



## Marketing Analytics Symposium – Sydney (MASS) 2026

MONDAY 23 FEBRUARY | ACADEMIC DELEGATES ONLY | ICC SYDNEY

Time	Activity		
	<i>Location: Room C4.4</i>	<i>Location: Room C4.3</i>	<i>Location: Room C4.2</i>
8:30-8:50AM	Arrival Coffee & Tea		
8:50-9:00AM	Opening remarks		
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 Dr Lachlan Deer, University of Melbourne 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 Dr Philip J. Rosenberger III, University of New South Wales	<b>Breakout 1C: Language Effects</b>  The Luxury Effect of Language  Shanjing Wan, City University of Hong Kong Lei Su, City University of Hong Kong Chuang Tang, Peking University
	<b>Retailer Advertising over Time</b>  Prof Andre Bonfrer, Deakin University Dr Bhoomija Ranjan, Monash University Prof Sanjay Dhar, University of Chicago Prof Pradeep Chintagunta, University of Chicago	<b>The Power of Review Presence: When Even Mediocre Reviews are Better than No Reviews</b>  Peter J. Danaher, Monash University, Australia	<b>Talk the Walk: Predicting Pricing Power Using Top Management Teams' Language</b>  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
	<b>Content Release Strategies and User Engagement on Advertising-Based Streaming Platforms</b>  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	<b>Visual Product Verification: A Computer Vision Method for Online Resale Markets</b>  Sophie M. Berggheser, Ludwig-Maximilians-Universität München, LMU Munich School of Management Prof Martin Spann, Ludwig-Maximilians-Universität München, LMU Munich School of Management	<b>Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement</b>  Dr Darren S. U. Kim, Macquarie University Dr Frank Mathmann, Queensland University of Technology
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  Prof Yanping Tu, The Hong Kong Polytechnic University 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  Dr Varad Deolankar, National University of Singapore 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  Prof Tatsuru Nishio, Yamaguchi University
	<b>AI Shopping Assistant and Keyword Competition</b>  Dr Nan Chen, National University of Singapore Xinbo Wang, National University of Singapore	<b>Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation</b>  Yuan Feng, University of New South Wales Dr Ljubomir Pupovac, University of New South Wales Dr Junbum Kwon, University of New South Wales	<b>When Brand Strength Is Not Enough: Why Marketing Investments Fail Under Discount Asymmetry in Pharmacy Retail</b>  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

Conference Sponsor:

Time	Activity	
	<p><b>Location: Room C4.4</b></p> <p><b>Panel Discussion   The Use of AI in Academic Marketing Research</b>            Prof Marc Fischer, Chair in Marketing Science and Analytics, University of Cologne            Prof Dominik Papies, University of Tübingen            Dr Daniel Winkler, University of New South Wales</p>	
12:45-1:30PM	<p><b>Location: Room C4.3</b></p> <p><b>Breakout 3A: Explaining Purchase Behaviour</b></p> <p><b>Predicting Weekly Category Penetration using Annual Metrics with the NBD Model</b>            Nadia Lerner, Ehrenberg-Bass Institute, University of South Australia  <i>Dr Zachary William Anesbury, Ehrenberg-Bass Institute, University of South Australia</i>  <i>Dr Giang Trinh, Ehrenberg-Bass Institute, University of South Australia</i>  <i>Prof John Dawes, Ehrenberg-Bass Institute, University of South Australia</i></p> <p><b>Can Alcohol-Free Products Help Reduce Alcohol Sales?</b>  <i>Dr Stijn Meesen, Imperial College Business School</i>  <i>Dr Saeid Vafainia, ESCP Business School</i>  <i>Prof Michael Haenlein, ESCP Business School</i></p>	
1:30-2:20PM	<p><b>Location: Room C4.2</b></p> <p><b>Breakout 3B: Firm Level Strategies</b></p> <p><b>Brand at Risk: Reputational Threats and Strategic Brand Investment in Service-Oriented Industries</b>  <i>Quang Thien Tran, Van Lang University; Griffith University</i>  <i>Dr Nhu An Huynh, Vietnam National University</i>  <i>Nhan Huynh, Griffith University</i></p> <p><b>"You" Are Great: Narrative Perspectives and Consumer Response in Offline Retail</b></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>  <i>Prof Thomas Weber, EPFL</i></p> <p><b>Market-Oriented Consumer Research</b>  <i>Mai Nguyen, Griffith University</i>  <i>Dr Zijing (Judy) Zhang, Santa Clara University</i>  <i>Dr Jiae Kim, Ohio State University</i>  <i>Prof Peter Popkowski Leszczyc, University of Queensland</i>  <i>Prof Greg M. Allenby, Ohio State University</i></p> <p><b>Reexamining Gaussian Copula Endogeneity Correction with Noncontinuous Endogenous Regressors</b>  <i>Yifan Zhang, Auburn University, USA</i>  <i>Qi Zhao, University of New South Wales, Australia</i>  <i>Duncan K.H. Fong, Penn State University, USA</i>  <i>Wenyu Jiao, University of Science and Technology of China, China</i></p>	<p><b>Breakout 4B: Consumer Heterogeneity</b></p> <p><b>From Gender Identity to Effectiveness of Brand Image: Brand Personalities and their Impact on LGBTQ+ Ad Effectiveness</b>  <i>Yiqiao Liang, The University of Sydney</i>  <i>Dr Ulku Yuksel, The University of Sydney</i>  <i>Dr Veronica Jiang, University of New South Wales</i>  <i>Dr Jiang Qian, The University of Sydney</i></p> <p><b>Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals</b>  <i>Yun Zeng, the Chinese University of Hong Kong</i>  <i>Prof Hao Shen, the Chinese University of Hong Kong</i></p> <p><b>Heterogeneous User Preferences toward E-commerce Video Ads</b>  <i>Dr Zijun Tian, Washington University in St. Louis</i>  <i>Siyuan Xia, Shanghai Jiao Tong University</i>  <i>Dr Shuo Zhang, Shanghai Jiao Tong University</i>  <i>Prof Tat Chan, Washington University in St. Louis</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>  <i>Vartan Bal, University of New South Wales</i>  <i>Dr Daniel Winkler, University of New South Wales</i>  <i>Prof Valentyna Melnyk, University of New South Wales</i></p> <p><b>The Impact of Social Media on Music Demand: Evidence from Quasi-Natural Experiments</b>  <i>Dr Daniel Winkler, University of New South Wales</i>  <i>Dr Christian Hotz-Behrofsits, WU Vienna</i>  <i>Prof Nils Wölner, WU Vienna</i>  <i>Prof Dominik Papies, University of Tübingen</i>  <i>Dr Júra Liaukonyté, Cornell University</i></p> <p><b>The Deceptive Nature of Dynamic Displays: How Altered Livestreaming Emotions Elevate Engagement but Sabotage Sales</b>  <i>Sichen Meng, Queensland University of Technology</i>  <i>Dr Frank Mathmann, Queensland University of Technology</i>  <i>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:





## Marketing Analytics Symposium - Sydney (MASS) 2026

TUESDAY 24 FEBRUARY 2026 | ACADEMIC & INDUSTRY DELEGATES | ICC SYDNEY

Time	Activity		
8:50-9:00AM	<i>Location: Room C4.4</i>	<i>Location: Room C4.3</i>	<i>Location: Room C4.2</i>
8:50-9:00AM	Arrival Coffee & Tea		
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		
9:30-9:35AM	Break		
9:35-10:35AM	<b>Breakout 1A: AI-Human Collaboration</b>  <i>The Human Signal: What 371 AI Films Reveal About Skill, Taste and Judgement</i>  <i>Lucio Ribeiro, Chief Innovation &amp; AI Officer at TBWA\Australia</i>	<b>Breakout 1B: Influencer Marketing</b>  <i>The Dark Side of Influencer Marketing: Investment Advice on Social Media</i>  <i>Prof Dominik Papiés, University of Tuebingen</i> <i>Jan Jacobsen, University of Tuebingen</i>	<b>Breakout 1C: Cross-border Studies</b>  <i>When More Fishes Come to a Small Pond: Competition and Sellers' Strategic Responses in Cross-border E-commerce</i>  <i>Sijiong Ren, The Hong Kong Polytechnic University</i> <i>Dr Yue Guan, Communication University of China</i> <i>Prof Banggang Wu, Southwestern University of Finance and Economics</i> <i>Prof Dai Yao, The Hong Kong Polytechnic University</i>
	<b>Beyond Human Touch: Unlocking B2B Sales Effectiveness through AI-Human Collaboration</b>  <i>Prof Fang Gu, The Hong Kong Polytechnic University</i> <i>Qing Li, Hong Kong Baptist University</i> <i>Dr Xiaolin Li, The Hong Kong Polytechnic University</i> <i>Prof Danny Wang, Hong Kong Baptist University</i>	<b>Assessing the Potential of GenAI for Visual Content Creation for Influencer Marketing</b>  <i>Julia Rosada, University of Hamburg, Hamburg Business School</i> <i>Maximilian Witte, University of Hamburg, Hamburg Business School</i> <i>Mark Heitmann, University of Hamburg, Hamburg Business School</i> <i>Prof Harald J. van Heerde, University of New South Wales</i>	<b>Towards a Better Understanding of Data Breaches: A Cross-Country Investigation</b>  <i>Dr Sonika Singh, UTS Business School</i> <i>Prof Mia Bothma, NWU, Potchefstroom</i>
10:35-11:00AM	Morning tea		
11:00AM-12:00PM	<b>Breakout 2A: AI-assisted Marketing and Consumer Reviews</b>  <i>Marketing with AI: Speed, Scale, and Staying Human</i>  <i>Connie Sellaro, Head of ANZ Marketing, Asana</i>	<b>Breakout 2B: Customer Relationship Management</b>  <i>Incrementality Representation Learning: Synergizing Past Experiments for Intervention Personalization</i>  <i>Dr Ta-Wei Huang, National University of Singapore</i> <i>Prof Eva Ascarza, Harvard Business School</i> <i>Dr Ayelet Israeli, Harvard Business School</i>	<b>Breakout 2C: Visual AI in Marketing</b>  <i>The AI Eye: Large Language Models vs. Human Perception in Visual Marketing</i>  <i>Dr Yi-Lin Tsai, University of Melbourne</i> <i>Yung-Hsiu (Arvin) Lai, National Taiwan University</i>
	<b>Unsilence the Majority: Impacts of AI Assistance on Review Generation</b>  <i>Zelin Li, Massachusetts Institute of Technology</i> <i>Prof Song Lin, Hong Kong University of Science and Technology</i>	<b>Growing Via New or Existing Customers?</b>  <i>Thilo Kraft, Goethe University Frankfurt, Germany</i> <i>Prof Bernd Skiera, Goethe University Frankfurt, Germany</i>	<b>Assessing the Human-Like Response of Generative AI to Visual Stimuli for Marketing: An Application to Video Advertisement Evaluation</b>  <i>Masayoshi Moteki, Waseda University</i> <i>Prof Masayuki Goto, Waseda University</i> <i>Prof Takeshi Moriguchi, Waseda University</i>

Program continues on the next page

\*Draft program – subject to change

Conference Sponsor:

Time	Activity		
	<i>Location: Room C4.4</i>		
12:05- 12:35PM	Fireside chat Leandro Perez, SVP & CMO Salesforce ANZ		
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 Additional Panelists TBA		
2:30- 2:35PM	Break		
2:35- 3:35PM	<b>Breakout 3A: Consumer Data</b> Working With the Data You Have, Not the Data You Wish You Had <i>Diana Hansen, CMO AHP</i>	<b>Breakout 3B: Large Language Models in Consumer-Firm Interactions</b> The Adoption and Efficacy of Large Language Models: Evidence From Consumer Complaints in the Financial Industry <i>Prof Minkyu Shin, City University of Hong Kong</i> <i>Dr Jin Kim, Northeastern University</i> <i>Prof Jiwon Shin, Yale University</i>	<b>Breakout 3C: Firm-level Marketing Intelligence</b> Does AI Drive Firm Performance? A Dynamic Capability Perspective <i>Prof Vijay Viswanathan, Northwestern University</i> <i>Prof Varsha Jain, MICA India</i> <i>Dr Anupama Ambika, IMT Dubai</i>
	<b>Inconsistency of Online Consumer Profiles</b> <i>Dr Lennart Kraft, DZ BANK AG</i> <i>Dr Klaus M. Miller, Marketing Department, HEC Paris</i> <i>Prof Bernd Skiera, Goethe University Frankfurt</i> <i>Dr Nico Neumann, Melbourne Business School</i>	<b>From Ten Blue Links to One Bold Answer: Optimizing Content for Generative Search Engines</b> <i>Prof Thomas Reutterer, WU Vienna, Department of Marketing</i> <i>Gabriela Makar, WU Vienna, Department of Marketing</i> <i>Dr Martin Reisenbichler, WU Vienna, Department of Marketing</i> <i>Prof David Schweidel, Emory University, Goizueta Business School</i>	<b>Turning Abstract Marketing Concepts into Data Insights</b> <i>Professor Benjamin Voyer, ESCP Business School &amp; London School of Economics</i> <i>Dr Amy Errmann, Auckland University of Technology</i> <i>Prof Marilyn Giroux, Université Laval</i>
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		

Conference Sponsor:

