Marketing Analytics Symposium – Sydney (MASS) 2026

MONDAY 23 FEBRUARY | ACADEMIC DELEGATES ONLY | ICC SYDNEY

Time	Activity		
	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: Online Reviews*	*Breakout 1C: Language Effects*
	The Regulation of Public Service Broadcasters: Should there be more advertising on television? Prof Gregory S. Crawford, University of Zurich Dr Lachlan Deer, University of Melbourne Jeremy Smith, Warwick University Paul Sturgeon, Nielsen IQ	**What Customers Say—When Asked and Unasked: Survey vs. Online Reviews as Drivers of Customer Satisfaction in Grocery Retail** Prof Sebastian Oetzel, Fulda University of Applied Sciences Dr Philipp Rosenberger, University of New South Wales	**Linguistic Alignment and Customer Satisfaction: Evidence from Dyadic Interactions** Mohammad Hosein Tavakoli, Warwick Business School, University of Warwick Prof Nick Lee, Warwick Business School, University of Warwick Dr Iman Ahmadi, Warwick Business School, University of Warwick
	Retailer Advertising over Time Prof Andre Bonfrer, Deakin University Dr Bhoomija Ranjan, Monash University Prof Sanjay Dhar, University of Chicago Prof Pradeep Chintagunta, University of Chicago	**Mitigating Captivity in Digital Public Services: Field Evidence on the Influence of Regulatory Mode Orientations on Citizen App Ratings** Vishnuja Thavendrakumar, Queensland University of Technology	**Talk the Walk: Predicting Pricing Power Using Top Management Teams' Language** André Tomano, Maastricht University Dr Niels Holtrop, Maastricht University Prof Joost Pennings, Maastricht University, Wageningen University, University of Illinois at Urbana-Champaign, European Organization for Nuclear Research (CERN) Dr Thomas Post, Maastricht University
	Content Release Strategies and User Engagement on Advertising-Based Streaming Platforms Sibo Zhang, University of New South Wales Dr Yiting Deng, University College London Dr Yu-Ting Lin, University of New South Wales Prof Maggie Chuoyan Dong, University of New South Wales	**The Propagation of Product Narratives: A Sequential Analysis of Aspect and Sentiment Dynamics in Online Consumer Reviews** Dr Qingli Zeng, Hebrew University	**Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement** Dr Darren S. U. Kim, Macquarie University Dr Frank Mathmann, Queensland University of Technology
10:15-10:45AM	**Morning tea**		
10:45-11:35AM	*Breakout 2A: Technology for Consumer Assistance*	*Breakout 2B: AI Disclosure & Platform Dynamics*	*Breakout 2C: Marketing Analytics Application*
	When Budgeting Apps Increase Spending: Evidence from a Financial Institution Prof Andre Bonfrer, Deakin University Jake An, UTS Prof Christine Eckert, TUM University	**Label at First Sight? The Impact of Disclosure Timing and Agency on AI Aversion in Digital Art** Prof Yanping Tu, The Hong Kong Polytechnic University Prof Xiaolin Li, The Hong Kong Polytechnic University Prof Zipeng Zhang, The Hong Kong Polytechnic University	**Honolulu Marathon Participant Experiences and the Formation of Loyalty** Prof Tatsuru Nishio, Yamaguchi University
	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	**AI Shopping Assistant and Keyword Competition** Dr Nan Chen, National University of Singapore Xinbo Wang, National University of Singapore	**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
11:35AM-12:45PM	**Lunch**		

Program continues on the next page

Draft program – subject to change

Time	Activity		
	Location: Room C4.4	*Location: Room C4.3*	*Location: Room C4.2*
12:45-1:30PM	**Panel Discussion | The Use of AI in Academic Marketing Research**		
1:30-2:20PM	*Breakout 3A: Explaining Purchase Behaviour*	*Breakout 3B: Marketing, Risk, and Context*	*Breakout 5A: Online Product Information*
	Predicting Weekly Category Penetration using Annual Metrics with the NBD Model	**Brand at Risk: Reputational Threats and Strategic Brand Investment in Service-Oriented Industries**	**Algorithms, Biases, and Belief Polarization**
	Nadia Lerner, Ehrenberg-Bass Institute, University of South Australia		*Dr Varad Deolankar, National University of Singapore*
	Dr Zachary William Anesbury, Ehrenberg-Bass Institute, University of South Australia	*Quang Thien Tran, Van Lang University; Griffith University*	*Prof Jessica Fong, University of Michigan*
	Dr Giang Trinh, Ehrenberg-Bass Institute, University of South Australia	*Dr Nhu An Huynh, Vietnam National University*	*Prof S. Sriram, University of Michigan*
	Prof John Dawes, Ehrenberg-Bass Institute, University of South Australia	*Nhan Huynh, Griffith University*	
	Can Alcohol-Free Products Help Reduce Alcohol Sales?	**"You" Are Great: Narrative Perspectives and Consumer Response in Offline Retail**	**Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation**
	Dr Stijn Maesen, Imperial College Business School	*Prof Bicheng Yang, Hong Kong Polytechnic University*	*Yuan Feng, University of New South Wales*
	Dr Saeid Vafainia, ESCP Business School	*Prof Dai Yao, Hong Kong Polytechnic University*	*Dr Ljubomir Pupovac, University of New South Wales*
	Prof Michael Haenlein, ESCP Business School	*Yucheng Xie, Hong Kong Polytechnic University*	*Dr Junbum Kwon, University of New South Wales*
2:20-2:50PM	**Afternoon Tea**		
2:50-4:05PM	*Breakout 4A: Advances in Research Methodology*	*Breakout 4B: Consumer Heterogeneity*	*Breakout 4C: Drivers of On-Demand Consumption*
	Pricing and Advertising with Unknown Elasticities: A Relative-Performance Approach	**From Gender Identity to Effectiveness of Brand Image: Brand Personalities and their Impact on LGBTQ+ Ad Effectiveness**	**Cause You're Hot Then You're Cold: How Extreme Weather Events Affect Experiential Consumption**
	Prof Thomas Weber, EPFL		
		Yuqiao Liang, The University of Sydney	*Vartan Bal, University of New South Wales*
		Dr Ulku Yuksel, The University of Sydney	*Dr Daniel Winkler, University of New South Wales*
		Dr Veronica Jiang, University of New South Wales	*Prof Valentyna Melnyk, University of New South Wales*
		Dr Jiang Qian, The University of Sydney	
	Market-Oriented Consumer Research	**Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals**	**The Impact of Social Media on Music Demand: Evidence from Quasi-Natural Experiments**
	Mai Nguyen, Griffith University		*Dr Daniel Winkler, University of New South Wales*
	Dr Zijing (Judy) Zhang, Santa Clara University	*Yun Zeng, the Chinese University of Hong Kong*	*Dr Christian Hotz-Behofsits, WU Vienna*
	Dr Jiae Kim, Ohio State University	*Prof Hao Shen, the Chinese University of Hong Kong*	*Prof Nils Wlömert, WU Vienna*
	Prof Peter Popkowski Leszczyc, University of Queensland		*Prof Dominik Papies, University of Tübingen*
	Prof Greg M. Allenby, Ohio State University		*Dr Jūra Liaukonytė, Cornell University*
	AI-Driven Branding Analytics and Dynamic Brand Loyalty: Leveraging Marketing Analytics for Consumer-Centric Insights	**Heterogeneous User Preferences toward E-commerce Video Ads**	**The Deceptive Nature of Dynamic Displays: How Altered Livestreaming Emotions Elevate Engagement but Sabotage Sales**
	Xuan Truong Vu, Thuongmai University	*Dr Zijun Tian, Washington University in St. Louis*	
		Siyuan Xia, Shanghai Jiao Tong University	*Sichen Meng, Queensland University of Technology*
		Dr Shuo Zhang, Shanghai Jiao Tong University	*Dr Frank Mathmann, Queensland University of Technology*
		Prof Tat Chan, Washington University in St. Louis	*Dr Di Wang, Queensland University of Technology*
4:05-5:00PM	**Break / Transition to Dinner Cruise (Free Time)**		
5:00-8:00PM	**Dinner cruise**		

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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 | Rebuilding Your Demand Engine for the AI Era** Kat Warboys, Senior Marketing Director, HubSpot		
9:30-9:45AM	**Morning tea I**		
9:45-10:45AM	*Breakout 1A: AI-Human Collaboration*	*Breakout 1B: Influencer Marketing*	*Breakout 1C: Cross-border E-Commerce*
	The Human Signal: What 371 AI Films Reveal About Skill, Taste and Judgement *Lucio Ribeiro, Chief Innovation & AI Officer at TBWA\Australia*	The Dark Side of Influencer Marketing : Investment Advice on Social Media *Prof Dominik Papies, University of Tuebingen* Jan Jacobsen, University of Tuebingen	When More Fishes Come to a Small Pond: Competition and Sellers' Strategic Responses in Cross-border E-commerce *Sijiong Ren, The Hong Kong Polytechnic University* Dr Yue Guan, Communication University of China Prof Banggang Wu, Southwestern University of Finance and Economics Prof Dai Yao, The Hong Kong Polytechnic University
	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 *Dr Xiaolin Li, The Hong Kong Polytechnic University* Prof Danny Wang, Hong Kong Baptist University	**Assessing the Potential of GenAI for Visual Content Creation for Influencer Marketing** *Julia Rosada, University of Hamburg, Hamburg Business School* Maximilian Witte, University of Hamburg, Hamburg Business School Mark Heitmann, University of Hamburg, Hamburg Business School *Harald J. van Heerde, University of New South Wales*	**Exploration or Exploitation? A Study on the Mechanisms through Which AI Augmentation Influences Cross-border E-commerce Merchants' Decisions** Dr Xiaoyan WANG, School of Business, Shandong University *Yiting ZHOU, College of Business, City University of Hong Kong* Yang ZHOU, University of Illinois Urbana-Champaign Prof Zhilin YANG, College of Business, City University of Hong Kong
10:45-11:15AM	**Morning tea II**		
11:15AM-12:15PM	*Breakout 2A: Customer Relationship Management*	*Breakout 2B: Visual AI in Marketing*	*Breakout 2C: Consumer Reviews*
	Incrementality Representation Learning: Synergizing Past Experiments for Intervention Personalization *Dr Ta-Wei Huang, National University of Singapore* Prof Eva Ascarza, Harvard Business School Dr Ayelet Israeli, Harvard Business School	**The AI Eye: Large Language Models vs. Human Perception in Visual Marketing** *Dr Yi-Lin Tsai, University of Melbourne* Yung-Hsiu (Arvin) Lai, National Taiwan University	**Unsilence the Majority: Impacts of AI Assistance on Review Generation** *Zelin Li, Massachusetts Institute of Technology* *Prof Song Lin, Hong Kong University of Science and Technology*
	Growing Via New or Existing Customers? *Thilo Kraft, Goethe University Frankfurt, Germany* *Prof Bernd Skiera, Goethe University Frankfurt, Germany*	**Assessing the Human-Like Response of Generative AI to Visual Stimuli for Marketing: An Application to Video Advertisement Evaluation** *Masayoshi Moteki, Waseda University* Prof Masayuki Goto, Waseda University Prof Takeshi Moriguchi, Waseda University	**The Power of Review Presence: When Even Mediocre Reviews are Better than No Reviews** *Peter J. Danaher, Monash University, Australia*

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Time	Activity		
	Location: Room C4.4	*Location: Room C4.3*	*Location: Room C4.2*
12:15-1:15PM	**Lunch**		
1:15-1:45PM	**Fireside chat (Topics & Speakers TBA)**		
1:45-2:30PM	**Panel discussion | From Performance to Brand: Finding the Right Marketing Mix.** Sophie McKay, Head of APAC Marketing, Notion Marc Fischer, Chair in Marketing Science and Analytics, University of Cologne Additional Panelists TBA		
2:30-2:45PM	**Afternoon tea I**		
2:45-3:45PM	*Breakout 3A: Large Language Models in Consumer-Firm Interactions*	*Breakout 3B: Consumer Data: Inconsistencies and Breaches*	*Breakout 3C: Firm-level Marketing Intelligence*
	The Adoption and Efficacy of Large Language Models: Evidence From Consumer Complaints in the Financial Industry Prof *Minkyu Shin, City University of Hong Kong* *Dr Jin Kim, Northeastern University* *Prof Jiwoong Shin, Yale University*	**Inconsistency of Online Consumer Profiles** *Dr Lennart Kraft, DZ BANK AG* *Dr Klaus M. Miller, Marketing Department, HEC Paris* *Prof Bernd Skiera, Goethe University Frankfurt* *Dr Nico Neumann, Melbourne Business School*	**Does AI Drive Firm Performance? A Dynamic Capability Perspective** Prof *Vijay Viswanathan, Northwestern University* *Prof Varsha Jain, MICA India* *Dr Anupama Ambika, IMT Dubai*
	From Ten Blue Links to One Bold Answer: Optimizing Content for Generative Search Engines *Prof Thomas Reutterer, WU Vienna, Department of Marketing* *Gabriela Makar, WU Vienna, Department of Marketing* *Dr Martin Reisenbichler, WU Vienna, Department of Marketing* *Prof David Schweidel, Emory University, Goizueta Business School*	**Towards a Better Understanding of Data Breaches: A Cross-Country Investigation** *Dr Sonika Singh, UTS Business School* *Prof Mia Bothma, NWU, Potchefstroom*	**Turning Abstract Marketing Concepts into Data Insights** *Professor Benjamin Voyer, ESCP Business School & London School of Economics* *Dr Amy Errmann, Auckland University of Technology* *Prof Marilyn Giroux, Université Laval*
3:45-3:50PM	**Afternoon tea II**		
3:50-4:10PM	**Keynote | Building Trust with Consumers and Business Buyers in an AI-Driven World** Omer Shai, Global CMO, WIX.com		
4:10-4:15PM	**Closing remarks**		
4:15-5:15PM	**Networking reception**		