Bringing together renowned scholars in psychology, economics, and marketing on topics relevant to emerging markets including China, India, Latin America, and Africa.
“Leveraging Patients’ Social Networks to Overcome Tuberculosis Under-detection in India: A Field Experiment”
Pradeep Chintagunta (University of Chicago), Jessica Goldberg (University of Maryland), Mario Macis (Johns Hopkins University)

This study investigates the following research questions: What is the effect of financial incentives on the number of new patients referred for tuberculosis (TB) treatment? In particular, do financial incentives induce strategic behavior (i.e. referring asymptomatic individuals) and how does the cost of detection using financial incentives compare to other outreach strategies? In addition we seek to understand whether outreach by current patients or by health workers is more effective in identifying new patients and how the potential patients being referred change when the current patients’ identities are protected?

“Leveraging Social Networks for Technology Adoption”
Jeremy Magruder (UC-Berkeley), Lori Beaman (Northwestern), Ariel Benyishay (UNSW Australia), and A. Mushfiq Mobarak (Yale)

Extension agents looking to spread information about new technologies often train a few particular farmers in a community, with a goal of allowing social learning to further increase adoption as knowledge spreads out from these seed farmers. Social Network theory suggests that the efficiency of this social learning platform will depend on which farmers are chosen: farmers at different places in the network may be more or less effective at encouraging take-up. Moreover, the identity of optimal seed farmers depends on characteristics of the learning process, in particular.
whether adoption spreads more effectively when a few people are intensively exposed to multiple seed farmers, or whether it spreads more effectively when as many people as possible are exposed to a single seed farmer. Using a randomized controlled trial in Malawi, we test whether optimally chosen partners increase adoption of a new technology (to Ma- lawi), pit planting. We document that choosing seed farmers according to theory does increase adoption of pit planting. We also demonstrate that adoption is increased the most when seed farmers are chosen in the same part of the network, so that extension agencies may wish to treat few groups more intensively rather than trying to choose seed farmers who would expose as many as possible to the technology.

“Marketing in a Kafkaesque Context”
Rohit Varman (IIM, Calcutta) and Biswatosh Saha (IIM, Calcutta)

Marketers traditionally assume Weberian social context of rules, order, formalization, and duties in which marketing actions are situated. This study examines a setting in which many of these assumptions do not apply, and is instead a situation constituted by fear, particularism, chaos, and abuse. Drawing upon the work of Franz Kafka, this helps to understand a Kafkaesque marketing context. Through a case study of a facilities management firm owned and managed by ex-convicts in India, this research offers insights into how stigmatized service providers attempt to reconstruct their lives through novel codes of symbolic capital in a Kafkaesque market place.

“Consumer Insights in China and India: Methods and Findings from Consumer Culture Theory”
Russ Belk (Schulich School of Business, York University)

Consumer culture theory (CCT) is defined not so much by a theoretical perspective as by a commitment to ethnographic and other primarily qualitative research methods. Both managerial and academic consumer insights have addressed the Indian and Chinese consumer markets over the past 30 years. In this presentation I illustrate and summarize these studies, concentrating on insights gained and the sorts of problems to which CCT methods are especially applicable.

Lunch will be served at Xi-Western Restaurant at the Pullman Hotel.

“Moving to Opportunity or Isolation? Long-Run Evidence from a Randomized Housing Mobility Program in India”
Sharon Barnhardt (IIM – Ahmedabad), Erica Field (Duke) and Rohini Pande (Harvard)

A housing lottery in a large Indian city provided 110 out of 497 participants the opportunity to move out of a slum and into improved rent-to-own housing on the city’s periphery. Fourteen years after housing assignment, relative to lottery losers, winners report improved housing farther from the city center, but no change in family income or children’s human capital investments. Winners also state increased isolation from family and caste networks and lower access to risk-sharing arrangements. Alongside, we
observe significant program exit: 34% of winners never even moved into the assigned housing and 38% moved out. Winners who exited the colony moved back closer to family and to the city center. Our results suggest that the benefits of improved suburban housing were cancelled by its drawbacks, pointing to the importance of considering network quality and social capital when designing housing programs for the poor.

“Product Adoption Across Categories in Emerging Markets: A Beckerian Framework”
1:30 — 2:00pm
K. Sudhir (Yale SOM), Ishani Tewari (Yale SOM)

Typical new product adoption models study one category at a time, as each category becomes available. In emerging markets, as household incomes rise and many durables become affordable, families have to choose the sequence of category adoption. We develop a new econometric model of a Beckerian household that simultaneously trades off goods and leisure time in purchasing appliances such as cookers, washing machines, refrigerators and motorbikes. Using a unique Chinese household panel of durable purchase behavior and time-use, we calibrate the model. The household level analysis of category adoption gives insight into the nature of competition across disparate categories in fast growing emerging markets.

Chirantan Chatterjee (Indian Institute of Management, Bangalore), Pengfei Liu (University of Connecticut), Jian Ni (Carey Business School, Johns Hopkins University)

Recent controversial pharmaceutical-related intellectual property (IP) litigations ignite a series of policy and media speculations on what might be the steady state of international patent-regimes. We investigate this question using some novel data on market structure at the firm-molecule-state-brand-month level for 104 cancer molecules being sold in India across 20 state-regions between 2007 and 2012. We find notable differences between IP-treated molecules and untreated molecules. We find that the average Maximum Retail Price (MRP) for IP-treated molecules is more than doubled, compared to about 20% increase for the rest molecules. Also we find the MRP dispersion decreases for the treated molecules, while increases for the untreated molecule.

“Tweets and Sales”
Shiyang Gong (School of Economics and Management, Tsinghua University), Juanjuan Zhang (MIT Sloan School of Management), Ping Zhao (School of Economics and Management, Tsinghua University), Xuping Jiang (School of Economics and Management, Tsinghua University)

Many companies today resort to tweeting as a new form of product marketing, yet it remains inconclusive whether tweets improve product sales. We conduct a field experiment on Sina Weibo, the top tweeting website
in China, and find that a major media company’s tweets increase the viewing of its TV shows. We provide managerial recommendations on how to maximize the company’s return on tweeting.

“When Technology Product Meet Social Needs: Product Pricing, Design and Targeting”
Jiong Sun (Illinois Institute of Technology), Tao Chen (University of Maryland), Jinhong Xie (University of Florida), Fei Li (Tsinghua University), Gao Wang (CEIBS)

When technology products carry social value, we study how firms can use an integrated decision of pricing and designing the new products to target particular segment(s) in order to leverage reference group effects.

“Incentives for a Multi-product Sales Force: Theory and Evidence”
Xiaolin Li (University of Minnesota), Ranjan Banerjee (Great Lakes Institute), Om Narasimhan (London School of Economics), George John (University of Minnesota)

Despite the near-universal practice of salespeople carrying multiple products in their portfolio, the scant theory work offers mixed advice about many critical aspects of the incentives offered for these sales. Should the firm set the same commission rate for all the products? Should it incentivize differently based on the basis of relative ease of selling? The current study attempts to fill in some of the aforementioned gaps in our knowledge, in the context of a firm selling a big-ticket line of products in India.

“Understanding Input- vs. Output-based Incentives with Free-riding Concerns: A Quasi-Experimental Approach”
Sunil Kishore (University of Minnesota–Twin Cities), Madhu Viswanathan (The University of Arizona), Raghunath Singh Rao (The University of Texas at Austin), Joon Ro (The University of Texas at Austin)

In this paper, we analyze the results of a large 24-month long quasi-experiment performed in a mid-sized Indian firm where we observe a series of changes made in the rewards associated with input-based performances at different levels of sales organization. Our results seem to suggest that incentivizing inputs helps alleviate free riding concerns. Further, incentivizing managers alone increases productivity of top performers.

“Multiple Discreteness in Demand and Resellers”
Avadhoot Jathar (IIM, Bangalore)

In an emerging market context with both organized and unorganized retailers, demand for multiple units of multiple brands within a category can also arise on account of resellers aggregating end consumer demand. Abstracting this demand pattern with multiple constraint problem for reseller’s assortment can be useful in understanding impacts of category management activities by a retailer.
The demand effects of product recommendation networks: An empirical analysis of network diversity and stability
Zhijie Lin (National University of Singapore), Khim-Yong Goh (National University of Singapore), Cheng-Suang Heng (National University of Singapore)

We examine product recommendation networks in e-commerce to ask: Is the demand of a product influenced by both the incoming network and outgoing network? How is the demand of a product influenced by product network attributes in terms of network diversity and network stability, and do such effects differ between co-view and co-purchase recommendation networks? Using data from Tmall.com on the digital camera and personal computer categories, we use linear panel data models to examine the impact of network diversity and network stability on product demand. We uncover several new findings. First, a 1% increase in the category diversity of the incoming (outgoing) co-purchase network of a product increases (decreases) the product’s demand by 0.014% (0.011%). Second, a 1% increase in the stability of the outgoing co-purchase network decreases demand by 0.012%. Third, we report that the co-purchase network has a significant effect on product demand but not the co-view network.

Choices of Consequence: Some Financial Decisions of the Rural Poor
Dipankar Chakravarti (Johns Hopkins Carey Business School), Sridhar Samu (Indian School of Business), K. Jayashree (Indian School of Business)
The rural poor have unreliable income streams that leave no surplus, little prior savings, and significant accumulated debt. Yet, as for their affluent counterparts, life contingencies such as common social obligations, medical emergencies and investment opportunities create demands on these minimal resources. They must decide on the amount of expenditure, life contingencies such as common social obligations, medical emergencies and investment opportunities create demands on these minimal resources.

Qingliang Wang (X’an Jiaotong University), Khim-Yong Goh (National University of Singapore), Xianghua Lu (Fudan University)

In this study, we investigate the underlying process of how individual consumers perceive and use online user-generated content (UGC) to guide their new product exploration and purchase decisions. Using a unique data set that consists of reviews of restaurants on a popular consumer review website, consumers’ search and clickstream records on the same website, and consumers’ actual patronage data on restaurant dining transactions, we specify and estimate a structural discrete choice model to empirically evaluate the influence of UGC on individual consumers’ decision in visiting restaurants. Our results show that consumers are more likely to sample a new restaurant after being exposed to more UGC of previously unvisited new restaurants, and when online UGC of restaurants highlight new alternatives with a higher expected utility than that of previously patronized restaurants. Consumers are also more price sensitive and assign more positive weight on UGC volume when they explore new product alternatives.

How Does User-Generated Content Influence Consumers’ New Product Exploration? An Empirical Analysis of Consumer Search and Choice Behaviors
Qingliang Wang (X’an Jiaotong University), Khim-Yong Goh (National University of Singapore), Xianghua Lu (Fudan University)

In this study, we investigate the underlying process of how individual consumers perceive and use online user-generated content (UGC) to guide their new product exploration and purchase decisions. Using a unique data set that consists of reviews of restaurants on a popular consumer review website, consumers’ search and clickstream records on the same website, and consumers’ actual patronage data on restaurant dining transactions, we specify and estimate a structural discrete choice model to empirically evaluate the influence of UGC on individual consumers’ decision in visiting restaurants. Our results show that consumers are more likely to sample a new restaurant after being exposed to more UGC of previously unvisited new restaurants, and when online UGC of restaurants highlight new alternatives with a higher expected utility than that of previously patronized restaurants. Consumers are also more price sensitive and assign more positive weight on UGC volume when they explore new product alternatives.
Our research focuses on how such financial decisions are made by subsistence consumers (rural women with household incomes less than $2 (INR 100) a day). Conducted in rural Andhra Pradesh (India), the study embeds a three factor experiment (decision type, expenditure level and source of funds) in a qualitative open ended interview. We examine these trade-offs as a function of the specific contingency (social obligation, personal health emergency and investment opportunity), the expenditure level involved (small, medium or large defined in context) and the source of the finances (borrowing versus earnings from extra work). The choices and the underlying reasoning (elicited in qualitative interviews) suggest that financial decisions of the rural poor rest on logic that differs substantially from their more affluent counterparts.

"Decision for Indian Retailers to Offer Extended Warranties: Insights from Consumer Decision Making"
Aruna Divya T. (IIM, Bangalore), Kanchan Mukherjee (IIM, Bangalore), Srinivas Prakhya (IIM, Bangalore)

This paper looks at individuals’ choice in a menu of extended warranties. We posit that the choice and the WTP for the extended warranties are influenced by anticipated ownership duration and time of realization of extended warranties. We explain the decision making process using concepts from mental accounting. We provide implications for small and medium level consumer durable retailers in India where the unorganized labor and second-hand market is cheap and highly accessible.

"Examining the Effects of Animosity, Consumer Ethnocentrism, and Cosmopolitanism on Consumers’ Attitudes toward Products from Adversarial Country: A Two-Country Study"
Ronnie (Chuang Rang) Gao (Drexel University), Yanliu Huang (Drexel University), Trina Larsen Andras (Drexel University)

By examining consumers in China and the U.S., we extend Klein et al.’s (1998) study and find that animosity positively (negatively) affects product judgments among Chinese (American) consumers, and both animosity and consumer ethnocentrism positively affect non-purchase intent among consumers in both countries, moderated by cosmopolitanism. We further find that product judgment, instead of non-purchase intent as found by Klein et al., affects product ownership among consumers in both countries.

"Effect of Language Style in Virtual Community on Consumer Purchase Intentions"
Yuhong Guan (Tsinghua University, China), Maggie Wenjing Liu (Tsinghua University, China), Yuhuang Zheng (Tsinghua University, China)

The research focuses on the impact of language style on consumers’ purchase intention in virtual community and its underlying process. Through one field study and two experiments, we demonstrate that comparing to formal language style, informal language style in virtual community lead consumer to perceive closer psychological distance, which then elicit more online trust, thus subsequently increase consumers’ purchase intention.

Dinner will be served at ZUN Chinese Restaurant at the Pullman Hotel.
Advancing research and business practices on China, India and more broadly emerging markets.
Tuesday, July 15, 2014

SESSION SIX

9:00 — 10:00am

“The Political Economy of Land Sales: Evidence from China”
John William Hatfield (Texas), Ginger Zhe Jin (Maryland), Guang Shi (Development Research Center of the State Council of China)

In this paper, we examine how economic and political incentives motivate local governments to lease land for business and residential development. We develop a simple model of local government interactions and then test the model’s predictions using land sales data from China.

“The Month-of-Birth Effect on Entrepreneurship: Evidence from an Online Marketplace in China”
Yuxin Chen (New York University Shanghai), Youwei Wang (Fudan University)

This research investigates the month-of-birth effect on entrepreneurship by utilizing a unique data set obtained from a leading online marketplace in China. It shows that people born in September are more likely to open a store in the online marketplace than those born in other months. This month-of-birth effect can be attributed to the August 31st cutoff date of starting school because people born in September are more likely to be the oldest ones in their class.

BREAK

10:00 — 10:30am

SESSION SEVEN

9:30 — 10:00am

“Superordinate Regional Identities and the Salience of Intergroup Rivalry: Effects of Spontaneous Recategorization on Brand Attitudes”
Carlos Torelli (Minnesota), Rohini Ahluwalia (Minnesota), Shirley Y-Y. Cheng (Hong Kong Baptist), & Jennifer Stoner (Minnesota)

Social identity is a central concept for explaining consumer behavior. Consumers who possess or desire to possess a given social identity evaluate favorably brands associated with the identity. Yet, given that social identities exist in a hierarchy (e.g., American identity is nested within North American identity or Chinese identity is nested within East Asian identity), how identity (re)categorization may be prompted and influence consumer behaviors remains unknown. This research shows that consumers can recategorize at the superordinate regional identity under the influence of chronically/temporarily salient identity needs and thus, exhibit more favorable attitudes toward brands that symbolize an outgroup nested within the same regional identity. However, this effect only emerges under low-levels of rivalry salience.

“Crowd Density and Mobile Crowdsensing”
Michelle Andrews (Temple University, Fox School of Business), Xueming Luo (Temple University), Zheng Fang (Sichuan University, China), Anindya Ghose (NYU Stern School of Business)

Mobile technologies can provide novel measures of crowd density. This paper shows that consumers in crowded subway trains are more receptive to mobile promotions. On the bases of multi-method field data, we find robust evidence that response behavior to mobile targeting varies as...
a function of crowdedness in the trains. The evidence relies on exploiting an exogenous shock due to a traffic intervention, establishing user homogeneity via same-train-same-time commuters and propensity score matching, using a residual crowding approach and multiple falsification tests, and conducting additional checks with field surveys. According to the follow-up field surveys, consumers’ immersion in their mobile phones explain why crowdedness in subway trains affects mobile involvement and ultimate purchases. Marketers may consider gauging the crowdedness of a consumer’s social environment as a new way to boost mobile targeting effectiveness.

Margaret Kyle (Toulouse School of Economics, IDEI and CEPR), Yi Qian (Northwestern University / University of British Columbia)

New branded drug access, pricing, and sales are every-day topics for consumers, the business world, and policy makers in emerging markets. With the compliance of the Trade-related Intellectual Property Rights agreements, a group of emerging markets have implemented patent protections for their domestic pharmaceutical sector. We examine the consequences of stronger pharmaceutical patent protection on the speed of drug launch, price, and quantity in 59 countries from 2000-2013, including China, India, and other economies. We take advantage of the fact that at the product level, selection into TRIPS treatment is exogenously determined by compliance deadlines that vary across countries. Our results suggest that patents are generally associated with faster launch, higher prices, and higher sales. The importance of patents varies across country income groups: patents have a smaller effect in relatively poor countries.

The price differential between unpatented and patented products has declined in recent years in the lower-income countries we observe, suggesting that countervailing policies may have had the intended effects.

Lunch will be served at Xi-Western Restaurant at the Pullman Hotel.

“Non-Monetary and Monetary Rewards for Product Review Contribution in a Connected Community: Evidence From the Lab and the Field”
Yacheng Sun (University of Colorado at Boulder), Xueqin Deng (Santa Clara University), Junlin Du (East China University of Science and Technology in Shanghai, China)

Product reviews are increasingly shared among connected consumers, however, little is known about the effects of non-monetary and monetary rewards on review contributions in this context. Using both lab experiments, and field studies, we find that in a connected community, monetary rewards could either reduce or enhance prosocial image and therefore the members’ willingness to offer product reviews. We provide insights into how online communities can effectively use both rewards to encourage product review contributions.
"Pay to Play or Practice to Play: Marketing to the Chinese Consumers in the Online Video Game Market"
Hai Che (Indiana University in Bloomington), Peng Liu (Indiana University in Bloomington), Zhe Zhang (Fudan University), Cheng Zhang (Fudan University)
The Chinese consumers are avid online video-game players. On the one hand, purchases made when playing video-games will help video-game players more quickly reach to the next high-level status; while on the other hand, spending more time in the game without making these purchases will help improving player’s game-playing skills. Using a proprietary data-set from a large Chinese online video-game company, we investigate how the purchase decisions are affected by the player’s own characteristics (e.g. the player’s skill level and previous game-playing behavior), the social interaction with other players, and finally, the marketing activities from the company.

"Geography of Online Startups in China"
Pradeep Chintagunta (University of Chicago, Booth School of Business), Junhong Chu (NUS Business School), Yun-ke Chin-Lee (University of Chicago, Booth School of Business)
We study the geography of online startups in one industry in the world’s largest C2C online platform between 11/2011-05/2013. We find that online startups in China are geographically highly concentrated. We explore the pattern, the trend, and the underlying factors for the concentration, as well as the implications for the startups, the platform, and the buyers.

"Only the Interested Learn" – Proactive Learning of Product Reviews"
Liye Ma (Maryland)
We develop a dynamic model where consumers rationally seek out product reviews sequentially to build up their information sets. Using a unique dataset with consumer browsing information, we investigate the behavioral patterns of consumers acquiring product review information, and analyze the values of different product reviews in this context. We find strong evidence of consumers consciously deciding what reviews to read, we show that earlier reviews are more consequential than later ones, and we show that taking product reviews as exogenous quality signals lead to biased estimates.

"The Bigger Picture on Indian Consumer Economy"
Rama Bijapurkar (Indian Management and Market Research), Rajesh Shukla (Institute for Human Development, New Delhi)
The overriding tendency here is to pontificate on consumerism as a pivot of the economy while actually narrowing down consumption to a mere lifestyle. The little scholarship that has happened has focused almost obsessively on the relative breaks from known consumption patterns of the past as a facilitator of the close to double-digit GDP growth. But the body of research that has gone into the sociological motivations of consumption is smaller. This obviously weakens the build up of the Indian buyer as a consumer in the highest sense of the term. As Roberta Sassatelli writes in Virtue, Responsibilities and Consumer Choice: Framing Critical Consum-erism (2008), a growing variety of discourses in politics and civil society is calling into being the ‘consumer’ not only as an active subject, but also, and above all, as a moral and political subject.
“Fake Love: Brand Love in the Context of Counterfeits”
Pinaki Roy (IIM, Ahmedabad), Kapil Khandeparker (IIM, Ahmedabad)

Brand love has recently gained a lot of importance in marketing literature and practice. A customer who loves his brand cherishes it, defends it and is loyal towards it. However, do all individuals who love a particular brand, also buy it? What happens in the case of purchasers of counterfeit products? Does the counterfeit-purchaser also feel true love for the brand but buys the counterfeit version because of other factors (price concessions, availability etc.), or is his love as fake as the product that he buys? In the our study we attempt to answer this question.

“Fake It Till You Make it: Effect on Consumer Behaviour of Promoting Domestic Brand as Foreign”
Harsh Dadhich (IIM, Ahmedabad), Abraham Koshy (IIM, Ahmedabad)

This research paper investigates the effect of willful promotion of a local brand as foreign on consumers’ perception towards the brand and its subsequent effect on brand evaluations. It also delves into understanding the consumers’ perception towards the brand once they learn the true origin.
“Complaint or Recommendation? The Impact of Chinese Customer’s State and Trait Goal Orientations on Customer Engagement Behaviors”

Xinxin Chen (Business School of Sun Yat-Sen University, Guangzhou, China), Hongyan Yu (Business School of Sun Yat-Sen University, Guangzhou, China), Junyu Ke (Business School of Sun Yat-Sen University, Guangzhou, China)

Customer goal orientation had great impact on customer engagement behaviors. In total, customer engagement behaviors were different in Chinese customers with different trait or state goal orientations. In particular, Chinese customers initiated more positive than negative customer engagement behaviors in the long term.

“Impact of CEO Succession on Strategy of Firms: An Emerging Markets Perspective”

Kamal Sharma (IIM, Ahmedabad)

In this paper we study the impact of leadership succession on strategy of firms in India using an unbalanced panel across 25 years comprising the largest companies listed on a leading stock exchange. We argue that in an environmental context where rules are not clearly defined or implemented, where regulatory systems and institutions are not sufficiently developed or powerful, and where the market orientation is in the process of gradually shifting to an open-market based setup, firm leadership is likely to play a more important role to counterbalance the environmental uncertainty than it does in economies with a stable environmental contexts.

“Brand Equity Effect of Lenovo’s Acquisition of the IBM PC Division: An Event Analysis”

Yanlai Chu (NUS Business School, National University of Singapore), Junhong Chu (NUS Business School, National University of Singapore), Hongju Liu (School of Business, University of Connecticut)

In this paper we assess the influence of consumer’s brand perception on firm’s post M&A (merger and acquisition) performance. We further empirically compare the relative importance of strategic and efficiency motives for firms involving in M&A.

“The Dynamic Performance of Amateurs’ Works on Literature Websites”

Amy Wenxuan Ding (Kelley School of Business, Indiana University and Cheung Kong Graduate School of Business), Shibo Li (Kelley School of Business, Indiana University)

As a new, rapidly growing e-media industry, online literature produced by amateurs has become a popular entertainment format, bringing fresh creativity to the traditional publishing world. However, a formal model of what drives the success of online literature is lacking, and thus we propose a conceptual framework and new econometric models to address this gap.

Conference conclusion.
SHARON BARNHARDT is an Assistant Professor at the Indian Institute of Management - Ahmedabad where she is on the faculty of the Public Systems Group. Her teaching includes courses on Corporate Social Responsibility, Public Policy, Causal Inference, and the Social and Cultural Environment of Business. Barnhardt’s research uses natural and randomized experiments to study issues of health and urban development in India. Much of her work revolves around the adoption of new products that have the potential to improve well-being for low-income households. Her current studies include measuring the impact of selling iron-fortified iodized salt on anemia in Bihar (with Abhijit Banerjee and Esther Duflo, MIT) and studying the sustainability of community sanitation in Odisha (with Judith Chevalier and Mushfiq Mobarak, Yale). Barnhardt’s research is supported financially by the US National Institutes of Health, The Bill & Melinda Gates Foundation, 3ie, the World Bank, and the UK Department for International Development. Her past work experiences include J.P. Morgan and Co. (New York) and the World Bank. Her PhD is from Harvard University.

RUSSELL BELK is the Kraft Foods Canada Chair in Marketing at the Schulich School of Business and Distinguished Research Professor at York University in Toronto. His areas of academic specialization include the meanings of possessions, collecting, sharing, gift-giving, extended self, and materialism. His work tends to be cultural, qualitative, and visual. He has more than 550 publications, a number of awards, and honorary professorships on four continents.

DIPANKAR CHAKRAVARTI is professor of Marketing at the Johns Hopkins Carey Business School. He holds a B.Sc. (Hons) in Physics from Presidency College, Kolkata, and a Ph.D. (Industrial Administration) from Carnegie-Mellon University. He is also a Professor Emeritus at Colorado (Boulder) where he served as the Ortloff Professor of Business between 1995 and 2008. He has held previous appointments at Arizona, Duke and Florida. Prior to his academic work, he managed marketing planning and control for a national line of consumer products for DCM, India after starting as a Senior Management Trainee. Dipankar’s research on managerial and consumer decision making in marketing is widely published in the top scholarly journals and has received several recognitions. His current research focuses on healthcare decision making and the psychology of consumption decisions in poverty and development contexts. He is an SCP Fellow, a former editor of JCP, and a current or former member of the editorial boards of JM, JMR and JCR, among others.

HAI CHE is Associate Professor of Marketing at the Kelley School of Business at University of Indiana in Bloomington. Professor Che has taught courses in undergraduate, full-time and part-time MBA, and PhD programs. His primary research areas include marketing research, data-driven marketing strategies, competitive pricing and advertising strategies, structural empirical models, and behavioral economics. Professor Che has published in top academic journals such as the Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics and Marketing Letters. He was named the Marketing Science Institute Young Scholar in 2009. Prior to joining the Kelley School of Business, Professor Che taught at University of California at Berkeley and University of Southern California.

TAO CHEN is an Assistant Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. She received her Ph.D. degree from the Tepper School of Business at Carnegie Mellon University. Her research focuses on consumer dynamic choice behavior and dynamic pricing and promotion strategy of technology products and services.

JUNHONG CHU is an associate professor of marketing at the National University of Singapore (NUS) Business School. She earned a Ph.D. in marketing and an M.B.A. from the University of Chicago Booth School of Business in 2006, and a Ph.D. in demography from Peking University in 1996. Her research interests include structural modeling (both classic and Bayesian approaches) of consumer and firm behavior, two-sided markets, distribution channels, e-commerce, and retailing. Her research has appeared in Marketing Science, Journal of Marketing Research, Journal of Marketing, and International Journal of Research in Marketing. She was the 2011 MSI Young Scholar.

YANLAI CHU is a PhD candidate in Marketing department, NUS Business School. Her research interests include structural empirical modeling, pricing, competitive strategy, and emerging markets such as China.

HARSH DADHICH is a doctoral candidate at Indian Institute of Management Ahmedabad, India. His dissertation is in the domain of country-of-origin effects, where he is studying the origin related cues and their impact on consumers’ perception and choices. He is also interested in consumer behaviour, especially the

western University and has also served on the faculty of the Johnson School, Cornell University. He has been a visiting professor at Harvard and Stanford universities.
effect of satisficing-maximizing orientation of individuals on their decision making. His work has been presented in several marketing conferences including Marketing Science Conference, ANZAM and Global Marketing Conference.

**XIAOJING DONG** is currently Assistant Professor in Marketing at Santa Clara University. Her primary research area is to empirically study individual customer’s responses to firm’s marketing activities, using Hierarchical Bayesian method. Based on these analyses, her studies are interested in providing managerial insights to the managers. Her scholarly papers have appeared in Marketing Science, Journal of Marketing Research, Information Systems Research, IEEE Transactions on Engineering Management, Journal of the Association for Information Systems, and Journal of Electronic Commerce Research.

**SHIYANG GONG** is a Doctoral Candidate of Marketing at the School of Economics and Management of Tsinghua University, and was a visiting student at the MIT Sloan School of Management from 2012 to 2013. Gong’s current research focuses on social media marketing. His work combines field experiments and social network analysis, aiming to derive optimal marketing strategies to incentivize consumer adoption via social media. Gong is also interested in developing field experimental methods to address economic and marketing questions in emerging markets, including environment protection and technology diffusion in rural China. Gong has received the National Award from China’s Ministry of Education twice, and has served as executive assistant of Journal of Electronic Commerce Research.

**YUHONG GUAN** is a PhD student in the marketing Department at the School of Economics and Management, Tsinghua University. Her research is in the area of consumer behavior and social interactions and social media marketing. Over the years, her research has been published in various high-quality, peer-reviewed journals and conference proceedings, such as Management Review as well as the proceeds for Society for Judgment and Decision Making Conference and JMS China Marketing Science Academic Conference.

**AVADHOOT JATHAR** is a doctoral student in Quantitative Methods at Indian Institute of Management, Bangalore (IIMB). He studies quantitative marketing, structural econometrics, and empirical industrial organization with specific interest in product variety and differentiation, variety seeking behaviour and dynamic discrete choice models. He has been actively involved in designing a PhD level Quantitative Marketing course at IIMB, called Marketing Models and Estimation with his advisor, Prof Srinivas Prakhya.

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The major purpose of the ISMS is to foster the development, dissemination, and implementation of knowledge, basic and applied research, and science and technologies that improve the understanding and practice of marketing.

South Asian Studies Council at Yale

The South Asian Studies Council at Yale is committed to promoting a comprehensive understanding of historical and contemporary South Asia, encompassing Afghanistan, Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan, and Sri Lanka. The Council seeks to foster lively intellectual exchange from a wide range of disciplinary perspectives by integrating teaching and research on traditional South Asia with contemporary study of the region. The Council provides a forum for student and faculty interaction, both social and intellectual, and promotes South Asian cultural events.
The China India Insights Program (CIIP), an initiative of the Yale Center for Customer Insights at the Yale School of Management, recognizes the unique challenges and opportunities that China and India present. The program’s mission is to nurture and support multi-disciplinary research on changing consumer and firm behavior in China, India and more broadly emerging markets within the context of their rapidly changing societies.

CIIP aims to achieve a holistic understanding of China and India markets and their development and evolution through a multi-disciplinary, collaborative approach. The program seeks to foster interactions among researchers from diverse disciplines such as economics, psychology, sociology and anthropology, and to advance understanding of a broad range of issues, including consumption, savings and investment behavior, decision making in organizations and impact of India and China on the rest of the world.

Customer- and technology-driven e-commerce initiatives are likely to dominate business strategies in the future. The rapid growth in demand and supply of sophisticated data-mining and analytical decision tools calls for further research to determine how these new information streams can most effectively be used, including in corporate daily marketing strategies. Led by Professor Sun Baohong, the Center for Customer Information Management has set itself the following goals:

1. to encourage multidisciplinary research that explores the interface among marketing, operations management, and information systems;
2. to investigate how companies can better use customer information to learn about customer preferences in a real-time fashion and make optimal interaction decisions to maximize the long-term profit of each customer; and
3. to provide a forum for faculty, Ph.D. students, visiting scholars, consulting associates, practitioners and supporters to make important contributions on a wide range of topics that relate to the new trend of customer information management.
Yale School of Management
Center for Customer Insights

China India Insights Program

CKGSB
Cheung Kong Graduate School of Business

Customer Information Management Center