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	**Arrival Coffee & Tea**		
8:50-9:00AM	**Opening remarks** Prof Paul Andon, Interim Dean, UNSW Business School		
9:00-9:30AM	**Keynote | Rebuilding Your Demand Engine for the AI Era** Kat Warboys, Senior Marketing Director, HubSpot		
9:30-9:35AM	**Break**		
9:35-10:35AM	***Breakout 1A: AI-Human Collaboration***	***Breakout 1B: Influencer Marketing***	***Breakout 1C: Cross-border Studies***
	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* *Prof Harald J. van Heerde, University of New South Wales*	**Towards a Better Understanding of Data Breaches: A Cross-Country Investigation** *Dr Sonika Singh, UTS Business School* *Prof Mia Bothma, NWU, Potchefstroom*
10:35-11:00AM	**Morning tea**		
11:00AM-12:00PM	***Breakout 2A: AI-assisted Marketing and Consumer Reviews***	***Breakout 2B: Customer Relationship Management***	***Breakout 2C: Visual AI in Marketing***
	Orchestrating Marketing Excellence through Human + AI Collaboration *Connie Sellaro, Head of ANZ Marketing, Asana*	**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*

Draft program – subject to change

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12:05-12:35PM	**Fireside chat** Leandro Perez, SVP & CMO Salesforce ANZ Moderator: Nicolas Chu, CEO Sinorbis & Professor of Practice in Marketing at UNSW		
12:35-1:45PM	**Lunch**		
1:45-2:30PM	**Panel discussion | From Performance to Brand: Finding the Right Marketing Mix.** Sophie McKay, Head of APAC Marketing, Notion Prof Marc Fischer, Chair in Marketing Science and Analytics, University of Cologne Prof Peter Danaher, Monash University John Hawkins, Chief AI Officer, Intersect AI Moderator: Prof Jack Cadeaux, University of New South Wales		
2:30-2:35PM	**Break**		
2:35-3:35PM	*Breakout 3A: Consumer Data*	*Breakout 3B: Large Language Models in Consumer-Firm Interactions*	*Breakout 3C: Firm-level Marketing Intelligence*
	Working With the Data You Have, Not the Data You Wish You Had *Diana Hansen, CMO AHP*	**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*	**Does AI Drive Firm Performance? A Dynamic Capability Perspective** Prof *Vijay Viswanathan, Northwestern University* *Prof Varsha Jain, MICA India* *Dr Anupama Ambika, IMT Dubai*
	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*	**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*	**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*
3:35-3:50PM	**Afternoon Tea**		
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**		

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