



# 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	<b>Breakout 1A: Advertising</b>	<b>Breakout 1B: User Generated Content</b>	<b>Breakout 1C: Language Effects</b>
	<b>The Regulation of Public Service Broadcasters: Should there be more advertising on television?</b>  <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>	<b>What Customers Say—When Asked and Unasked: Survey vs. Online Reviews as Drivers of Customer Satisfaction in Grocery Retail</b>  <i>Prof Sebastian Oetzel, Fulda University of Applied Sciences</i> <i>Dr Philip J. Rosenberger III, University of New South Wales</i>	<b>The Luxury Effect of Language</b>  <i>Shanjing Wan, City University of Hong Kong</i> <i>Lei Su, City University of Hong Kong</i> <i>Chuang Tang, Peking University</i>
	<b>Retailer Advertising over Time</b>  <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>	<b>The Power of Review Presence: When Even Mediocre Reviews are Better than No Reviews</b>  <i>Peter J. Danaher, Monash University, Australia</i>	<b>Talk the Walk: Predicting Pricing Power Using Top Management Teams' Language</b>  <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>
	<b>Content Release Strategies and User Engagement on Advertising-Based Streaming Platforms</b>  <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>	<b>Visual Product Verification: A Computer Vision Method for Online Resale Markets</b>  <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>	<b>Assessing a Win vs. Moving on From a Loss. Regulatory Mode Shapes How Winning and Losing Affect Digital Engagement</b>  <i>Dr Darren S. U. Kim, Macquarie University</i> <i>Dr Frank Mathmann, Queensland University of Technology</i>
10:15-10:45AM	Morning tea		
10:45-11:35AM	<b>Breakout 2A: AI Disclosure &amp; Platform Dynamics</b>	<b>Breakout 2B: Online Product Information</b>	<b>Breakout 2C: Marketing Analytics Application</b>
	<b>Label at First Sight? The Impact of Disclosure Timing and Agency on AI Aversion in Digital Art</b>  <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>	<b>Algorithms, Biases, and Belief Polarization</b>  <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>	<b>Honolulu Marathon Participant Experiences and the Formation of Loyalty</b>  <i>Prof Tatsuru Nishio, Yamaguchi University</i>
	<b>AI Shopping Assistant and Keyword Competition</b>  <i>Dr Nan Chen, National University of Singapore</i> <i>Xinbo Wang, National University of Singapore</i>	<b>Signals of Trust on the Digital Shelf: Informational Coherence and Product Evaluation</b>  <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>	<b>When Brand Strength Is Not Enough: Why Marketing Investments Fail Under Discount Asymmetry in Pharmacy Retail</b>  <i>Agnija Greizina, University of Latvia, Faculty of Economics and Social Sciences</i>
11:35AM-12:45PM	Lunch		

Program continues on the next page

\*Draft program – subject to change

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Time	Activity		
	Location: Room C4.4	Location: Room C4.3	Location: Room C4.2
12:45-1:30PM	<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		
1:30-2:20PM	<b>Breakout 3A: Explaining Purchase Behaviour</b>  <b>Predicting Weekly Category Penetration using Annual Metrics with the NBD Model</b>  <i>Nadia Lerner, Ehrenberg-Bass Institute, University of South Australia</i> <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>	<b>Breakout 3B: Firm Level Strategies</b>  <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>	
	<b>Can Alcohol-Free Products Help Reduce Alcohol Sales?</b>  <i>Dr Stijn Maesen, Imperial College Business School</i> <i>Dr Saeid Vafainia, ESCP Business School</i> <i>Prof Michael Haenlein, ESCP Business School</i>	<b>“You” Are Great: Narrative Perspectives and Consumer Response in Offline Retail</b>  <i>Prof Bicheng Yang, Hong Kong Polytechnic University</i> <i>Prof Dai Yao, Hong Kong Polytechnic University</i> <i>Yucheng Xie, Hong Kong Polytechnic University</i>	
2:20-2:50PM	Afternoon Tea		
2:50-4:05PM	<b>Breakout 4A: Advances in Research Methodology</b>  <b>Pricing and Advertising with Unknown Elasticities: A Relative-Performance Approach</b>  <i>Prof Thomas Weber, EPFL</i>	<b>Breakout 4B: Consumer Heterogeneity</b>  <b>From Gender Identity to Effectiveness of Brand Image: Brand Personalities and their Impact on LGBTQ+ Ad Effectiveness</b>  <i>Yuqiao 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>	<b>Breakout 4C: Drivers of On-Demand Consumption</b>  <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>
	<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>	<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>	<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-Behofsits, WU Vienna</i> <i>Prof Nils Wlömert, WU Vienna</i> <i>Prof Dominik Papies, University of Tübingen</i> <i>Dr Jüra Liaukonytė, Cornell University</i>
	<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>	<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>	<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>
4:05-5:00PM	Break / Transition to Dinner Cruise (Free Time)		
5:00-8:00PM	Dinner cruise		

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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		
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>	<b>Breakout 1B: Influencer Marketing</b>	<b>Breakout 1C: Cross-border Studies</b>
	<b>The Human Signal: What 371 AI Films Reveal About Skill, Taste and Judgement</b>  <i>Lucio Ribeiro, Chief Innovation &amp; AI Officer at TBWA Australia</i>	<b>The Dark Side of Influencer Marketing: Investment Advice on Social Media</b>  <i>Prof Dominik Papies, University of Tuebingen</i> <i>Jan Jacobsen, University of Tuebingen</i>	<b>When More Fishes Come to a Small Pond: Competition and Sellers' Strategic Responses in Cross-border E-commerce</b>  <i>Sijiong Ren, The Hong Kong Polytechnic University</i> <i>Dr Yue Guan, Communication University of China</i> <i>Prof Bangang 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>	<b>Breakout 2B: Customer Relationship Management</b>	<b>Breakout 2C: Visual AI in Marketing</b>
	<b>Marketing with AI: Speed, Scale, and Staying Human</b>  <i>Connie Sellaro, Head of ANZ Marketing, Asana</i>	<b>Incrementality Representation Learning: Synergizing Past Experiments for Intervention Personalization</b>  <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>The AI Eye: Large Language Models vs. Human Perception in Visual Marketing</b>  <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>

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12:05-12:35PM	<b>Fireside chat</b> <b>Leandro Perez, SVP &amp; CMO Salesforce ANZ</b>		
12:35-1:45PM	<b>Lunch</b>		
1:45-2:30PM	<b>Panel discussion   From Performance to Brand: Finding the Right Marketing Mix.</b> 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	<b>Break</b>		
2:35-3:35PM	<b>Breakout 3A: Consumer Data</b>	<b>Breakout 3B: Large Language Models in Consumer-Firm Interactions</b>	<b>Breakout 3C: Firm-level Marketing Intelligence</b>
	<b>Working With the Data You Have, Not the Data You Wish You Had</b>  <i>Diana Hansen, CMQ AHP</i>	<b>The Adoption and Efficacy of Large Language Models: Evidence From Consumer Complaints in the Financial Industry</b>  <i>Prof Minkyu Shin, City University of Hong Kong</i> <i>Dr Jin Kim, Northeastern University</i> <i>Prof Jiwoong Shin, Yale University</i>	<b>Does AI Drive Firm Performance? A Dynamic Capability Perspective</b>  <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	<b>Afternoon Tea</b>		
3:50-4:10PM	<b>Keynote   Building Trust with Consumers and Business Buyers in an AI-Driven World</b> Omer Shai, Global CMO, WIX.com		
4:10-4:15PM	<b>Closing remarks</b>		
4:15-5:15PM	<b>Networking reception</b>		

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