THE FOX SCHOOL OF BUSINESS

WELCOMES YOU TO

THE 40TH ANNUAL ISMS MARKETING SCIENCE CONFERENCE

June 13-16, 2018
ISMS
Marketing Science Conference

Organized by
Department of Business Studies, University of Roma Tre
Department of Marketing, NYU Stern

Conference chairs
Tulin Erdem, NYU Stern
Russ Winer, NYU Stern
Alberto Pezzi, University of Roma Tre
Luca Petruzzellis, University of Bari Aldo Moro

Location
University of Roma Tre
Dept of Business Studies

19-22 JUNE 2019
Dear Participant,

Welcome to the 40th ISMS Marketing Science Conference held on the beautiful campus of Temple University.

It is going to be an exciting conference. We received a record of 680 papers for presentation and organized them into 17 parallel tracks over three days. There are over 65 sessions per day and approximately four papers per session. Newer tracks include AI, Blockchain, Machine deep learning, and Digital sharing economy platforms.

Temple is among 115 institutions in the highest classifications of research universities according to the Carnegie Foundation. We are ranked 18th in the world in Google Scholar citations. Temple is a public, four-year University in Philadelphia and a national leader in education, research and healthcare. We have over 29,000 undergraduate and over 10,000 graduate and professional students. The students are served by over 3,800 faculty.

The Fox School of Business is one of the top business schools in the country. It serves about over 9,000 undergraduate, graduate and doctoral students in a number of high quality programs. Fox faculty have over 16,000 citations, 185 publications in high caliber journals, and 32 grants totaling over $4.5 million between 2015 and 2017. We are ranked #22 among all business schools in the U.S. in research paper downloads with over 117,000.

The Fox Department of Marketing and Supply Chain Management (MSCM) has 46 faculty: 16 tenure-track and 30 clinical faculty. MSCM houses four active research centers: Global Center for Mobile Big Data and Analytics, Neural Decision Making Center, the Consumer Sensory Innovation Lab, and Center for Data Analytics.

Philadelphia has produced and been shaped by founding fathers, brilliant artists and groundbreaking scientists. It is a large, diverse city with a variety of attractions including museums, dining, sporting events, and festivals deeply rooted in America’s history.

On behalf of the organizing committee, I thank you for attending and presenting at the conference. Enjoy the conference, campus, and city!

Sincerely,

Xueming Luo
Chair, 2018 Marketing Science Conference
Charles Gilliland Distinguished Chair Professor of Marketing, Strategy, and MIS
Founder/Director of Global Center on Big Data and Mobile Analytics
Fox School of Business, Temple University, Philadelphia, PA 19122
The Institute for Operations Research and Management Sciences (INFORMS) is an international not-for-profit scientific society with 10,000 members, including Nobel Laureates, dedicated to applying scientific methods to help improve decision making, management and operations. The INFORMS Society for Marketing Science (ISMS) sub-branch sponsors the Marketing Science Conference. Now in its 40th year, the Marketing Science Conference aims to foster the development, dissemination and implementation of knowledge, basic and applied research, and science and technologies that improve the understanding and practice in marketing.

The ISMS Board

Fred Fienberg, President  feinf@umich.edu  2018-2019
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Dave Godes, INFORMS Liaison Officer dgodes@rhsmith.umd.edu  2018-2019
Wednesday, June 13, 2018
7:00am-8:00pm  Breakfast and Consortium Registration – Alter Hall Atrium and 1st floor commons
8:00am-9:00am  Plenary Session of Doctoral Consortium – Alter Hall 31 (Auditorium)
9:00am-9:30am  Coffee Break – Alter Hall 1st floor commons
9:30am-10:45am Session 1 of Doctoral Consortium – Alter Hall 232, 233, 234
10:45am-11:15am Coffee Break – Alter Hall Atrium and 1st floor commons
11:15am-12:30pm Session 2 of Doctoral Consortium – Alter Hall 232, 233, 234
12:30pm-2:00pm  Consortium Lunch – Alter Hall 7th floor commons
12:00pm-5:00pm  Conference Registration – Alter Hall Atrium
2:00pm-3:15pm Session 3 of Doctoral Consortium – Alter Hall 232, 233
3:15pm-3:45pm Coffee Break – Alter Hall Atrium and 1st floor commons
3:45pm-5:00pm Session 4 of Doctoral Consortium – Alter Hall 232, 233, 234
5:00pm-7:30pm  Reception – Alter Hall 7th floor commons
   "Student lightening talks 5:30pm-6:15pm"

Thursday, June 14, 2018
7:30am-5:00pm  Registration, Alter Hall Atrium
7:30am-8:30am  Breakfast – Alter Hall Atrium, 1st floor commons and 7th floor commons
8:30am-10:00am Session TA – Alter Hall
10:00am-10:30am Coffee Break, Alter Hall Lower Level, 1st floor commons, 2nd floor, and 7th floor commons
10:30am-12:00pm Session TB – Alter Hall
12:00pm-1:30pm Lunch – Liacouras Center
1:30pm-3:00pm  Session TC – Alter Hall
3:00pm-3:30pm  Coffee Break, Alter Hall Lower Level, 1st floor commons, 2nd floor, and 7th floor commons
3:30pm-5:00pm  Session TD – Alter Hall
5:15pm-6:30pm  Plenary Session: Marketing Science Field Guide to Machine Learning and Algorithm – Alter 31
6:45pm-9:00pm  Reception – Liacouras Center

Friday, June 15, 2018
7:30am-5:00pm  Registration, Alter Hall Atrium
7:30am-8:30am  Breakfast – Alter Hall Atrium, 1st floor commons and 7th floor commons
8:30am-10:00am Session FA – Alter Hall
10:00am-10:30am Coffee Break, Alter Hall Lower Level, 1st floor commons, 2nd floor, and 7th floor commons
10:30am-12:00pm Session FB – Alter Hall
12:00pm-1:30pm Lunch – Liacouras Center
1:30pm-3:00pm  Session FC – Alter Hall
3:00pm-3:30pm  Coffee Break, Alter Hall Lower Level, 1st floor commons, 2nd floor, and 7th floor commons
3:30pm-5:00pm  Session FD – Alter Hall
5:15pm-6:30pm  Plenary Session and Awards Ceremony – Temple Performing Arts Center (TPAC)
7:00pm-10:00pm Gala Dinner – Liacouras Center

Saturday, June 16, 2018
7:30am-5:00pm  Registration, Alter Hall Atrium
7:30am-8:30am  Breakfast – Alter Hall Atrium, 1st floor commons and 7th floor commons
8:30am-10:00am Session SA – Alter Hall
10:00am-10:30am Coffee Break, Alter Hall Lower Level, 1st floor commons, 2nd floor, and 7th floor commons
10:30am-12:00pm Session SB – Alter Hall
12:00pm-1:30pm Lunch – Liacouras Center
1:30pm-3:00pm  Session SC – Alter Hall
3:00pm-3:30pm  Coffee Break, Alter Hall Lower Level, 1st floor commons, 2nd floor, and 7th floor commons
3:30pm-5:00pm  Session SD – Alter Hall
5:30pm-8:00pm  Closing Reception – Mitten Hall
## 2018 Marketing Science Conference Summary Schedule

### Wednesday

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30am-10:00am</td>
<td>Consumer Search, Digital Economy I: Automation, AI, &amp; Online Technology, Managing Information in Marketing, No Session, Panel Discussion on Digital Marketing Applications of AI &amp; Deep Learning I, Advertising Effects, Retailing I, CB - Unfairness &amp; Choice</td>
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<tr>
<td>10:30am-12:00pm</td>
<td>Healthcare Marketing: I, Customer Interactions &amp; Product Delivery, Marketing-Operations Interface, Research on Consumer &amp; Firm Behavior, Panel Discussion on Digital Marketing Applications of AI &amp; Deep Learning II, Advertising &amp; Effectiveness, Retailing II, CB - Social Influences</td>
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<tr>
<td>3:30pm-5:00pm</td>
<td>Consumer Response to Visual User-Generated Content, Digital Economy IV: Internet of Things, Technology and Sharing Economy, Blockchain Technologies &amp; their Applications to Marketing, Digital Marketing II, Mobile, Algorithm, &amp; Artificial Intelligence (AI) Session 1, Analysis of Markets I - Structure &amp; Alliance, Sales &amp; Salesforce Management II, Channels &amp; Strategy</td>
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### Evening Plenary Session on Marketing Science's Field Guide to Machine Learning & Algorithm, 5:15-6:30pm at Alter Hall 31, Auditorium

### Thursday

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<td>1:30pm-3:00pm</td>
<td>Panel: Where Biopharma Industry Meets Academia, Digital Economy VII: Leveraging Data from Digitalization, Advances in Understanding Consumer Search, Entrepreneur Sales: Direct Selling Distributors as Social Media Agents, Entrepreneurs &amp; High Flyers, Mobile, Algorithm, &amp; Artificial Intelligence (AI) Session IV, Apps &amp; Engagement, Social Influences, Consumer Choice Models II</td>
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<tr>
<td>3:30pm-5:00pm</td>
<td>Marketing Science in Health Care, Digital Economy VIII: Network Dynamics &amp; the Value of Information, Frontiers in Sales Force Incentives Design, Business Strategies for Digital Goods, Mobile, Algorithm, &amp; Artificial Intelligence (AI) Session V, Bayesian Econometrics, Social Media - Influences &amp; Motivations, Consumer Choice Models III</td>
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### Plenary Session & Awards Ceremony, 5:15-6:30pm, Temple Performing Arts Center

### Friday

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<td>8:30am-10:00am</td>
<td>Online Advertising &amp; Privacy Protection, Dynamic Pricing and Revenue Management: Persuadable &amp; Seasonal Goods, Extending Classic Game Theory Models to Reflect Practical Realities, UGC Platform Design, Mobile, Algorithm, &amp; Artificial Intelligence (AI) Session VI, No Session, Social Networks &amp; Analysis, Consumer Decision-Making - Attraction, Price &amp; Product Returns</td>
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<tr>
<td>1:30pm-3:00pm</td>
<td>Sharing Economy, Customer-Based Corporate Valuation, Customer-Based Corporate Valuation, No Session, Mobile, Algorithm, &amp; Artificial Intelligence (AI) Session VIII, Big Data - Brands, Strategic Marketing, Consumer Decision-Making - Signaling &amp; Influences</td>
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### Closing Reception 5:30-8pm, Mitten Hall
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*Note: Times and locations may vary, please check the official schedule for exact details.*
Campus Wireless Access

If visiting Temple University from a participating eduroam institution,

1. Select the wireless network “eduroam”
2. log in using your intuition credentials
   a. username@institution.edu
   b. Password

Other participants visiting Temple University register for free Wi-Fi access:

1. Select “TUguestwireless” network
2. Open browser and refresh to direct to the Guest Access To Temple's Wireless Network page,
3. Click Register for guest access.
4. On the Guest Registration page:
   a) Type your ten-digit cell phone number (without any dashes, spaces, or parentheses).
   b) Select your cell phone provider.
   c) Type your first name.
   d) Type your last name.
   e) Click the box next to I have read and agree to the Terms and Conditions below.
   Then click Register. You will shortly receive a text message with your assigned password.

5. Once you receive your password via a text message, connect to the TUsecurewireless network as follows:
   username = your cell phone number (without any dashes, spaces, or parentheses)
   password = the text sent to your cell phone.

Registration will last up to five (5) days. Call 215-204-8000 for troubleshooting assistance.
Conference and Session Information

Room Facilities
- Classrooms have PC computers
- Computers have DVD drives
- Each classroom has dual overhead projectors and two screens allowing independent projections

Session Rules
- Bring slides on thumb drive
- Do not change order of presentation
- Q&A immediately after each presentation
- Each presenter gets equal time, including Q&A
- Load presentation slides before session begins
- Chair presents last

Chair responsibilities
- Session updates outside of classrooms
- Manage time for speakers using “time left” signs
- Keep presenters on time

IT Assistance
- Press “Help” button, then “Contact Support” on podium touch pad
- Direct Line: 215-204-4177

Women in Marketing Science

ISMS Women in Marketing Science Luncheon
- Thursday, June 14th, 12:00-1:30pm
- Alter Hall 7th floor commons
- “Gender, Academic and Behavioral Science”
- Speaker: Katy Milkman, Wharton

Organizers
- Kusum Ailawadi, Dartmouth
- Eva Ascara, Columbia
- Natalie Mizik, UW
- Sandy Jap, Emory

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Meet the Editors I

FC17 – Friday, June 15
1:30-3:00PM
Alter Hall 31

Chair:
Xueming Luo,
Temple University

_________________________

Marketing Science
K. Sudhir
Yale University

Journal of Marketing
V. Kumar
Georgia State University

Journal of Marketing Research
Rajdeep Grewal
University of North Carolina

Management Science
Raphael Thomadsen
Washington University

Quantitative Marketing and Economics
Wesley Hartmann
Stanford University

Meet the Editors II

FD17 – Friday, June 15
3:30-5:00PM
Alter Hall 31

Chair:
Maureen (Mimi) Morrin,
Temple University

_________________________

Journal of the Academy of Marketing Science
Rajkumar Venkatesan
University of Virginia

Journal of Consumer Research
Jeff Inman
University of Pittsburgh

Journal of Consumer Psychology
Christian Wheeler
Stanford University

Journal of Interactive Marketing
Wendy Moe
University of Maryland

International Journal of Research in Marketing
Roland Rust
University of Maryland

Journal of Retailing
Raj Sethuraman
Southern Methodist University
ISMS Marketing Science Conferences

1979 – Stanford University
David B. Montgomery, Dick Wittink

1980 – University of Texas, Austin
Robert Leon

1981 – New York University
John Keon

1982 – University of Pennsylvania
Vijay Mahajan, Yoram Wind

1983 – University of Southern California
Fred Zufryden

1984 – University of Chicago
Steven Shugan

1985 – Vanderbilt University
Russel Winer, Allan Shocker

1986 – University of Texas, Dallas
Ram Rao

1987 – HEC, France
Dominique Hanssens, Gilles Laurent

1988 – University of Washington
Allan Shocker, Robert Jacobson

1989 – Duke University
John McCann, Richard Staelin

1990 – University of Illinois
S. Sudharshan

1991 – University of Delaware/Dupont
Meryl Gardner, John Frey

1992 – London Business School
Mark Uncles, Gerald Goodhardt

1993 – Washington University
Chakravarthi Narasimhan

1994 – University of Arizona
Dipankar Chakravarti, Amber Rao

1995 – University of New South Wales
John Roberts, Pamela Morrison

1996 – University of Florida
Steven Shugan, Barton Weitz

1997 – University of California, Berkeley
Tulin Erdem, Miguel Villas-Boas, Russell Winer

1998 – INSEAD, France
Erin Anderson, Hubert Gatignon

1999 – Syracuse University
Amiya Basu, T. Mazumdar, S. P. Raj

2000 – University of California, Los Angeles
Randolph Bucklin, Donald Morrison

2001 – University of Mainz
Oliver Heil

2002 – University of Alberta
Peter T. L. Popkowski Leszczyc

2003 – University of Maryland
Brian Ratchford, Roland Rust, Venky Shenkar

2004 – Erasmus University, Rotterdam
Stefan Streemersch

2005 – Emory University
Sundar Bharadwaj, Douglas Bowman, Sandy Jap

2006 – University of Pittsburgh
Rabi Chatterjee, Jeff Inman, R. Venkatesh

2007 – Singapore Management University
Sundar Bharadwaj, Jin K. Han, David B. Montgomery, Chin Tiong Tan

2008 – University of British Columbia
Charles B. Weinberg, Darren Dahl, Daniel Putler

2009 – University of Michigan
Eugene Anderson, Fred Feinberg

2010 – University of Cologne
Werner Reinartz, Karen Gedenk, Franziska Völkner

2011 – Rice University
Richard R. Batsell, Sharad Borle, Ajay Kalra, Amit Pazgal

2012 – Boston University
Shuba Srinivasan, Patrick Kaufmann

2013 – Ozyegin University
Erhan Erkut, Tulin Erdem (NYU), Koen Pauwels

2014 – Emory University
Douglas Bowman, Sandy Jap

2015 – Johns Hopkins University
Dipankar Chakravarti, Jian Ni, Shubhranshu Singh

2016 – Fudan University
Ming Ding, Xiongwen Lu

2017 – University of Southern California
Gerald J. Tellis

2018 – Temple University
Xueming Luo

2019 - University of Roma Tre
Tulin Erdem (NYU), Russ Winer (NYU), Alberto Pezzi, Luca Petruzziellis (Univ of Bari Aldo Moro)
1. Alter Hall
2. Liacouras Center
3. Mitten Hall
4. Temple Performing Arts Center (TPAC)
Shuttle Service

Shuttle services are being supplied through Kushner & Associates (K&A Transport). Services will be offered during peak times of the conference between the Marriott Philadelphia Downtown, Courtyard Philadelphia Marriott and Alter Hall at Temple. Buses will start boarding at posted times and leave when full.

Round trip is approximately 45 minutes, including loading and unloading.

*If shuttle service is not available during a time when you need to return to the hotel or Temple, we recommend using Uber or a taxi service.*

**Departing from hotels**
- **Wednesday** - 6:30am
- **Thursday** - 6:15am, 7:00am
- **Friday** - 6:15am, 7:00am
- **Saturday** - 6:15am, 7:00am

**Departing from Temple**
- **Wednesday** – 7:00pm, 7:15pm, 7:45pm, 8:00pm
- **Thursday** – 8:30pm, 8:40pm, 8:50pm, 9:00pm, 9:10pm, 9:20pm, 9:30pm
- **Friday** - 9:30pm, 9:40pm, 9:50pm, 10:00pm, 10:10pm, 10:20pm, 10:30pm, 10:40pm, 10:50pm
- **Saturday** - 7:30pm, 7:40pm, 7:50pm, 8:00pm, 8:10pm, 8:20pm, 8:30pm, 8:40pm

Campus Parking

<table>
<thead>
<tr>
<th>Visitor Lot</th>
<th>Address</th>
<th>Phone</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liacouras Garage Visitor Lot</td>
<td>1710 N. 15th St.</td>
<td>Philadelphia, PA 19121</td>
<td>(215)-204-2448</td>
</tr>
</tbody>
</table>
2018 ISMS Marketing Science Conference

Thank you for attending!