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**		
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?	**What Customers Say—When Asked and Unasked: Survey vs. Online Reviews as Drivers of Customer Satisfaction in Grocery Retail**	**The Luxury Effect of Language**
	Prof Gregory S. Crawford, University of Zurich *Dr Lachlan Deer, University of Melbourne* Jeremy Smith, Warwick University Paul Sturgeon, Nielsen IQ	Prof Sebastian Oetzel, Fulda University of Applied Sciences *Dr Philip J. Rosenberger III, University of New South Wales*	*Shanjing Wan, City University of Hong Kong* Lei Su, City University of Hong Kong Chuang Tang, Peking University
	Retailer Advertising over Time	**The Power of Review Presence: When Even Mediocre Reviews are Better than No Reviews**	**Talk the Walk: Predicting Pricing Power Using Top Management Teams' Language**
	Prof Andre Bonfrer, Deakin University *Dr Bhoomija Ranjan, Monash University* Prof Sanjay Dhar, University of Chicago Prof Pradeep Chintagunta, University of Chicago	*Peter J. Danaher, Monash University, Australia*	*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	**Visual Product Verification: A Computer Vision Method for Online Resale Markets**	**Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement**
	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	*Sophie M. Berghueser, Ludwig-Maximilians-Universität München, LMU Munich School of Management* Prof Martin Spann, Ludwig-Maximilians-Universität München, LMU Munich School of Management	*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: 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	**Algorithms, Biases, and Belief Polarization**	**Honolulu Marathon Participant Experiences and the Formation of Loyalty**
	Prof Yanping Tu, The Hong Kong Polytechnic University Prof Xiaolin Li, The Hong Kong Polytechnic University Prof Zipeng Zhang, The Hong Kong Polytechnic University	*Dr Varad Deolankar, National University of Singapore* Prof Jessica Fong, University of Michigan Prof S. Sriram, University of Michigan	*Prof Tatsuru Nishio, Yamaguchi University*
	AI Shopping Assistant and Keyword Competition	**Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation**	**When Brand Strength Is Not Enough: Why Marketing Investments Fail Under Discount Asymmetry in Pharmacy Retail**
	Dr Nan Chen, National University of Singapore *Xinbo Wang, National University of Singapore*	*Yuan Feng, University of New South Wales* Dr Ljubomir Pupovac, University of New South Wales Dr Junbum Kwon, University of New South Wales	*Agnija Greizina, University of Latvia, Faculty of Economics and Social Sciences*
11:35AM-12:45PM	**Lunch**		

Draft program – subject to change

Conference Sponsor:

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 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: Firm Level Strategies***	
	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	**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*	
	Can Alcohol-Free Products Help Reduce Alcohol Sales? Dr Stijn Maesen, Imperial College Business School *Dr Saeid Vafainia, ESCP Business School* Prof Michael Haenlein, ESCP Business School	**"You" Are Great: Narrative Perspectives and Consumer Response in Offline Retail** Prof Bicheng Yang, Hong Kong Polytechnic University Prof Dai Yao, Hong Kong Polytechnic University *Yucheng Xie, Hong Kong Polytechnic University*	
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 *Prof Thomas Weber, EPFL*	**From Gender Identity to Effectiveness of Brand Image: Brand Personalities and their Impact on LGBTQ+ Ad Effectiveness** *Yuqiao 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	**Cause You're Hot Then You're Cold: How Extreme Weather Events Affect Experiential Consumption** *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, WU Vienna *Prof Nils Wlömert, WU Vienna* Prof Dominik Papies, University of Tübingen Dr Jūra Liaukonytė, Cornell University
	Reexamining Gaussian Copula Endogeneity Correction with Noncontinuous Endogenous Regressors 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	**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
4:05-5:00PM	**Break / Transition to Dinner Cruise (Free Time)**		
5:00-8:00PM	**Dinner cruise**		

Conference Sponsor:

IMOTIONS®
Powering human insight