andrew Stephen, and Felipe Thomaz</td>
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<td>AI Chatbot Disclosure: Evidence from Field Experiment and Voice-Mining</td>
<td>Presented by: Xueming Luo</td>
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<td>Co-author(s): Siliang Tong</td>
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<td>Effect of Chatbots’ Anthropomorphic Cues on Users’ Self-Disclosure</td>
<td>Presented by: Zhiying Cui and Florian von Wangenheim</td>
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<td>Co-author(s): Xintong Wang</td>
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<td>Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice</td>
<td>Presented by: Christian Hildebrand</td>
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<td>Co-author(s): Anouk Bergner and Gerald Häubl</td>
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<td>SESSION 1.3 – RM 141</td>
<td>The Use of Mobile Location Data</td>
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<td>Session Chair: Evert De Haan</td>
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<td>Deriving Privacy-Preserving Brand Insights from Mobile Location Data</td>
<td>Presented by: Daniel M. McCarthy</td>
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<td>Co-author(s): David A. Schweidel</td>
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<td>The Effectiveness of Location-Based Mobile Push vs. Pull Targeting: An Experimental Study</td>
<td>Presented by: Dominik Molitor</td>
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<td>Co-author(s): Anindya Ghose, Philipp Reichhart, and Martin Spann</td>
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<td>Utilizing Physical Location Data to Better Understand Online Customer Journeys</td>
<td>Presented by: Rene Laub</td>
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<td>Co-author(s): Evert De Haan and Bernd Skiera</td>
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<td>How New Technologies Disrupt Incumbents: Role of Leapfroggers, Switchers, &amp; Innovators</td>
<td>Presented by: Deepa Chandrasekaran</td>
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<td>Co-author(s): Gareth M. James and Gerard J. Tellis</td>
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<td>SESSION 1.4 – RM 142</td>
<td>Digital Strategy and Methodology</td>
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<td>Session Chair: Randy Bucklin</td>
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<td>Crowding the Cloud: A New, Digital, Crowd-Based New Product Development (NPD) Perspective</td>
<td>Presented by: Bradley J. Allen</td>
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<tr>
<td>Co-author(s): Deepa Chandrasekaran</td>
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<tr>
<td>Digital Connectivity, Information Flow, and Innovation of Nations</td>
<td>Presented by: Hooman Mirahmad</td>
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<tr>
<td>Co-author(s): Ahmed Khwaja, Jaideep Prabhu, and Manjit Yadav</td>
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<tr>
<td>Calling the Tunes in Digital Music Streaming</td>
<td>Presented by: Sean N. Bruggemann</td>
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<td>Co-author(s): Anand V. Bodapati and Randolph E. Bucklin</td>
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<tr>
<td>A Scalable Data Fusion Methodology for Customer Base Modeling</td>
<td>Presented by: Elliot S. Oblander</td>
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<tr>
<td>Co-author(s): Daniel M. McCarthy</td>
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**BREAK: 10:30 AM – 11:00 AM**
### SESSION 2.1 - RM 301
**Robots in Services**  
Session Chair: Szu-Chi Huang

- **Unraveling Heterogeneity in Customer Experiences with Service Robot Constellations**  
  Presented by: Bart Larivière and Margherita Pagani  
  Co-author(s): Massimo Airoldi and Katrien Verleye

- **Service Robots: Boon or Bane?**  
  Presented by: Pavan Munaganti  
  Co-author(s): Babu John Mariadoss and Andrew Perkins

- **What Happens When Robots Join Forces with Humans?**  
  How Robots’ Assistance Affects Consumers’ Feeling of Inspiration and Subsequent Prosocial Behaviors  
  Presented by: Szu-chi Huang  
  Co-author(s): Fangyuan Chen

- **Humans VERSUS Machines OR Humans AND Machines: Evidence from Randomized Control Trials**  
  Presented by: Tarun Kushwaha  
  Co-author(s): Saravanan Kesavan

### SESSION 2.2 – RM 140
**Autonomous Products**  
Session Chair: Emanuel de Bellis

- **Exploring Barriers to Adoption of Autonomous Products: Anticipating Meaning from Mundane Tasks**  
  Presented by: Emanuel de Bellis  
  Co-author(s): Gita V. Johar and Nicola Schweitzer

- **A Road Trip on Highway 66 with an Automated Mustang?**  
  Presented by: Sven Feurer  
  Co-author(s): Janine Kirchner

- **Back to the Future: How Nostalgia Impacts Perceptions of Automated Consumer Products**  
  Presented by: Sven Feurer and Ju-Young Kim  
  Co-author(s): Aric Rindfleisch

- **Automated Commerce: Consumers’ Tolerance for Service Failures in Agency Situations**  
  Presented by: Severin F. Bischof  
  Co-author(s): Tim Bottger, Thomas Rudolph and Gianluca Scheidegger

### SESSION 2.3 – RM 141
**Customer Management in a Digital World**  
Session Chair: Ashish Sood

- **Online Customer Relationship Management Using a Conversational Platform**  
  Presented by: Shiyang Sima  
  Co-author(s): Ashwin Aravindakshan and Oliver J. Rutz

- **Effect of Technological Innovation Adoption Behavior on Client Engagement: An Empirical Analysis**  
  Presented by: Ashish Sood  
  Co-author(s): Shaphali Gupta and V. Kumar

- **Developing Customer Orientation in Digital Sharing Platforms**  
  Presented by: Gregory Fisher  
  Co-author(s): A. Selin Atalay and Florian Ellsaesser

- **Transitioning Customers from Salespeople to Digital Channels in Business-to-Business Markets**  
  Presented by: Irene Nahm  
  Co-author(s): Mike Ahearne, Seshadri Tirunillai, and Phillip Wiseman

### SESSION 2.4 – RM 142
**General TPM Research**  
Session Chair: Nico Wiegand

- **When Are People Pro-Environment? Evidence from a Field Experiment**  
  Presented by: Yuqian Chang  
  Co-author(s): Zheng Fang and Xueming Luo

- **Intangible Value: How Much of It is Brand?**  
  Presented by: Jonathan Knowles  
  Co-author(s): N/A

- **The Role of Language Structure in Persuasive Communication**  
  Presented by: Shham El Kihal  
  Co-author(s): A. Selin Atalay and Florian Ellsaesser

- **The Managerial Relevance of Marketing Research: Genesis and Building Blocks**  
  Presented by: Nico Wiegand  
  Co-author(s): Maren Becker, Monika Imschloss, and Werner J. Reinartz

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**LUNCH: 12:30 PM – 2:00 PM**
### SESSION 3.1 - RM 301
**Artificial Intelligence**
Session Chair: Roland Rust

- **Artificial Intelligence on the Frontlines: Scale Conceptualization and Validation of Artificial Intelligence Frontline Performance**
  - Presented by: Lisa Beeler
  - Co-author(s): N/A

- **Cheating on AI**
  - Presented by: Tae Woo Kim
  - Co-author(s): Adam Duhachek, Michelle Yoosun Kim, and Hyejin Lee

- **Telling Your Secret to an AI (vs. a Human)**
  - Presented by: Tae Woo Kim
  - Co-author(s): Adam Duhachek, Li Jiang, and Hyejin Lee

- **Artificial Intelligence in Marketing**
  - Presented by: Ming-Hui Huang
  - Co-author(s): Roland Rust

### SESSION 3.2 – RM 140
**Personalization in Products and Communications**
Session Chair: Freeman Wu

- **When Personalized Recommendations Shake Preference Clarity**
  - Presented by: Byung Cheol Lee
  - Co-author(s): Gita V. Johar

- **That Just Feels Wrong: How the Law of Similarity Shapes Consumer Responses to Personalized Products**
  - Presented by: Freeman Wu
  - Co-author(s): Gavan Fitzsimons, Andrea Morales, and Adriana Samper

- **How Feedback on Current and Future Product Uniqueness Creates Customer Value in Mass Customization**
  - Presented by: Pia Burghartz
  - Co-author(s): Emanuel de Bellis, Nikolaus Franke, Gerald Häubl, and Franziska Metz

- **Creepiness in Personalized Online Marketing: Concept, Measurement, and Consequences**
  - Presented by: Alisa Petrova
  - Co-author(s): Wayne Hoyer, Mansur Khamitov, Harley Krohmer, and Lucia Malan

### SESSION 3.3 – RM 141
**Automation: Its Innovation Value and Drawbacks**
Session Chair: Isaac Dinner

- **Strategic Automation and Decision-Making Authority**
  - Presented by: Pinar Yildirim
  - Co-author(s): Mustafa Dogan and Alexandre Jacquillat

- **Automating the B2B Salesperson Pricing Decisions: Can Machines Replace Humans, and When?**
  - Presented by: Yael Karlinsky Shichor
  - Co-author(s): Oded Netzer

- **The Impact of Over-The-Top (OTT) Media Services on Piracy Search: Evidence from a Natural Experiment**
  - Presented by: Isaac Dinner
  - Co-author(s): Shijie Lu and Koushyar Rajavi

- **Dynamics of Marketing Capabilities in Advertising Fraud Platforms: An Exploration of Cybercriminal Communities**
  - Presented by: Jean-Loup Richet
  - Co-author(s): N/A

### SESSION 3.4 – RM 142
**Strategic Issues in New Technology**
Session Chair: Florian von Wangenheim

- **Blockchain Technology for Systemic Value Creation in the Sharing Economy**
  - Presented by: Bernardo Figueiredo and Daiane Scaraboto
  - Co-author(s): N/A

- **Securing Programmatic Advertising Integrity Using Blockchain**
  - Presented by: Theo Lynn
  - Co-author(s): S. Carru and P. Rosati

- **Impact of Digital Technologies on Retail Destination Attractiveness: Conceptualization, Measure Development, and Validation**
  - Presented by: Amela Dizdarevic
  - Co-author(s): Christof Backhaus and Heiner Evanschitzky

- **Leveraging the First Impression: Development and Empirical Evaluation of a Chatbot Onboarding Design Framework with a Field Experiment**
  - Presented by: Marcia Nißen and Florian von Wangenheim
  - Co-author(s): Alina Asisof, Tobias Kowatsch, and Dominik Rüegger

### BREAK: 3:30 PM – 4:00 PM
## 4TH PARRALLEL SESSIONS: 4:00 PM – 5:30 PM

### SESSION 4.1 - RM 301
**Humans vs. Algorithms**
Session Chair: Luca Cian

- **The Expert vs. the Algorithm: Consumers’ Self-Efficacy Impacts Their Valuation of Product Recommendations**
  - Presented by: Gizem Yalcin
  - Co-author(s): Darren Dahl and Anne-Kathrin Klesse
- **Humans vs. Machines: How Consumers Evaluate Content from Human vs. Nonhuman Sources**
  - Presented by: Roland Schroll
  - Co-author(s): Dhruv Grewal
- **Feedback as a Two-Way Street: When and Why Rating Consumers Fails**
  - Presented by: Tami Kim
  - Co-author(s): Lalit Anik and Luca Cian
- **Effects of Anthropomorphic Product Presentations on Brand Choice of Indispensable Accessories for Technological Products**
  - Presented by: He (Michael) Jia
  - Co-author(s): B. Kyu Kim, C.W. Park, and Echo Wen Wan

### SESSION 4.2 – RM 140
**Digital Advertising**
Session Chair: Koen Fauwels

- **Adblocker Detected: A Model Identifying the Response to Anti-Adblockers**
  - Presented by: Gloria Aznar
  - Co-author(s): Ignacio Redondo
- **How Social Bots Affect Brands and Influencers**
  - Presented by: Koen Fauwels
  - Co-author(s): Onur Varol
- **Going Backward to Move Forward? The Effects of Backward Compatibility (BWC) in Product Upgrade on Sales of Previous and New Generation Technology Products**
  - Presented by: Unnati Narang
  - Co-author(s): Venkatesh Shankar
- **Going Native: Investigating the Drivers of Native Advertising Effectiveness**
  - Presented by: Alex LaBrecque
  - Co-author(s): Farnoosh Khodakarami and Clay Voorhees

### SESSION 4.3 – RM 141
**Brands in the Digital Age**
Session Chair: Ming Hsu

- **The Champion of Images**
  - Presented by: Gijs Overgoor
  - Co-author(s): William Rand and Willemjn van Dolen
- **Large-Scale Inference of Brand Memory from Text Corpora**
  - Presented by: Ming Hsu
  - Co-author(s): Zhihao Zhang
- **Inferring Brand Knowledge from Online Consumer Associative Brand Networks**
  - Presented by: Minghong Xu
  - Co-author(s): Siddhartha Bhattacharyya
- **Dynamics in Textual Content and Ratings in Online Product Reviews**
  - Presented by: Fei Long
  - Co-author(s): Kinshuk Jerath

### SESSION 4.4 – RM 142
**Strategic Issues in Selling, Adoption, and Loyalty**
Session Chair: Gerard J. Tellis

- **Retooling B2-QuantB Salesforce For Digital Headwinds**
  - Presented by: Sash Vaid
  - Co-author(s): Michael Ahearne, Thomas Steenburgh, and Phillip Wiseman
- **Mobile Search in Competitive Mobile Loyalty Program Apps**
  - Presented by: Joseph Pancras
  - Co-author(s): Bin Li and Rajkumar Venkatesan
- **Assessing the Effect of Visual Ambiguity on Crowdfunding Success Using Automated Image Classification**
  - Presented by: Simon Blanchard
  - Co-author(s): Theodore J. Noseworthy, Ethan Pancer, and Maxwell Poole
- **Disruption from the Sharing Economy: Concepts, Findings, and Future Direction**
  - Presented by: Gerard J. Tellis
  - Co-author(s): Davide Proserpio

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**DINNER with Industry Speaker: 7:00 PM – 9:30 PM | The Party Space, Lerner Hall**

*Chris Duffey, Head of AI Innovation and Strategy, Creative Cloud Enterprise, Adobe; Author, Superhuman Innovation*
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<tr>
<td>9:00 AM – 10:00 AM</td>
<td>Plenary Discussion and Q&amp;A on the <em>Journal of Marketing</em> Special Issue (Donna Hoffman, Christine Moorman, Page Moreau, Michel Wedel)</td>
<td>Uris Hall, Rm. 301</td>
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<tr>
<td>10:00 AM – 10:15 AM</td>
<td>Break</td>
<td>Uris Hall</td>
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**5TH PARALLEL SESSIONS: 10:15 AM – 11:45 AM**

**SESSION 5.1 - RM 301**  
**Behavioral Innovation Issues in Managing Crowds and Consumers**  
Session Chair: Yael Steinhart

- *The Role of Marketing Technologies in Improving Rural Consumer Wellness*  
  Presented by: Andrew Dahl  
  Co-author(s): George R. Milne and James W. Peltier

- *Regulatory Fit in Design Crowdsourcing*  
  Presented by: Haiming Hang  
  Co-author(s): Steve Chen, Zhifeng Chen, Joyce Ko, and Gordon Liu

- *Can We Provide Access to Ownership? How Ownership Inferences Threaten Product Reconfiguration Services*  
  Presented by: Janina Garbas  
  Co-author(s): Martin Mende, Sebastian A. Schubach, Jan H. Schumann, and Maura L. Scott

- *The Small Predicts Large in Crowdfunding*  
  Presented by: Yael Steinhart  
  Co-author(s): Tingting Fan and Leilei Gao

**SESSION 5.2 – RM 140**  
**The Changing View of Objects**  
Session Chair: Tom Novak

- *A Theory of Object Change*  
  Presented by: Mario Campana  
  Co-author(s): Fleura Bardhi, Stephanie Feiereisen, and Caroline Wiertz

- *Innovating in the Digital Age: From Managing Risk to Managing "Knightian" Uncertainty in New Product Development*  
  Presented by: Satish Nambisan  
  Co-author(s): N/A

- *Mining the Secret Life of Objects*  
  Presented by: Donna Hoffman  
  Co-author(s): Tom Novak

- *A Tactile Toolbox: Documenting Consumer Responses to Haptically-Augmented Mobile Advertising*  
  Presented by: Rhonda Hadi  
  Co-author(s): O.H. Groth and Ana Valenzuela

**SESSION 5.3 – RM 141**  
**New Technology in Shopping**  
Session Chair: Kusum Ailawadi

- *The Rise of Online Grocery Shopping: Which Brands Will Benefit?*  
  Presented by: Bernadette van Ewijk  
  Co-author(s): Els Gijbrechts and Jan-Benedict E.M. Steenkamp

- *Alexa Shopping: The Effect of Voice Assistants on Consumer Purchase and Search Behavior*  
  Presented by: Chenshuo Sun  
  Co-author(s): Anindya Ghose, Xueying Li, Xiao Liu, Zijun Shi, and Feiyu Xiong

- *How Mobile Self-Scanning Use Influences Consumers’ Grocery Purchases*  
  Presented by: Kusum Ailawadi  
  Co-author(s): Lien Lamey, Anne ter Braak, and Maya Vuegen

- *Virtual Product Experience: Augmented Reality in Mobile Retail*  
  Presented by: Srinivas K. Reddy  
  Co-author(s): Sandeep R. Chandukala and Yong Chin Tan

**SESSION 5.4 – RM 142**  
**Marketing in a Tech-Enabled World: From Personalization to Protection**  
Session Chair: Sandra C. Matz

- *The Role of Marketing in Technology-Enabled Markets*  
  Presented by: Liem Viet Ngo and Ashish Sinha  
  Co-author(s): Rajendra Srivastava

- *Personalizing In-App Subscriptions*  
  Presented by: Julian Runge  
  Co-author(s): Michaela Draganska and Daniel Klapper

- *The Effect of the EU’s General Data Protection Regulation (GDPR) on Behavioral Advertising*  
  Presented by: Li Jiang  
  Co-author(s): Pengyuan Wang and Jian Yang

- *Comparing the Effectiveness of Behavioral and Personality Targeting in Digital Marketing: Evidence from Field Studies on Facebook*  
  Presented by: Sandra C. Matz  
  Co-author(s): Julian Runge

**LUNCH: 11:45 AM – 1:15 PM**
### SESSION 6.1 – RM 301
**Social Issues in New Technology**
Session Chair: Shiri Melumad

- The Opportunities and Limitations of Using Virtual Reality in Charitable Appeals
  - Presented by: Kirk Kristoferson
  - Co-author(s): Michelle Daniels and Andrea C. Morales
- Digitally Mediated Interactions: How Anthropomorphic Perceptions Impact Digitally Shared Memories
  - Presented by: Li Huang
  - Co-author(s): Priyali Rajagopal
- The Persuasive Power of Social Presence
  - Presented by: Maria Galli
  - Co-author(s): Rahil Hosseini and Ana Valenzuela
- The Mobile Truth Serum: How Smartphones Enhance What Consumers Reveal About Themselves
  - Presented by: Shiri Melumad
  - Co-author(s): Robert Meyer

### SESSION 6.2 – RM 140
**Augmented and Virtual Reality**
Session Chair: Tobias Schlager

- Exploring the Antecedents and Consequences of Augmented Reality on Brand Experience: A Longitudinal Perspective
  - Presented by: Jennifer B. Barhorst and Graeme McLean
  - Co-author(s): Rhonda Mack and Esta Shah
- How Augmented Reality Improves the Digital Product Presentation
  - Presented by: Thomas Alt
  - Co-author(s): Franz-Rudolf Esch and Franziska Metz
- The Dynamic Effect of Virtual Reality Technology on Consumer Choice
  - Presented by: Tobias Schlager
  - Co-author(s): Felicitas Morhart and Dave Sprott
- How Digitalizing a Physical Product Affects Consumers’ Company Evaluations
  - Presented by: Wiebek Lueders
  - Co-author(s): Tobias Schlager

### SESSION 6.3 – RM 141
**Neural Networks and Sensory Marketing**
Session Chair: Michel Ballings

- The Power of Deep Neural Networks: How Machine Learning Can Advance the Forecasting of Product Success Based on Aesthetic Appearance
  - Presented by: Stefan Mayer
  - Co-author(s): Oliver Beck and Jan R. Landwehr
- Improving User Preference Prediction via Sensorization
  - Presented by: Junghan Kim
  - Co-author(s): Arun Lakshmanan, Kemper Lewis, and Andrew Olewnik
- Deepsense: A Deep Learning Tool for Testing Televison Commercials
  - Presented by: Mitsunori Ogihara
  - Co-author(s): Joseph Johnson and Gang Ren
- But Wait, There’s More!
  - Presented by: Michel Ballings
  - Co-author(s): Neeraj Bharadwaj, Miller Moore, and Prasad A. Naik

### SESSION 6.4 – RM 142
**Social Media**
Session Chair: Yufei Zhang

- Layers and Complexities of Social Media Across Entities and Platforms: A Large-Scale Examination Embedded in ACSI Customer-Mindset Data
  - Presented by: G. Tomas M. Hult and Yufei Zhang
  - Co-author(s): Claes Fornell and Forrest Morgeson
- Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words
  - Presented by: Eugene Pavlov
  - Co-author(s): Natalie Mizik
- Visual Talking: How Visual Cues Drive Sticky Virality of Content
  - Presented by: Jieun Lee
  - Co-author(s): Michele Maletta and Debanjan Mitra
- Understanding the Effect of "Real-Time" Social Media Messages on Consumer Engagement
  - Presented by: Myoung-Jin Chae
  - Co-author(s): Sundar Bharadwaj and Omar Rodriguez Vila

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**BREAK: 2:45 PM – 3:00 PM**
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<tr>
<td><strong>New Machines and New Realities</strong>&lt;br&gt;Session Chair: John W. Schouten</td>
<td><strong>Technology: Grave Concerns</strong>&lt;br&gt;Session Chair: Bernd Schmitt</td>
<td><strong>Customer Engagement</strong>&lt;br&gt;Session Chair: Siham El Kihal</td>
<td><strong>Digital Transformation</strong>&lt;br&gt;Session Chair: Neil Morgan</td>
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<tr>
<td><em>Marketing in Augmented Realities</em>&lt;br&gt;Presented by: Joachim Scholz&lt;br&gt;Co-author(s): N/A</td>
<td><em>Designing Consumer AI: Capabilities, Dark Sides, and Dystopias</em>&lt;br&gt;Presented by: Markus Giesler&lt;br&gt;Co-author(s): N/A</td>
<td><em>Social Impact of Viewer Engagement in Live Streaming</em>&lt;br&gt;Presented by: Dai Yao&lt;br&gt;Co-author(s): Xingyu Chen and Shijie Lu</td>
<td><em>Marketing Artificial Intelligence: Conceptual Foundations</em>&lt;br&gt;Presented by: Noah Castelo&lt;br&gt;Co-author(s): N/A</td>
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