

2015 INFORMS Marketing Science Conference

Friday, June 19th, 2015

8.30-10.00 (FA)

<p>FA01 – Grand Ballroom 1</p> <p>Advertising V</p> <p>Chair: Abhishek Borah</p> <p>An Empirical Study of Application Usage and Advertising Response on Mobile Phones <i>Liye Ma, Baohong Sun</i></p> <p>Strategic Media Selection under Simultaneous Media Exposure for Efficient Resource Allocation <i>Abhishek Nayak, Shameek Sinha</i></p> <p>Another Approach to Develop Marketing Strategy for Inference-Based Products based upon Symbol Ground <i>Akihiro Inoue, Atsuhiko Iino</i></p> <p>Does Offline Advertising Attract Online Investor Attention? <i>Abhishek Borah, Cem Bahadir</i></p>	<p>FA02 – Grand Ballroom 2</p> <p>Channel V</p> <p>Chair: Jonathan Zhang</p> <p>Understanding the Impact of Media Substitution and Synergy in New Product Introduction <i>Vahideh Abedi</i></p> <p>Market Orientation and CSR: Performance Implications <i>Timothy Kiessling, Lars Isaksson</i></p> <p>Relational Incentive Contracts: An Experimental Investigation of Payment Schemes <i>Taylan Yalcin, Brice Corgnet, Cristina Nistor</i></p> <p>Managing O2O – Modeling Customer Dynamic Channel Preferences with Diverse Product Mix <i>Jonathan Zhang, Scott Neslin, Chun-Wei Chang</i></p>	<p>FA03 – Grand Ballroom 3</p> <p>Consumer Behavior IV</p> <p>Chair: Ronald Larson</p> <p>Testing the Contribution of Religiosity for Explaining Food Attitudes <i>Ronald Larson</i></p> <p>Understanding Attention Bias under the Three-Stage Choice Process Framework <i>Yi Li, Selin Atalay</i></p> <p>Consumers' Preferences as to Consumption Timing: An Examination of Discounting Rates in Deferring Consumption versus Expediting Consumption <i>Atsuhiko Iino, Akihiro Inoue</i></p> <p>How Much Did I Like It? Examining Mood-Based Biases in Consumer Reviews <i>Dongling Huang, Yu Wang, Judy Ma</i></p>	<p>FA04 – Grand Ballroom 4</p> <p>Customer Relationship Management V</p> <p>Chair: Ke Li</p> <p>Customer Relationship Management: From Conversion to Churn to Winback <i>Ke Li, Eric T. Bradlow</i></p> <p>Examining the Role of Winback Offers in the Likelihood and Timing of Reacquired Customer Defection <i>Angeliki Christodouloupoulou, Agata Leszkiewicz, Pulak Ghosh, V Kumar</i></p> <p>The Impact of Transaction and Relationship Focused Marketing Actions on Buying Behavior in B2b Market <i>Kihyun Hannah Kim, V Kumar</i></p> <p>The Role of Seasonality in CLV Estimation <i>Patrick Bachmann, Markus Meierer, René Algesheime</i></p>
<p>FA05 – Grand Ballroom 7</p> <p>Working Paper X</p> <p>Chair: Ming Gao</p> <p>Effects of Micro-Transactions on Pricing and Product Strategies <i>Tianxin Zou, Baojun Jiang</i></p> <p>Platform Pricing in Mixed Two-Sided Markets <i>Ming Gao</i></p>	<p>FA06 – Grand Ballroom 8</p> <p>No Session</p>	<p>FA07 – Grand Ballroom 9</p> <p>Game Theory in Marketing</p> <p>Chair: Jeffrey D. Shulman</p> <p>A Model of Retargeting <i>J Mohic Sun, Juanjuan Zhang, Jeanine Miklos-Thal</i></p> <p>How Cross-Tariffs on an Elicit Good Affect Markets of Other Goods <i>Amirreza Fazli, Jeffrey D. Shulman</i></p> <p>Why Does Not the Firm Provide Low Quality Input to the Rival? <i>Michelle Lu, Jiwoong Shin, Dae-Hee Yoon</i></p> <p>Salesforce Contracting under Supply Uncertainty <i>Tinglong Dai, Kinshuk Jerath</i></p>	<p>FA08 – Grand Ballroom 10</p> <p>Working Paper XII</p> <p>Chair: Debasis Pradhan</p> <p>Is the Adoption of Mobile Shopping in an Emerging Market Different? Examining Role of Moderators <i>Debasis Pradhan, Duraipandian Israel</i></p> <p>Sales Forecasting by Utilizing Big Data from both Internal and External Sources <i>Kai Yao, Yuxin Chen, Meng Su</i></p>