NYU 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics

December 8-9, 2017
NYU Stern School of Business
44 West 4th Street
NYC 10012

Friday, Dec 8th 2017

8:00-8:45am *Registration (KMC Lobby - 44 West 4th Street)
*Breakfast (M1-100 COMMONS)
*Conference Chairs Welcome (M2-60)

8:45-10:15am (M2-60) Plenary Session 1 Chair: Russ Winer (New York University)
Anindya Ghose (NYU) Mobile Economy Data Science
Carl Mela (Duke) Advertiser Learning in an Internet Ad Network: Implications for Advertiser, Publisher, and Network Profit
Tat Chan (WUSL) Consumer Information Search and Digital Marketing
Avi Goldfarb (Toronto): Prediction, Judgment, and Complexity

10:15-10:45am (Outside M2-60) Coffee Break
### Concurrent Sessions 1

<table>
<thead>
<tr>
<th>10:45-12:15pm</th>
<th>Session 1A (M2-60) (Digital Marketing I) Jennifer Cutler (Northwestern University)</th>
<th>Session 1B (UC-21) (Mobile Marketing I) Srinivas Reddy (Singapore Management University)</th>
<th>Session 1C (UC-24) (Social Media &amp; Reviews I) Cansu Sogut (Boston University)</th>
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</thead>
<tbody>
<tr>
<td><strong>Understanding Product Competition Using Big Data and Word2vec</strong></td>
<td>Cross Channel Effects and Synergies in Digital and Traditional Advertising</td>
<td>When The Data Are Out: Measurement of Behavioral Changes Following a Data Breach Using Semi- and Non-Parametric Models</td>
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<tr>
<td>Fanglin Chen, Xiao Liu (New York University), Davide Proserpio</td>
<td>Paul R. Hoban (Wisconsin), Min Tian, Neeraj Arora</td>
<td>Dana Turjeman (University of Michigan), Fred M. Feinberg, University of Michigan</td>
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<tr>
<td>Jennifer Cutler (Kellogg School of Management, Northwestern University)</td>
<td>David M. Maury (University of Delaware), Yi-Lin Tsai (University of Delaware)</td>
<td>Cansu Sogut (Boston University), Barbara Bickart, Frédéric Brunel, Susan Fournier</td>
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<tr>
<td><strong>Exclusive Placement in Online Advertising</strong></td>
<td>Customer Retention in a Product Platform World</td>
<td>A Candid Advantage? The Social Benefits of Candid Photos on Social Media</td>
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<tr>
<td>Amin Sayedy (University of Washington), Kinshuk Jerath (Columbus University), Marjan Baghaiezy (Microsoft)</td>
<td>Gil Appel (University of Southern California), Michael Haenlein (ESCP Europe), Barak Libai (IDC), Etan Muller (NYU &amp; IDC)</td>
<td>Alixandra Barusch (New York University), Jonah Berger (University of Pennsylvania)</td>
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<tr>
<td><strong>Effects of Platform Reputation Policy in the Sharing Economy</strong></td>
<td>Consumer Responses to Native Advertising</td>
<td>Visual Listening In: Extracting Brand Image Portrayed on Social Media</td>
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<td>Siliang Tong (Temple University), Xueming Luo (Temple University), Zhijie Liu, Cheng Zhang (Fudan University)</td>
<td>Anocha Ariburg (University of Michigan), Eric M. Schwartz (University of Michigan)</td>
<td>Liu Liu (New York University), Daria Dzyabura (New York University), Natalie Mizik (University of Washington)</td>
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<thead>
<tr>
<th>12:15-2:45pm</th>
<th>Plenary Session 2 Chair: Tülin Erdem (New York University)</th>
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<tbody>
<tr>
<td>12:15 - 1:15pm</td>
<td>Lunch (M1-100 COMMONS)</td>
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<tr>
<td>1:15-2:45pm</td>
<td>Plenary Session 2 Chair: Tülin Erdem (New York University)</td>
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<tr>
<td></td>
<td>Puneet Manchanda (Michigan) Level-Up in Online Video Markets</td>
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<td>Catherine Tucker (MIT) Algorithmic Bias in Advertising Delivery?</td>
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<td>Kannan Srinivasan (CMU) Extracting Image Information for Advanced Analytics</td>
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<td>Xueming Luo (Temple) Big Data Mobile Analytics</td>
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</tbody>
</table>
2:45-3:00pm  
Coffee Break  
(Outside M2-60)

3:00-4:30pm  
Concurrent Sessions 2

<table>
<thead>
<tr>
<th>Session 2A (M2-60)</th>
<th>Session 2B (UC-21)</th>
<th>Session 2C (UC-24)</th>
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<tbody>
<tr>
<td>(Digital Marketing 2)</td>
<td>(Mobile Marketing 2)</td>
<td>(Social Media &amp; Reviews 2)</td>
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<tr>
<td>Yanyan Li (Columbia)</td>
<td>Ken Wilbur (UC San Diego)</td>
<td>Mitch Lovett (University of Rochester)</td>
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</tbody>
</table>

Advertising to Post-Purchase Search  
Poppy Zhang (New York University), ShionaJounui (Microsoft Research), David Rothschild (Microsoft Research)

Consumer Online Search and Purchase with Endogenous Channel Choice  
Zhenling Jiang, Shuo Zhang (Washington University in St Louis), Hai Chen (University of California, Riverside)

Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words  
Eugene Pavlov (Foster School of Business, University of Washington), Natalie Miezik (Foster School of Business, University of Washington)

Charity Premium  
Yanyan Li (Columbia) Xueming Luo (Temple University)

Liking versus Wanting: Divergent Serial Position Effects in Advertising Communication  
Mingyu Joo (Ohio State University), Kenneth C. Wilbur (University of California, San Diego), Wendy Liu (UCSD)

There’s No Free Lunch Conversation: The Effect of Brand Advertising on Word of Mouth  
Mitch Lovett (University of Rochester), Renana Peres (The Hebrew University), Lintil Xa (University of Minnesota)

Maximizing Consumer Engagement on Digital Platforms using the Human Experience Framework - A case on Personal Lending in Banking Services  
Saugata Chatterjee, Hardeep Singh (KJ Somaiya Institute of Management, Mumbai, India)

The Effects of Platform Recommendation Algorithms in Sharing Economy  
Jack Tong (Temple University), Xueming Luo (Temple University), Xiaoyi Wang (Zhejiang University)

Overcoming Digital Ads Apathy: Content Marketing in a Mobile and Distracted World  
Minki Kim (Korea Advanced Institute of Science and Technology), Wonjoo Kim (KIST), Minsook Lee (University of Chicago)

Building an Artificial Intelligence Platform to Understand and Predict Consumer Behavior: The Case of Food and Health  
Jian-Yun Nie (Université de Montréal), Pan Du (McGill University), Cameron McKee (McGill University), Srinivasan Jayanthaman (McGill University), Laurette Dubé (McGill University)

Fool Me Twice: Measuring Consumer Learning and Forgetting from Biases in Online Reviews  
Joon H. Ro (Freeman School of Business, Tulane University), Burca Tan Erciyess (Tulane University)

How Does Online Advertising Impact Firm Performance and Firm Value?  
Shuba Srinivasan (Boston University), Emanuel Bayer, Edward Riedl and Bernd Skiera

4:30-4:45pm  
Coffee Break  
(Outside M2-60)
### Concurrent Sessions 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 3A (M2-60)</th>
<th>Session 3B (UC-21)</th>
<th>Session 3C (UC-24)</th>
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</thead>
<tbody>
<tr>
<td>4:45-6:15pm</td>
<td>(Digital Marketing 3)</td>
<td>(Mobile Marketing 3)</td>
<td>(Social Media &amp; Reviews 3)</td>
</tr>
<tr>
<td>4:45-6:15pm</td>
<td>Amin Sayedi (University of Washington)</td>
<td>David Schweidel (Georgetown University)</td>
<td>Davide Proserpio (University of Southern California)</td>
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<td></td>
<td>Learning Click-Through Rate in Search Advertising</td>
<td>Smartphone Use is Changing User-Generated Content</td>
<td>Measuring Competition for Attention in Social Media: NWSL Players on Twitter</td>
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<td></td>
<td>W. Jason Choi (Columbia University), Amin Sayedi (University of Washington)</td>
<td>Shiri Melumad (Wharton School of the University of Pennsylvania), J. Jeffrey Inman, Michel T. Pham</td>
<td>Federico Rossi (Purdue University), Gaia Ruberay (Bocconi University)</td>
</tr>
<tr>
<td>6:15-7:30pm</td>
<td>Intermediary for Cooperation or Competition? The Role of Retailers in Search Advertising</td>
<td>The Impact of Audience Size on Viewer Engagement in Live Streaming: Evidence from a Field Experiment</td>
<td>Advertising Strategy in the Presence of Reviews: An Empirical Analysis</td>
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<tr>
<td>6:15-7:30pm</td>
<td>Kinshuk Jerath (Columbia University), T. Tony Key (MIT), Fei Long (Columbia University)</td>
<td>Xingyu Chen (Shenzhen University), Shijie Lu (UNC), Dai Yao (National University of Singapore)</td>
<td>Sridhar Moorthy (Joseph L. Rotman School of Management, University of Toronto), Brett Hollenbeck, Davide Proserpio</td>
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<td>Market Entry through Crowdfunding</td>
<td>Mobile Check-in</td>
<td>Advertising on Facebook: A Boost of Popularity or Skepticism?</td>
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<td>Peng Wang (University of Arizona), Yong Liu (University of Arizona)</td>
<td>Debashish Ghose (Temple University), Xaoming Luo (Temple University), Takeshi Moriguchi (Waseda University)</td>
<td>Mira Mayerhofer, Sabine Einwiller, Jörg Matthes (University of Vienna)</td>
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<tr>
<td>6:15-7:30pm</td>
<td>Real-Time Bidding in Online Display Advertising</td>
<td>Does User-Generated Content Help Publishers? Analyzing Content Consumption in a Hybrid Content Environment</td>
<td>Can Retargeting Ads Backfire?</td>
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<tr>
<td>6:15-7:30pm</td>
<td>Amin Sayedi (Foster School of Business, University of Washington, Seattle)</td>
<td>Inyoung Chae (Emory University), David A. Schweidel, Theodoros Evgeniou, and V. Padmanabhan</td>
<td>Jing Li (Hong Kong Polytechnic University), Xaoming Luo (Temple University), Takeshi Moriguchi (Waseda University)</td>
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### 6:15-7:30pm

**Reception**
Saturday, Dec 9th 2017

8:00-8:30am (M1-100 COMMONS)
Breakfast

8:30-10:00am (M2-60)
Plenary Session 3  Chair: Xueming Luo (Temple University)

- Harikesh Nair (Stanford)  Modern data-driven eCommerce: JD.com in China
- Edoardo Airoldi (Harvard/Microsoft Research)  Optimal Experiments on Social Media Platforms
- Oded Netzer (Columbia)  Using Unstructured (Textual) Data
- P. K. Kannan (Maryland)  Understanding the Impact of Mobile Apps on Firm-Level Outcomes

10:00-10:15am (Outside M2-60)
Coffee Break

10:15-11:15am  Concurrent Sessions 4

### Session 4A (M2-60)
**Digital Marketing 4**
Daria Dzyabura (NYU)

#### Asking for Reviews: An Empirical Investigation of Review Solicitation
- Dina Mayzlin (USC), Sridhar Moorhy (University of Toronto), Davide Proserpio (University of Southern California)

#### Product Return Management in Omnichannel Retail
- Daria Dzyabura (Stern School of Business, New York University), Siham El Kihal (Frankfurt School of Finance & Management), Marat Ibragimov (New Economic School)

### Session 4B (UC-21)
**Digital Marketing 5**
Carey Morewedge (Boston University)

#### The Effects of Search Advertising on Competitors: An Experiment Before a Merger
- Joseph M. Golden (Collage.com), John J. Horton (NYU Stern)

#### Digital Goods Are Valued Less Than Physical Goods
- Ozgun Atasoy (University of Basel), Carey K. Morewedge (Boston University)

### Session 4C (UC-24)
**Social Media & Reviews 4**
Georgios Zervas (Boston University)

#### The Importance of Embedded Ties: How Structural Embeddedness Drives Social Network Behavior and Happiness
- Jayson S. Jia (University of Hong Kong), Jianmin Jia (CUHK Business School), Victor Li

#### The Crowding Out Effects of Targeted Promotions
- Nathan Fong (Temple University), Yuchi Zhang (Santa Clara University), Xueming Luo (Temple University), and Xiaoyi Wang (Zhejiang University)

#### Scarcity and incentive effects on consumer purchase responses
- Jing Li (Hong Kong Polytechnic University), Xueming Luo (Temple University), Xianghua Lu (Fudan University)

### Session 4D (Outside UC-24)
**Social Media & Reviews 5**
Georgios Zervas (Boston University), Chiara Farronato (Harvard Business School and NBER)

#### Regulation and Consumer Reviews: Evidence from Restaurant Health Inspections
- Georgios Zervas (Boston University), Chiara Farronato (Harvard Business School and NBER)

11:15-11:30am (outside M2-60)
Coffee Break
### Concurrent Sessions 5

<table>
<thead>
<tr>
<th>Session 5A (M2-60)</th>
<th>Session 5B (UC-21)</th>
<th>Session 5C (UC-24)</th>
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<tbody>
<tr>
<td><strong>(Digital Marketing 6)</strong></td>
<td><strong>(Digital Marketing 7)</strong></td>
<td><strong>(Digital Marketing 8)</strong></td>
</tr>
<tr>
<td>Ananya Seny (MIT)</td>
<td>Anirban Mukherjee (Singapore Management University)</td>
<td>Julian Runge (Huboldt University)</td>
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</table>

**Predict Field Experiment Responses with Deep Learning Algorithms**
- Kunpeng Zhang (University of Maryland), Xueming Luo (Temple University)

**Does the Crowd Support Innovation? Evidence from Kickstarter**
- Anirban Mukherjee (Singapore Management University), Cathy Yang, Ping Xiao, Amitava Chattopadhyay

**Hooked Beyond Reason? Investigating Consumption and Price Sensitivity in Freemium Games**
- Michaela Dragunska (Drexel University), Daniel Klapper (Huboldt University Berlin), Julian Runge (Huboldt University Berlin)

**Information Shocks and Internet Silos: Evidence from Creationist Friendly Curriculum**
- Ananya Seny (MIT Sloan School of Management), Catherine Tucker (MIT Sloan School of Management and NBER)

**When to use which Sentiment Extraction Tool?**
- Koen Pauwels (Northeastern University)

**The Role of Customer-Focused Recall Campaigns and Channel Quality in Product Recall Effectiveness**
- Vivek Astvansh, Kersi D. Antia, Xin (Shane) Wang (Western University)

**Impact of Bilateral Rating Systems on Online Platforms**
- Chen Jin, Kartik Hosanagar, Senthil Veeraraghavan (The Wharton School, University of Pennsylvania)

**Large-Scale Social Media Targeting: The Contribution of Network Heterogeneity**
- Yi Yang (Hong Kong University of Science and Technology), Kunpeng Zhang (University of Maryland)

**How to Make Content Sharing an Effective Promotional Strategy on Social Media Platforms**
- Guofang Huang (Carnegie Mellon University), Angela Xia Liu (Tsinghua University)

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**End**