

2024 Interactive Marketing Research Conference Schedule

ISEC at Northeastern University (805 Columbus Ave, Boston)

Conference Co-Chairs: Yakov Bart and Koen Pauwels

Tuesday, May 14

Session 1.1: Social Media

9:00 -
10:30am
ISEC 138

The Interplay Between Corporate Leadership and Social Media Representation

Amy Pei, Keran Zhao, Pankhuri Malhotra

How Do Content Producers Respond to Engagement on Social Media Platforms?

Simha Mummalaneni, Hema Yoganarasimhan, Varad Pathak

Congruence Affects Social Media Ad Engagement

Wen Xie, Ron Dotsch, Yozen Liu, Maarten Bos, Yakov Bart, Zhu Han

Session 1.2: Targeting and Privacy

9:00 -
10:30am
ISEC 140

Synergizing Experiments: Design Personalized Marketing Interventions through Incrementality Representation Learning

Ta-Wei (David) Huang, Eva Ascarza, Ayelet Israeli

The Advent of Privacy-Centric Digital Advertising: Tracing Privacy-Enhancing Technology Adoption

Garrett A. Johnson, Nico Neumann

Leveraging Large-Scale Granular Single-Source Data for TV Advertising

Tsung Hsieh, Rex Du, Shijie Lu

Session 1.3: Impact of AI on Productivity

9:00 -
10:30am
ISEC 142

The Impact of AI Technology on the Productivity of Gig Economy Workers

Benjamin Knight, Dmitry Mitrofanov, Serguei Netessine

Who is AI Replacing? The Impact of Generative AI on Online Freelancing Platforms

Ozge Demirci, Jonas Hannane, Xinrong Zhu

Generative AI and User-Generated Content: Evidence from Online Reviews

Samsun Knight, Yakov Bart

Session 2.1: Customer Engagement

11:00 -
12:30pm
ISEC 138

Decoding Digital Assets: Impact of NFTs and FTs on Customer Engagement through Ownership in Decentralised Community

Yujing (Nora) Chen

How Influencers Monetize: Impacts for Interactive Marketing

Andrew N. Smith, Pierre-Yann Dolbec

Understanding Consumer Engagement on Social Networking Sites

Xianfang Zeng

Session 2.2: Product Reviews

11:00 -
12:30pm
ISEC 140

The More the Merrier? How Review Volume May Bias Inferences About an Individual Review

Ann Kronrod, Yakov Bart

The Effects of Reviews on Consumer Experiences

Dena Yadin, Nira Munichor, Elanor F. Williams, Inbal Stockheim

Sales Impacts of Reviews with Verified and Non-Verified Purchases

Yi Yin, Shantanu Mullick, Ashwin Malshe, Suman Basuroy

Session 2.3: LLM Applications in Marketing

<p>11:00 - 12:30pm ISEC 142</p>	<p>Adopting Large Language Models for Business Practice: A Decision Framework and Case Studies <i>Michael Trusov, <u>Zainab Jamal</u>, Minha Hwang, Swarup Chandra</i></p> <p>Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments <i><u>Paul B. Ellickson</u>, Wreetabrata Kar, James C. Reeder, III, and Guang Zeng</i></p> <p>The Impact of Large Language Models on Search Advertising: Evidence from Google's BERT <i><u>Poet Larsen</u>, Davide Proserpio</i></p>
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Session 3.1: Platforms

<p>2:00 - 3:30pm ISEC 138</p>	<p>Virtual Brands and Platform Intermediation <i><u>Ruizhi Zhu</u>, Shubhranshu Singh, Yakov Bart</i></p> <p>Does the Home Style Matter for Property Demand? Integrating Unstructured Data <i><u>Hyunhee Woo</u>, Shijin Yoo</i></p> <p>The Effect of Short-Term Rentals on Property Crime <i><u>Ignacio Riveros</u>, Davide Proserpio</i></p>
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Session 3.2: Strategic Choices

2:00 -
3:30pm
ISEC 140

The Effects of Ad Choice Architecture on Video Ad Performance in Online Streaming

Debashish Ghose, Siddharth Bhattacharya, Gordon Burtch

Customer Online Browsing and Purchase Decisions: A Network Perspective

Yash Akella, Praveen Kopalle, Anirban Adhikary, Sourav Borah, Amalesh Sharma

Designing Freemium and Free Trials For Digital Subscriptions

Ian N. Weaver, Vineet Kumar, Sreelata Jonnalagedda

Session 3.3: Multisensory Interactions

2:00 -
3:30pm
ISEC 142

Understanding the Psychophysiological Effects of Multisensory Imagery Strategy on Consumers

Sasawan Heingraj, Michael S. Minor, Mario Gil, John L. VandeBerg, Xiaojing Sheng, Dan King, Esperanza Isabel Alaniz, Suwakitti Amornpan, Areerat Pansuppawatt, Yada Samart

Consumer Attitudes in Metaverse Fashion Retail – Interactive Roles of Scarcity and Rarity

Claudio Schapsis, Petru Micu, Nikki Wingate

Ad Grab: In-Air Gestural Interfaces and Streaming Media Selection

Adam Brasel

Wednesday, May 15

Session 4.1: Customer Relationships and Service

9:00 -
10:30am
ISEC 138

The Role of Service Robot Anthropomorphism in Service Frontline

Salma Andre, Margherita Pagani

Calculated Complaints: Understanding Methods of Discrimination in Customer Service

Jimin Nam

Liquid Relationship Marketing

Linda D. Hollebeek, V. Kumar, Mark Houston, Shaphali Gupta, David Roubaud

Session 4.2: Live Streaming

9:00 -
10:30am
ISEC 140

The Impact of Prohibition Policy on Online Gambling Livestreams: Evidence from Twitch.tv

Qifan Han, Jasmine Yang, Andrey Simonov

The Power of Livestream Shopping: Boosting Revenue and Catalyzing Spillover

Weiying Zhang, Zekun Liu, Xiao Liu, Eitan Muller

Video Advertisements in Live Streaming

Michael W. Wu, Sung H. Ham

Session 4.3: Policies and Politics

9:00 -
10:30am
ISEC 142

Valuing Technology Complementarities: Rooftop Solar and Energy Storage

Bryan Bollinger, Naïm R. Darghouth, Kenneth T. Gillingham, Andres Gonzalez-Lira

Polarized Nation, or Not? Whether and How Brands' Sociopolitical Affiliations Shape Consumers' Store Visits

Tal Shoshani, Ignacio Riveros, Lan Luo

The Elon Pax: Impact of X Unbanning Twitter Users

Koen Pauwels, Raoul Kübler, Kai Manke

Session 5.1: Communications

11:00 -
12:00pm
ISEC 138

Leaving Money on their Smartphones: Comparing Uses of Promotional Codes Between Mobile and PC Shoppers

Rebecca Jen-Hui Wang, Mathew S. Isaac

Recycle Right: How to Decrease Recycling Contamination With Informational Point-of-Disposal Signage?

Aylin Cakanlar, Megan Hunter, Gergana Nenkov

Session 5.2: AI and Virtual Others

11:00 -
12:00pm
ISEC 140

Providing Support with Accountability: The Role of Virtual Others in Motivating Women to Adopt and Attain Health Goals

Mujde Yuksel, Dee Warmath, Gamze Yilmaz, Janani Rajbhandari-Thapa

“I Would Love to See AI Usage in Manufacturing, But Others Won’t”: Self-Other Bias in Evaluation of AI Products

Nirajana Mishra, Arani Roy

Session 5.3: Computer Vision Applications in Marketing

11:00 -
12:00pm
ISEC 142

Designing Sustainable Recommender Systems

Lei Huang, Juanjuan Zhang

From Representation to Reception: Does TV Ad Diversity Affect Consumer Purchase Intentions?

Gijs Overgoor, Yakov Bart, Koen Pauwels, Gokhan Yildirim