



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	Breakout 1A: Advertising	Breakout 1B: User 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 Deer, University of Melbourne</i> <i>Jeremy Smith, Warwick University</i> <i>Paul Sturgeon, Nielsen IQ</i>	What Customers Say—When Asked and Unasked: Survey vs. Online Reviews as Drivers of Customer Satisfaction in Grocery Retail <i>Prof Sebastian Oetzel, Fulda University of Applied Sciences</i> <i>Dr Philip J. Rosenberger III, University of New South Wales</i>	The Luxury Effect of Language <i>Shanjing Wan, City University of Hong Kong</i> <i>Lei Su, City University of Hong Kong</i> <i>Chuang Tang, Peking University</i>
	Retailer Advertising over Time <i>Prof Andre Bonfrer, Deakin University</i> <i>Dr Bhoomija Ranjan, Monash University</i> <i>Prof Sanjay Dhar, University of Chicago</i> <i>Prof Pradeep Chintagunta, University of Chicago</i>	The Power of Review Presence: When Even Mediocre Reviews are Better than No Reviews <i>Peter J. Danaher, Monash University, Australia</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>	Visual Product Verification: A Computer Vision Method for Online Resale Markets <i>Sophie M. Berghueser, Ludwig-Maximilians-Universität München, LMU Munich School of Management</i> <i>Prof Martin Spann, Ludwig-Maximilians-Universität München, LMU Munich School of Management</i>	The Effects of Business Leaders' Written Language on Public Reactions in Live Online Forums <i>Prof Valentyna Melnyk, University of New South Wales</i> <i>Dr Valeria Noguti, University of Technology Sydney</i> <i>Dr Daniel Winkler, University of New South Wales</i> <i>Prof Harald J. van Heerde, University of New South Wales</i>
10:15-10:45AM	Morning tea		
10:45-11:35AM	Breakout 2A: AI Disclosure & Platform Dynamics	Breakout 2B: Online Product Information	Breakout 2C: Marketing Analytics Application
	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>	Algorithms, Biases, and Belief Polarization <i>Dr Varad Deolankar, National University of Singapore</i> <i>Prof Jessica Fong, University of Michigan</i> <i>Prof S. Sriram, University of Michigan</i>	Honolulu Marathon Participant Experiences and the Formation of Loyalty <i>Prof Tatsuru Nishio, Yamaguchi University</i>
	AI Shopping Assistant and Keyword Competition <i>Dr Nan Chen, National University of Singapore</i> <i>Xinbo Wang, National University of Singapore</i>	Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation <i>Yuan Feng, University of New South Wales</i> <i>Dr Ljubomir Pupovac, University of New South Wales</i> <i>Dr Junbum Kwon, University of New South Wales</i>	When Brand Strength Is Not Enough: Why Marketing Investments Fail Under Discount Asymmetry in Pharmacy Retail <i>Agnija Greizina, University of Latvia, Faculty of Economics and Social Sciences</i>
11:35AM-12:45PM	Lunch		

Program continues on the next page

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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		
	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		
	Moderator: Dr Mathew Chylinski, University of New South Wales		
1:30-2:20PM	Breakout 3A: Explaining Purchase Behaviour	Breakout 3B: Strategic Communication and Consumer Response	
	Predicting Weekly Category Penetration using Annual Metrics with the NBD Model	“You” Are Great: Narrative Perspectives and Consumer Response in Offline Retail	
	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	Prof Bicheng Yang, Hong Kong Polytechnic University Prof Dai Yao, Hong Kong Polytechnic University Yucheng Xie, Hong Kong Polytechnic University	
	Can Alcohol-Free Products Help Reduce Alcohol Sales?	Sounds like Success: Vocal Speech Acts in Promotional Marketing Communication	
	Dr Stijn Maesen, Imperial College Business School Dr Saeid Vafainia, ESCP Business School Prof Michael Haenlein, ESCP Business School	Dr Anne Hamby, Boise State University - College of Business & 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	
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	Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement	Cause You’re Hot Then You’re Cold: How Extreme Weather Events Affect Experiential Consumption
	Prof Thomas Weber, EPFL	Dr Darren S. U. Kim, Macquarie University Dr Frank Mathmann, Queensland University of Technology	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	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 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	Yun Zeng, the Chinese University of Hong Kong Prof Hao Shen, the Chinese University of Hong Kong	Dr Daniel Winkler, University of New South Wales Dr Christian Hotz-Behofsits, WU Vienna Prof Nils Wlömert, WU Vienna Prof Dominik Papies, University of Tübingen Dr Jüra Liaukonytė, Cornell University
	Reexamining Gaussian Copula Endogeneity Correction with Noncontinuous Endogenous Regressors	Heterogeneous User Preferences toward E-commerce Video Ads	The Deceptive Nature of Dynamic Displays: How Altered Livestreaming Emotions Elevate Engagement but Sabotage Sales
	Yifan Zhang, Auburn University, USA Qi Zhao, University of New South Wales, Australia Duncan K.H. Fong, Penn State University, USA Wenyu Jiao, University of Science and Technology of China, China	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	Sichen Meng, Queensland University of Technology Dr Frank Mathmann, Queensland University of Technology 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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