



Marketing Analytics Symposium – Sydney (MASS) 2026

MONDAY 23 FEBRUARY | ACADEMIC DELEGATES ONLY | ICC SYDNEY

| Time | Activity | | |
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| | Location: Room C4.4 | Location: Room C4.3 | Location: Room C4.2 |
| 8:50-9:00AM | Opening remarks | | |
| 9:00-10:15AM | Breakout 1A: Advertising | Breakout 1B: AI Generated Content | Breakout 1C: Language Effects |
| | The Regulation of Public Service Broadcasters: Should there be more advertising on television? <i>Prof Gregory S. Crawford, University of Zurich</i> <i>Dr Lachlan Dear, University of Melbourne</i> <i>Jeremy Smith, Warwick University</i> <i>Paul Sturgeon, Nielsen IQ</i> | How Moral Judgment Incongruence Affects Employee Job Crafting: The Moderating Roles of AI-Generated Ads' Verisimilitude and Creativity <i>Dr Hua Fan, Shanghai International Studies University</i> <i>Dr Fenghua Wang, Shanghai International Studies University</i> | Linguistic Alignment and Customer Satisfaction: Evidence from Dyadic Interactions <i>Mohammad Hosein Tavakoli, Warwick Business School, University of Warwick</i> <i>Prof Nick Lee, Warwick Business School, University of Warwick</i> <i>Dr Iman Ahmadi, Warwick Business School, University of Warwick</i> |
| | Retailer Advertising over Time <i>Prof Andre Bonfrer, Deakin University</i> <i>Dr Bhoomija Banjan, Monash University</i> <i>Prof Sanjay Dhar, University of Chicago</i> <i>Prof Pradeep Chintagunta, University of Chicago</i> | Generative AI and Compensation at Work <i>Prof Da He, Xiamen University</i> | Talk the Walk: Predicting Pricing Power Using Top Management Teams' Language <i>André Tomano, Maastricht University</i> <i>Dr Niels Holtrop, Maastricht University</i> <i>Prof Joost Pennings, Maastricht University, Wageningen University, University of Illinois at Urbana-Champaign, European Organization for Nuclear Research (CERN)</i> <i>Dr Thomas Post, Maastricht University</i> |
| | Content Release Strategies and User Engagement on Advertising-Based Streaming Platforms <i>Sibo Zhang, University of New South Wales</i> <i>Dr Yiting Deng, University College London</i> <i>Dr Yu-Ting Lin, University of New South Wales</i> <i>Prof Maggie Chuoyan Dong, University of New South Wales</i> | Label at First Sight? The Impact of Disclosure Timing and Agency on AI Aversion in Digital Art <i>Prof Yanping Tu, The Hong Kong Polytechnic University</i> <i>Prof Xiaolin Li, The Hong Kong Polytechnic University</i> <i>Prof Zipeng Zhang, The Hong Kong Polytechnic University</i> | Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement <i>Dr Darren S. U. Kim, Macquarie University</i> <i>Dr Frank Mathmann, Queensland University of Technology</i> |
| 10:15-10:30AM | Morning tea | | |
| 10:30-11:45AM | Breakout 2A: AI in E-Commerce | Breakout 2B: Online Reviews | Breakout 2C: Language Effects |
| | Exploration or Exploitation? A Study on the Mechanisms through Which AI Augmentation Influences Cross-border E-commerce Merchants' Decisions <i>Dr Xiaoyan WANG, School of Business, Shandong University</i> <i>Yiting ZHOU, College of Business, City University of Hong Kong</i> <i>Yang ZHOU, University of Illinois Urbana-Champaign</i> <i>Prof Zhilin YANG, College of Business, City University of Hong Kong</i> | What Customers Say—When Asked and Unasked: Survey vs. Online Reviews as Drivers of Customer Satisfaction in Grocery Retail <i>Prof Sebastian Oetzel, Fudan University of Applied Sciences</i> <i>Dr Philipp Rosenberger, University of New South Wales</i> | Language That Moves Minds: The Role of Verb Forms in Influencing Marketing Communication Effectiveness <i>Prof Liangyan Wang, Shanghai Jiao Tong University</i> <i>Yanfei Tang, Shanghai Jiao Tong University</i> <i>Jingjing Wang, Xinglin Information Technology (Shanghai) Co., Ltd</i> |
| | AI Shopping Assistant and Keyword Competition <i>Dr Nan Chen, National University of Singapore</i> <i>Xinbo Wang, National University of Singapore</i> | Mitigating Captivity in Digital Public Services: Field Evidence on the Influence of Regulatory Mode Orientations on Citizen App Ratings <i>Vishnuja Thavendrakumar, Queensland University of Technology</i> | "You" Are Great: Narrative Perspectives and Consumer Response in Offline Retail <i>Prof Bicheng Yang, Hong Kong Polytechnic University</i> <i>Prof Dai Yao, Hong Kong Polytechnic University</i> <i>Yucheng Xie, Hong Kong Polytechnic University</i> |
| | From Individual Gains to Collective Convergence: Investigating AI-Augmented Decision-Making in E-Commerce Ecosystems <i>Dr Xiaoyan Wang, School of Business, Shandong University</i> <i>Yiting Zhou, College of Business, City University of Hong Kong</i> <i>Yang Zhou, University of Illinois Urbana-Champaign</i> <i>Prof Zhilin Yang, College of Business, City University of Hong Kong</i> | Authenticity versus participation: Toward a governance-oriented typology of online review systems <i>Dr Hsunchi Chu, Yuan Ze University</i> | |
| 11:45AM-12:45PM | Lunch | | |

Program continues on the next page

*Draft program – subject to change

| Time | Activity | | |
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| | Location: Room C4.4 | Location: Room C4.3 | Location: Room C4.2 |
| 12:45AM-2:00PM | Breakout 3A: Advances in Research Methodology Pricing and Advertising with Unknown Elasticities: A Relative-Performance Approach Prof Thomas Weber, EPFL | Breakout 3B: Consumer Heterogeneity From Gender Identity to Effectiveness of Brand Image: Brand Personalities and their Impact on LGBTQ+ Ad Effectiveness Yugiao Liang, The University of Sydney Dr Ulku Yuksel, The University of Sydney Dr Veronica Jiang, University of New South Wales Dr Jiang Qian, The University of Sydney | Breakout 3C: Drivers of On-Demand Consumption The Hot 100: How Extreme Heat Affects Experiential Consumption Patterns Vartan Bal, University of New South Wales Dr Daniel Winkler, University of New South Wales Prof Valentyna Melnyk, University of New South Wales |
| | Market-Oriented Consumer Research Mai Nguyen, Griffith University Dr Zijing (Judy) Zhang, Santa Clara University Dr Jiae Kim, Ohio State University Prof Peter Popkowski Leszczyc, University of Queensland Prof Greg M. Allenby, Ohio State University | Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals Yun Zeng, the Chinese University of Hong Kong Prof Hao Shen, the Chinese University of Hong Kong | The Impact of Social Media on Music Demand: Evidence from Quasi-Natural Experiments Dr Daniel Winkler, University of New South Wales Dr Christian Hotz-Behofsits, Vienna University of Economics and Business Prof Nils Wlömert, Vienna University of Economics and Business Prof Dominik Papies, University of Tübingen Dr Jüra Liukonytė, Cornell University |
| | AI-Driven Branding Analytics and Dynamic Brand Loyalty: Leveraging Marketing Analytics for Consumer-Centric Insights Xuan Truong Vu, Thuongmai University | Heterogeneous User Preferences toward E-commerce Video Ads Dr Zijun Tian, Washington University in St. Louis Siyuan Xia, Shanghai Jiao Tong University Dr Shuo Zhang, Shanghai Jiao Tong University Prof Tat Chan, Washington University in St. Louis | The Deceptive Nature of Dynamic Displays: How Altered Livestreaming Emotions Elevate Engagement but Sabotage Sales Sichen Meng, Queensland University of Technology Dr Frank Mathmann, Queensland University of Technology Dr Di Wang, Queensland University of Technology |
| 2:00-2:15PM | Break | | |
| 2:15-3:30PM | Breakout 4A: Consumer Budgeting and Self Control Self-Control and Overconsumption: Empirical Evidence from Cigarette Purchases Hung Ho, University of Chicago Booth School of Business | Breakout 4B: Explaining Purchase Behaviour Who keeps new products alive? Evaluating buyer composition and new product survival Dr Kirsten Victory, Ehrenberg-Bass Institute, University of South Australia Dr Arry Tanusondjaja, Ehrenberg-Bass Institute, University of South Australia Dr Steven Dunn, Ehrenberg-Bass Institute, University of South Australia | Breakout 4C: Visual Topics Visual Polarization Measurement Using Counterfactual Image Generation Mohammad Mosaffa, Cornell University Dr Omid Rafieian, Cornell University Prof Hema Yoganarasimhan, University of Washington |
| | Exposure to “Buy Now Pay Later” (BNPL) Schemes Reduces Consumer Variety-Seeking Behaviour Aojie (Jacob) Zhang, The Hong Kong Polytechnic University Prof Xinyue Zhou, University of Macau Prof Dai Yao, The Hong Kong Polytechnic University Dr Yujie Zhao, Shandong University | Predicting Weekly Category Penetration using Annual Metrics with the NBD Model Nadia Lerner, Ehrenberg-Bass Institute, University of South Australia Dr Zachary William Anesbury, Ehrenberg-Bass Institute, University of South Australia Dr Giang Trinh, Ehrenberg-Bass Institute, University of South Australia Prof John Dawes, Ehrenberg-Bass Institute, University of South Australia | Visual Product Verification: A Computer Vision Method for Online Resale Markets Sophie M. Berghueser, Ludwig-Maximilians-Universität München, LMU Munich School of Management Prof Martin Spann, Ludwig-Maximilians-Universität München, LMU Munich School of Management |
| | When Budgeting Apps Increase Spending: Evidence from a Financial Institution Prof Andre Bonfrer, Deakin University Jake An, UTS Prof Christine Eckert, TUM University | Can Alcohol-Free Products Help Reduce Alcohol Sales? Dr Stijn Maesen, Imperial College Business School Dr Saeid Vafainia, ESCP Business School Prof Michael Haentlein, ESCP Business School | |
| 3:30-4:00PM | Break | | |
| 4:00-5:15PM | Breakout 5A: Marketing Strategy Shifting Strategic Priorities: The Impact of Relative Emphasis on Market Returns Across the Firm Life Cycle Prof Steven D'Alessandro Edith Cowan University Prof Dominic Gasbarro, Murdoch University Prof Hong Miao, Colorado State University Prof Kenton Zumwalt, Colorado State University | Breakout 5B: Online Product Information Algorithms, Biases, and Belief Polarization Dr Varad Deolankar, National University of Singapore Prof Jessica Fong, University of Michigan Prof S. Sriram, University of Michigan | Breakout 5C: Marketing Analytics Application Navigating Uncertainty and Asymmetric Information: Response Strategies in Supply Chain Management Dr Chuqiao Peng, University of Michigan - Dearborn Dr Qiong Wang, University of Oklahoma Prof Desmond Lo, Santa Clara University Dr Junyan Shen, Iowa State University Prof Ken J. Petersen, University of Oklahoma |
| | Strategic Emphasis in Context: Advertising, R&D, and the Role of Market Fluidity and Capabilities Dr Mayank Nagpal, Indian Institute of Management Bangalore Dr Debojyoti Das, Indian Institute of Management Bangalore Dr Aparnita Saha, Indian Institute of Management Raipur | Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation Yuan Feng, University of New South Wales Dr Ljubomir Pupovac, University of New South Wales Dr Junbum Kwon, University of New South Wales | Honolulu Marathon Participant Experiences and the Formation of Loyalty Prof Tatsuru Nishio, Yamaguchi University |
| | Brand at Risk: Reputational Threats and Strategic Brand Investment in Service-Oriented Industries Quang Thien Tran, Van Lang University; Griffith University Dr Nhu An Huynh, Vietnam National University Nhan Huynh, Griffith University | The Paradox of Digital Temporal Value: An Investigation of Video Length and Market Valuation in NFT Collectibles Dr Jiang Qian, University of Sydney Dr Haiyang Yang, Johns Hopkins University | When Brand Strength Is Not Enough: Why Marketing Investments Fail Under Discount Asymmetry in Pharmacy Retail Agnija Greizina, University of Latvia, Faculty of Economics and Social Sciences |
| 5:15-5:20PM | Closing remarks | | |
| 5:45-8:45PM | Dinner cruise | | |



Marketing Analytics Symposium - Sydney (MASS) 2026

TUESDAY 24 FEBRUARY 2026 | ACADEMIC & INDUSTRY DELEGATES | ICC SYDNEY

| Time | Activity | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Location: Room C4.4 | Location: Room C4.3 | Location: Room C4.2 |
| 8:50-9:00AM | Opening remarks | | |
| 9:00-9:30AM | Keynote (Topic & Speaker TBD) | | |
| 9:30-9:45AM | Morning tea I | | |
| 9:45-10:05am | Industry Speaker (TBD) | | |
| 10:10-11:00AM | Breakout 1A: Large Language Models in Consumer-Firm Interactions | Breakout 1B: Influencer Marketing | Breakout 1C: E-Commerce |
| | The Adoption and Efficacy of Large Language Models: Evidence From Consumer Complaints in the Financial Industry <i>Prof Minkyu Shin, City University of Hong Kong</i> <i>Dr Jin Kim, Northeastern University</i> <i>Prof Jiwoong Shin, Yale University</i> | The Dark Side of Influencer Marketing : Investment Advice on Social Media <i>Prof Dominik Papies, University of Tuebingen</i> <i>Jan Jacobsen, University of Tuebingen</i> | When More Fishes Come to a Small Pond: Competition and Sellers' Strategic Responses in Cross-border E-commerce <i>Sijiong Ren, The Hong Kong Polytechnic University</i> <i>Dr Yue Guan, Communication University of China</i> <i>Prof Bangang Wu, Southwestern University of Finance and Economics</i> <i>Prof Dai Yao, The Hong Kong Polytechnic University</i> |
| | From Ten Blue Links to One Bold Answer: Optimizing Content for Generative Search Engines <i>Prof Thomas Reutterer, Vienna University of Economics and Business</i> <i>Gabriela Makar, Vienna University of Economics and Business</i> <i>Dr Martin Reisenbichler, Vienna University of Economics and Business</i> <i>Prof David Schweidel, Emory University, Goizueta Business School</i> | The Effect of Influencer Presence in Posts on Sales: Evidence from a Field Study <i>Shuvashish Roy, University of Exeter Business School</i> <i>Sonika Singh, UTS Business School</i> <i>Prof David B. Dose, University of Exeter Business School</i> | Curiosity Clicks: A/B Testing the Behavioural Power of Uncertainty in Digital Interfaces <i>Dr Itrat Batool, RMIT and Senior Design Researcher at O-Online Ltd.</i> <i>Dr Hamish Simmonds, University of Melbourne and Consultant at Deloitte</i> <i>Dr Aaron Gazley, American University of Sharjah</i> |
| 11:00-11:15AM | Morning tea II | | |
| 11:15-11:35am | Industry Speaker (TBD) | | |
| 11:40AM-12:30PM | Breakout 2A: Customer Relationship Management | Breakout 2B: Market Research with an AI Sample vs a Human Sample Research | Breakout 2C: AI and Consumer Reviews |
| | Incrementality Representation Learning: Synergizing Past Experiments for Intervention Personalization <i>Dr Ta-Wei Huang, National University of Singapore</i> <i>Prof Eva Ascarza, Harvard Business School</i> <i>Dr Ayelet Israeli, Harvard Business School</i> | The AI Eye: Large Language Models vs. Human Perception in Visual Marketing <i>Dr Yi-Lin Tsai, University of Melbourne</i> <i>Yung-Hsiu (Arvin) Lai, National Taiwan University</i> | Unsilence the Majority: Impacts of AI Assistance on Review Generation <i>Zelin Li, Massachusetts Institute of Technology</i> <i>Prof Song Lin, Hong Kong University of Science and Technology</i> |
| | Growing Via New or Existing Customers? <i>Thilo Kraft, Goethe University Frankfurt, Germany</i> <i>Prof Bernd Skiera, Goethe University Frankfurt, Germany</i> | Assessing the Human-Like Response of Generative AI to Visual Stimuli for Marketing: An Application to Video Advertisement Evaluation <i>Masayoshi Moteki, Waseda University</i> <i>Prof Masayuki Goto, Waseda University</i> <i>Prof Takeshi Moriguchi, Waseda University</i> | The Propagation of Product Narratives: A Sequential Analysis of Aspect and Sentiment Dynamics in Online Consumer Reviews <i>Dr Qingli Zeng, Hebrew University</i> |

Program continues on the next page

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| Time | Activity | | |
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| | <i>Location: Room C4.4</i> | <i>Location: Room C4.3</i> | <i>Location: Room C4.2</i> |
| 12:30-1:15PM | Lunch | | |
| 1:15-1:45PM | Fireside chat (Topics & Speakers TBD) | | |
| 1:45-2:30PM | Panel discussion (Topics & Speakers TBD) | | |
| 2:30-2:45PM | Afternoon tea I | | |
| 2:45-3:05PM | Industry Speaker (TBD) | | |
| 3:10-4:00PM | Breakout 3A: AI-Human Collaboration | Breakout 3B: Consumer Data: Inconsistencies and Breaches | Breakout 3C: Firm-level Marketing Intelligence |
| | Beyond Human Touch: Unlocking B2B Sales Effectiveness through AI-Human Collaboration Prof Fang Gu, The Hong Kong Polytechnic University Qing Li, Hong Kong Baptist University <u>Dr Xiaolin Li, The Hong Kong Polytechnic University</u> Prof Danny Wang, Hong Kong Baptist University | Inconsistency of Online Consumer Profiles <u>Dr Lennart Kraft, DZ BANK AG</u> <u>Dr Klaus M. Miller, Marketing Department, HEC Paris</u> <u>Prof Bernd Skiera, Goethe University Frankfurt</u> <u>Dr Nico Neumann, Melbourne Business School</u> | Does AI Drive Firm Performance? A Dynamic Capability Perspective <u>Prof Vijay Viswanathan, Northwestern University</u> <u>Prof Varsha Jain, MICA India</u> <u>Dr Anupama Ambika, IMT Dubai</u> |
| | The Differential Impacts of Human-AI Collaboration Modes in Consumer Adoption Rates <u>Prof Jianping LIANG, School of Business, Sun Yat-Sen University</u> <u>Suying Wang, School of Business, Sun Yat-Sen University</u> <u>Yuxuan Chu, School of Business, Sun Yat-Sen University</u> <u>Dr Xiaoyu Zhou, School of Business, Sun Yat-Sen University</u> | Towards a Better Understanding of Data Breaches: A Cross-Country Investigation <u>Dr Sonika Singh, UTS Business School</u> <u>Prof Mia Bothma, NWU Potchefstroom</u> | Turning Abstract Marketing Concepts into Data Insights <u>Professor Benjamin Voyer, ESCP Business School & London School of Economics</u> <u>Dr Amy Errmann, Auckland University of Technology</u> <u>Prof Marilyn Giroux, Université Laval</u> |
| 4:00-4:15PM | Afternoon tea II | | |
| 4:15-4:40PM | Keynote (Topic & Speaker TBD) | | |
| 4:40-4:45PM | Closing remarks | | |
| 4:45-5:45PM | Networking reception | | |