

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

FOX | GLOBAL CENTER
FOR BIG DATA IN
MOBILE ANALYTICS

 **NYU** | **STERN**

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

10:45-12:15pm Concurrent Sessions 1

Session 1A (M2-60) <i>(Digital Marketing I)</i> Jennifer Cutler (Northwestern University)	Session 1B (UC-21) <i>(Mobile Marketing I)</i> Srinivas Reddy (Singapore Management University)	Session 1C (UC-24) (Social Media & Reviews 1) Cansu Sogut (Boston University)
Understanding Product Competition Using Big Data and Word2vec <i>Fanglin Chen, Xiao Liu (New York University), Davide Proserpio</i>	Cross Channel Effects and Synergies in Digital and Traditional Advertising <i>Paul R. Hoban (Wisconsin), Min Tian, and Neeraj Arora</i>	When The Data Are Out: Measurement of Behavioral Changes Following a Data Breach Using Semi- and Non-Parametric Models <i>Dana Turjeman (University of Michigan), Fred M. Feinberg, University of Michigan)</i>
Scaling Up Social Media-Based Market Research: Approaches Towards Less Supervised Machine Learning Classification and Prediction <i>Jennifer Cutler (Kellogg School of Management, Northwestern University)</i>	Search Costs and Consideration Set Formation with User-Generated Content: Fixed v. Mobile Devices <i>David M. Muiry (University of Delaware,) Yi-Lin Tsai (University of Delaware)</i>	The Effects of Live Word-of-Mouth Engagement on Experience Enjoyment <i>Cansu Sogut (Boston University), Barbara Bickart, Frédéric Brunel, Susan Fournier</i>
Exclusive Placement in Online Advertising <i>Amin Sayedy (University of Washington), Kinshuk Jerath (Columbia University), Marjan Baghaieyy (Microsoft)</i>	Customer Retention in a Product Platform World <i>Gil Appel (University of Southern California), Michael Haenlein (ESCP Europe), Barak Libai (IDC), Eitan Muller (NYU & IDC)</i>	A Candid Advantage? The Social Benefits of Candid Photos on Social Media <i>Alixandra Barasch (New York University)</i> <i>Jonah Berger (University of Pennsylvania)</i>
Effects of Platform Reputation Policy in the Sharing Economy <i>Siliang Tong (Temple University), Xueming Luo (Temple University), Zhijie Lin, Cheng Zhang (Fudan University)</i>	Consumer Responses to Native Advertising <i>Anocha Aribarg (University of Michigan), Eric M. Schwartz (University of Michigan)</i>	Visual Listening In: Extracting Brand Image Portrayed on Social Media <i>Liu Liu (New York University), Daria Dzyabura (New York University), Natalie Mizik (University of Washington)</i>

12:15 - 1:15pm
(M1-100 COMMONS)

Lunch

1:15-2:45pm
(M2-60)

Plenary Session 2 Chair: Tülin Erdem (New York University)

Puneet Manchanda (Michigan)	Level-Up in Online Video Markets
Catherine Tucker (MIT)	Algorithmic Bias in Advertising Delivery?
Kannan Srinivasan (CMU)	Extracting Image Information for Advanced Analytics
Xueming Luo (Temple)	Big Data Mobile Analytics

2:45-3:00pm
(Outside M2-60)

Coffee Break

3:00-4:30pm

Concurrent Sessions 2

Session 2A (M2-60) (Digital Marketing 2) Yanyan Li (Columbia)	Session 2B (UC-21) (Mobile Marketing 2) Ken Wilbur (UC San Diego)	Session 2C (UC-24) (Social Media & Reviews 2) Mitch Lovett (University of Rochester)
Advertising to Post-Purchase Search <i>Poppy Zhang (New York University), Shawndra Hill(Microsoft Research), David Rothschild(Microsoft Research)</i>	Consumer Online Search and Purchase with Endogenous Channel Choice <i>Zhenling Jiang, Shuo Zhang (Washington University in St.Louis), Hai Che(University of California, Riverside)</i>	Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words <i>Eugene Pavlov(Foster School of Business, University of Washington), Natalie Mizik (Foster School of Business, University of Washington)</i>
Charity Premium <i>Yanyan Li (Columbia) Xueming Luo (Temple University)</i>	Liking versus Wanting: Divergent Serial Position Effects in Advertising Communication <i>Mingyu Joo (Ohio State University), Kenneth C. Wilbur (University of California, San Diego), Wendy Liu (UCSD)</i>	There's No Free Lunch Conversation: The Effect of Brand Advertising on Word of Mouth <i>Mitch Lovett (University of Rochester), Renana Peres (The Hebrew University), Linli Xu (University of Minnesota)</i>
Maximizing Consumer Engagement on Digital Platforms using the Human Experience Framework - A case on Personal Lending in Banking Services <i>Saugata Chatterjee, Hardeep Singh (KJ Somaiya Institute of Management, Mumbai, India)</i>	The Effects of Platform Recommendation Algorithms in Sharing Economy <i>Jack Tong (Temple University), Xueming Luo (Temple University), Xiaoyi Wang (Zhejiang University)</i>	Overcoming Digital Ads Apathy: Content Marketing in a Mobile and Distracted World <i>Minki Kim(Korea Advanced Institute of Science and Technology), Wonjoon Kim(KAIST) Minsok Lee(University of Chicago)</i>
Building an Artificial Intelligence Platform to Understand and Predict Consumer Behavior: The Case of Food and Health <i>Jian-Yun Nie(Université de Montréal), Pan Du(McGill University), Cameron McRae(McGill University), Srinivasan Jayaraman(McGill University), Laurette Dubé(McGill University)</i>	Fool Me Twice: Measuring Consumer Learning and Forgetting from Biases in Online Reviews <i>Joon H. Ro (Freeman School of Business, Tulane University), Burcu Tan Erciyesy(Tulane University)</i>	How Does Online Advertising Impact Firm Performance and Firm Value? <i>Shuba Srinivasan (Boston University), Emanuel Bayer, Edward Riedl and Bernd Skiera</i>

4:30-4:45pm
(Outside M2-60)

Coffee Break

4:45-6:15pm

Concurrent Sessions 3

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

6:15-7:30pm
(M1-100 COMMONS)

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

<p>Session 4A (M2-60)</p> <p><i>Digital Marketing 4</i></p> <p>Daria Dzyabura (NYU)</p>	<p>Session 4B (UC-21)</p> <p><i>(Digital Marketing 5)</i></p> <p>Carey Morewedge (Boston University)</p>	<p>Session 4C (UC-24)</p> <p><i>(Social Media & Reviews 4)</i></p> <p>Georgios Zervas (Boston University)</p>
<p>Asking for Reviews: An Empirical Investigation of Review Solicitation</p> <p><i>Dina Mayzlin (USC), Sridhar Moorthy (University of Toronto), Davide Proserpio (University of Southern California)</i></p>	<p>The Effects of Search Advertising on Competitors: An Experiment Before a Merger</p> <p><i>Joseph M. Golden(Collage.com) John J. Horton(NYU Stern)</i></p>	<p>The Importance of Embedded Ties: How Structural Embeddedness Drives Social Network Behavior and Happiness</p> <p><i>Jayson S. Jia (University of Hong Kong), Jianmin Jia (CUHK Business School), Victor Li(National University of Defense Technology, Changsha, China; Karolinska Institutet, Stockholm, Sweden), Xin Lu, Nicholas Christakis(Yale University)</i></p>
<p>Product Return Management in Omnichannel Retail</p> <p><i>Daria Dzyabura (Stern School of Business, New York University), Siham El Kihal (Frankfurt School of Finance & Management), Marat Ibragimov (New Economic School)</i></p>	<p>Digital Goods Are Valued Less Than Physical Goods</p> <p><i>Ozgun Atasoy (University of Basel), Carey K. Morewedge (Boston University)</i></p>	<p>The Crowding Out Effects of Targeted Promotions</p> <p><i>Nathan Fong (Temple University), Yuchi Zhang (Santa Clara University), Xueming Luo (Temple University), and Xiaoyi Wang (Zhejiang University)</i></p>
<p>The Impact, Duration and Decay of Advertising Effects on Brand Choice</p> <p><i>Hiroshi Kumakura (New York Univ./Chuo Univ)</i></p>	<p>Scarcity and incentive effects on consumer purchase responses</p> <p><i>Jing Li (Hong Kong Polytechnic University), Xueming Luo (Temple University), Xianghua Lu(Fudan University),</i></p>	<p>Regulation and Consumer Reviews: Evidence from Restaurant Health Inspections</p> <p><i>Georgios Zervas (Boston University), Chiara Farronato (Harvard Business School and NBER)</i></p>

11:15-11:30am
(outside M2-60)

Coffee Break

11:30-12:30pm Concurrent Sessions 5

<p>Session 5A (M2-60) (Digital Marketing 6) Ananya Seny (MIT)</p>	<p>Session 5B(UC-21) (Digital Marketing 7) Anirban Mukherjee (Singapore Management University)</p>	<p>Session 5C (UC-24) (Digital Marketing 8) Julian Runge (Huboldt University)</p>
<p><i>Predict Field Experiment Responses with Deep Learning Algorithms</i> <i>Kunpeng Zhang (University of Maryland), Xueming Luo(Temple University)</i></p>	<p>Does the Crowd Support Innovation? Evidence from Kickstarter <i>Anirban Mukherjee (Singapore Management University), Cathy Yang, Ping Xiao, Amitava Chattopadhyay</i></p>	<p>Hooked Beyond Reason? Investigating Consumption and Price Sensitivity in Freemium Games <i>Michaela Draganska (Drexel University), Daniel Klapper (Humboldt University Berlin), Julian Runge (Humboldt University Berlin)</i></p>
<p>Information Shocks and Internet Silos: Evidence from Creationist Friendly Curriculum <i>Ananya Seny (MIT Sloan School of Management), Catherine Tucker (MIT Sloan School of Management and NBER)</i></p>	<p>When to use which Sentiment Extraction Tool? <i>Koen Pauwels (Northeastern University)</i></p>	<p>The Role of Customer-Focused Recall Campaigns and Channel Quality in Product Recall Effectiveness <i>Vivek Astvansh, Kersi D. Antia, Xin (Shane) Wang (Western University)</i></p>
<p>Impact of Bilateral Rating Systems on Online Platforms <i>Chen Jin, Kartik Hosanagar, Senthil Veeraraghavan(The Wharton School, University of Pennsylvania)</i></p>	<p>Large-Scale Social Media Targeting: The Contribution of Network Heterogeneity <i>Yi Yang (Hong Kong University of Science and Technology), Kunpeng Zhang (University of Maryland)</i></p>	<p>How to Make Content Sharing an Effective Promotional Strategy on Social Media Platforms <i>Guofang Huang (Carnegie Mellon University), Angela Xia Liu (Tsinghua University)</i></p>

End