



**UNSW**  
SYDNEY

## 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
8:30-8:50AM	Arrival Coffee & Tea			
8:50-9:00AM	Opening remarks Jack Cadeaux, Professor, UNSW			
9:00-10:15AM	<b>Breakout 1A: Advertising</b>  The Regulation of Public Service Broadcasters: Should there be more advertising on television?  Prof Gregory S. Crawford, University of Zurich <u>Dr Lachlan Deer, University of Melbourne</u> Jeremy Smith, Warwick University Paul Sturgeon, Nielsen IQ	<b>Breakout 1B: User Generated Content</b>  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 <u>Dr Philip J. Rosenberger III, University of New South Wales</u>	<b>Breakout 1C: Language Effects</b>  The Luxury Effect of Language  <u>Shanjing Wan, City University of Hong Kong</u> Lei Su, City University of Hong Kong Chuang Tang, Peking University	
	Retailer Advertising over Time  Prof Andre Bonfrer, Deakin University <u>Dr Bhoomija Ranjan, Monash University</u> Prof Sanjay Dhar, University of Chicago Prof Pradeep Chintagunta, University of Chicago	The Power of Review Presence: When Even Mediocre Reviews are Better than No Reviews  <u>Peter J. Danaher, Monash University, Australia</u>	Talk the Walk: Predicting Pricing Power Using Top Management Teams' Language  <u>André Tomano, Maastricht University</u> 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  <u>Sibo Zhang, University of New South Wales</u> Dr Yiting Deng, University College London Dr Yu-Ting Lin, University of New South Wales Prof Maggie Chuoyan Dong, University of New South Wales	Visual Product Verification: A Computer Vision Method for Online Resale Markets  Sophie M. Berggheser, Ludwig-Maximilians-Universität München, LMU Munich School of Management Prof Martin Spann, Ludwig-Maximilians-Universität München, LMU Munich School of Management	The Effects of Business Leaders' Written Language on Public Reactions in Live Online Forums  Prof Valentyna Melnyk, University of New South Wales Dr Valeria Noguti, University of Technology Sydney <u>Dr Daniel Winkler, University of New South Wales</u> Prof Harald J. van Heerde, University of New South Wales	
10:15-10:45AM	Morning tea			
10:45-11:35AM	<b>Breakout 2A: AI Disclosure &amp; Platform Dynamics</b>  Label at First Sight? The Impact of Disclosure Timing and Agency on AI Aversion in Digital Art  <u>Prof Yanting Tu, The Hong Kong Polytechnic University</u> Prof Xiaolin Li, The Hong Kong Polytechnic University Prof Zipeng Zhang, The Hong Kong Polytechnic University	<b>Breakout 2B: Online Product Information</b>  Algorithms, Biases, and Belief Polarization  <u>Dr Varad Deolankar, National University of Singapore</u> Prof Jessica Fong, University of Michigan Prof S. Sriram, University of Michigan	<b>Breakout 2C: Marketing Analytics Application</b>  Honolulu Marathon Participant Experiences and the Formation of Loyalty  <u>Prof Tatsuru Nishio, Yamaguchi University</u>	
	AI Shopping Assistant and Keyword Competition  Dr Nan Chen, National University of Singapore <u>Xinbo Wang, National University of Singapore</u>	Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation  <u>Yuan Feng, University of New South Wales</u> Dr Ljubomir Pupovac, University of New South Wales Dr Junbum Kwon, University of New South Wales	When Brand Strength Is Not Enough: Why Marketing Investments Fail Under Discount Asymmetry in Pharmacy Retail  <u>Agnija Greizina, University of Latvia, Faculty of Economics and Social Sciences</u>	
11:35AM-12:45PM	Lunch			

Program continues on the next page

Conference Sponsor:

**IMOTIONS**  
Powering human insight

Time	Activity
	<p><b>Location: Room C4.4</b></p> <p><b>Panel Discussion   The Use of AI in Academic Marketing Research</b></p>
12:45- 1:30PM	<p>Prof Marc Fischer, Chair in Marketing Science and Analytics, University of Cologne      Prof Dominik Papies, University of Tübingen      Prof Stephan Ludwig, Monash University      Prof Xiaolin Li, The Hong Kong Polytechnic University      Dr Daniel Winkler, University of New South Wales</p> <p>Moderator: Dr Mathew Chyliński, University of New South Wales</p>
1:30- 2:20PM	<p><b>Breakout 3A: Explaining Purchase Behaviour</b></p> <p><b>Predicting Weekly Category Penetration using Annual Metrics with the NBD Model</b></p> <p><i>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</i></p> <p><b>Breakout 3B: Strategic Communication and Consumer Response</b></p> <p><b>“You” Are Great: Narrative Perspectives and Consumer Response in Offline Retail</b></p> <p><i>Prof Bicheng Yang, Hong Kong Polytechnic University      Prof Dai Yao, Hong Kong Polytechnic University      Yucheng Xie, Hong Kong Polytechnic University</i></p> <p><b>Can Alcohol-Free Products Help Reduce Alcohol Sales?</b></p> <p><b>Sounds like Success: Vocal Speech Acts in Promotional Marketing Communication</b></p> <p><i>Dr Stijn Maesen, Imperial College Business School      Dr Saeid Vafainia, ESCP Business School      Prof Michael Haenlein, ESCP Business School</i></p> <p><i>Dr Anne Hamby, Boise State University - College of Business &amp; Economics      Prof Dennis Herhausen, VU University Amsterdam      Dr Davide Orazi, Monash University - Department of Marketing      Prof Stephan Ludwig, Monash University      Dr Steven Pentland, Boise State University      Prof Jochen Hartmann, TUM School of Management, Technical University of Munich</i></p>
2:20- 2:50PM	<p><b>Afternoon Tea</b></p>
2:50- 4:05PM	<p><b>Breakout 4A: Advances in Research Methodology</b></p> <p><b>Pricing and Advertising with Unknown Elasticities: A Relative-Performance Approach</b></p> <p><i>Prof Thomas Weber, EPFL</i></p> <p><b>Breakout 4B: Consumer Heterogeneity</b></p> <p><b>Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement</b></p> <p><i>Dr Darren S. U. Kim, Macquarie University      Dr Frank Mathmann, Queensland University of Technology</i></p> <p><b>Breakout 4C: Drivers of On-Demand Consumption</b></p> <p><b>Cause You’re Hot Then You’re Cold: How Extreme Weather Events Affect Experiential Consumption</b></p> <p><i>Vartan Bal, University of New South Wales      Dr Daniel Winkler, University of New South Wales      Prof Valentyna Melnyk, University of New South Wales</i></p> <p><b>Market-Oriented Consumer Research</b></p> <p><b>Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals</b></p> <p><i>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</i></p> <p><b>The Impact of Social Media on Music Demand: Evidence from Quasi-Natural Experiments</b></p> <p><i>Dr Daniel Winkler, University of New South Wales      Dr Christian Hotz-Behrens, WU Vienna      Prof Nils Wölfert, WU Vienna      Prof Dominik Papies, University of Tübingen      Dr Júra Liaukonytė, Cornell University</i></p> <p><b>Reexamining Gaussian Copula Endogeneity Correction with Noncontinuous Endogenous Regressors</b></p> <p><b>Heterogeneous User Preferences toward E-commerce Video Ads</b></p> <p><i>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</i></p> <p><b>The Deceptive Nature of Dynamic Displays: How Altered Livestreaming Emotions Elevate Engagement but Sabotage Sales</b></p> <p><i>Sichen Meng, Queensland University of Technology      Dr Frank Mathmann, Queensland University of Technology      Dr Di Wang, Queensland University of Technology</i></p>
4:05- 5:00PM	<p><b>Break / Transition to Dinner Cruise (Free Time)</b></p>
5:00- 8:00PM	<p><b>Dinner cruise</b></p>

Conference Sponsor:

