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***
8:30-8:50AM	**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***
	Marketing with AI: Speed, Scale, and Human + AI Teamwork *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*

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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.** 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** Maggie Dong, Head of School & Professor, UNSW		
4:15-5:15PM	**Networking reception**		

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