## FRIDAY

### 9:00 AM - 9:10 AM
**Opening Remarks:**
Dean of USC Marshall School of Business; K. Sudhir, Yale School of Management; Sha Yang, USC Marshall School of Business

### 9:10 AM - 9:50 AM
**SESSION 1: PLENARY**

**Title:** The Effects of Diversity in Algorithmic Recommendations on Digital Content Consumption and User Retention – A Field Experiment on a Music Streaming Platform  
**Speaker:** Dennis J. Zhang, Washington University in St. Louis  
**Discussant:** Beibei Li, CMU - Tepper

### 9:50 AM - 10:30 AM
**SESSION 1: PLENARY**

**Title:** SMS Training and Micro-Entrepreneurship Performance  
**Speaker:** Pryzemyslaw Jezierski, UC Berkeley - Haas  
**Discussant:** Vishal Narayan, UConn

### 10:50 AM - 11:30 AM
**SESSION 2: PLENARY**

**Title:** Unleashing Employee Creativity: Evidence on AI Assistance and Employee Job Performance  
**Speaker:** Nan Jia, USC - Marshall School of Business  
**Discussant:** Shreya Kankanahalli, Cornell

### 11:30 AM - 12:10 PM
**SESSION 3: PARALLEL**

**TRACK A**

- **Title:** Financing Micro-entrepreneurship in Online Crowdfunding Markets: Local Preference versus Information Frictions  
  **Speaker:** Fangzhu Yang, Johns Hopkins

- **Title:** The Interplay of Online and Offline Pharmacies: Evidence from a Large Pricing Experiment  
  **Speaker:** Chuhan Liu, Johns Hopkins

- **Title:** Foe or Friend? Flat-rate Pricing and Market Outcome in the Ride-hailing Market  
  **Speaker:** Yalanai Chu, Renmin Business School

**TRACK B**

- **Title:** The Impact of Social versus Individual Identity-Based Motivation on the Replication of Village Savings and Loans Groups in Malawi  
  **Speaker:** Rachel Ramey, UGA - Terry

- **Title:** What Drives Audience Interest in OTT Series? The Role of Cultural Tightness  
  **Speaker:** Nandini Ramani, Texas A&M - Mays

- **Title:** Leveraging customer feedback for migrant workers’ well-being  
  **Speaker:** Ruhun Liu, Guanghua School of Management
SESSION 4: PARALLEL

2:45 PM - 3:10 PM
The Impact of Social Comparison in Online Learning
Xiaojing Dong, Santa Clara University

3:10 PM - 3:35 PM
Chinese Consumers’ Behavioral Responses to Emotions Expressed by Speechbots vs. Human Service Agents
Xueming Luo, Temple - Fox

3:35 PM - 4:00 PM
Incentivizing Mass Creativity: An Empirical Study of the Online Publishing Market
Xiaolin Li, LSE

TRACK B

Product Engagement and Sales Lift: Influencer Video Advertising on TikTok
Jeremy Yang, Harvard

Copycat and Original Apps on App Markets: Friends or Foes? And for Whom?
Avery Haviv, Rochester - Simon

The Role of “Live” in Livestreaming Markets: Evidence Using Orthogonal Random Forest
Ziwei Cong, HKUST

SESSION 5: PLENARY

4:15 PM - 4:55 PM
Does Inequality Affect the Needs of the Poor?
Clement Bellet, Erasmus
Discussant: Elisabeth Honka, UCLA - Anderson

4:55 PM - 5:35 PM
Is (Smart) Technology Really Making Us Dumber? Marketing Analytics Improves the Mental and Managerial Performance of Entrepreneurs
Stephan J. Anderson, UT - McCombs
Discussant: Nikhil Malik, USC - Marshall School of Business

SESSION 6: PLENARY

9:00 AM - 9:40 AM
The Consumption of Serial Media Products and Optimal Release Strategy
Clarice Zhao, Toronto - Rotman
Discussant: Yi Xin, CalTech

9:40 AM - 10:20 AM
Modernizing Retailers in an Emerging Market: Investigating Externally Focused and Internally Focused Approaches
Sridhar Narayanan, Stanford
Discussant: Hai Che, UCR

10:20 AM - 11:00 AM
The Myth of the Singer Songwriter: How Unbeknownst to Consumers What They Like Depends on Creative Outsourcing
Joe Nunes, USC- Marshall School of Business
Q & A
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<tr>
<th>TIME</th>
<th>TRACK A</th>
<th>TRACK B</th>
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| 11:20 AM - 11:45 AM | The Value of External Data in Search Suggestions: Evidence from a Large-Scale Field Experiment  
Yixing Chen, Notre Dame - Mendoza | The Value of External Data in Search Suggestions: Evidence from Large-Scale Randomized Field Experiments  
Annie Shi, WUSTL |
| 11:45 AM - 12:10 PM | An Empirical Study of Consumers' Cross-Category Search and Purchase Behavior  
Linyi Li, Singapore Management University | The Synergy between Self-Navigation and Single-Item Recommendations in Facilitating Digital Content Exploration  
Qi Xie, Minnesota - Carlson |