14 October

**FRIDAY**

**SESSION 1: PLENARY**

9:00 AM - 9:10 AM  
Opening Remarks: Geoffrey Garrett, 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  
The Effects of Diversity in Algorithmic Recommendations on Digital Content Consumption and User Retention – A Field Experiment on a Music Streaming Platform
   Dennis J. Zhang, Washington University in St. Louis  
   Discussant: Beibei Li, CMU - Tepper

9:50 AM - 10:30 AM  
SMS Training and Micro-Entrepreneurship Performance
   Pryzemyslaw Jeziorski, UC Berkeley - Haas  
   Discussant: Vishal Narayan, UConn

**SESSION 2: PLENARY**

10:50 AM - 11:30 AM  
Unleashing Employee Creativity: Evidence on AI Assistance and Employee Job Performance
   Nan Jia, USC - Marshall School of Business  
   Discussant: Shreya Kankanahalli, Cornell

11:30 AM - 12:10 PM  
Online Healthcare Platform Evolution: The Interplay of Bargaining and Network Effects
   Junhong Chu, NUS  
   Discussant: Vibhanshu Abhishek, UCI - Merage

**LUNCH**

**SESSION 3: PARALLEL**

1:10 PM - 1:35 PM  
Financing Micro-entrepreneurship in Online Crowdfunding Markets: Local Preference versus Information Frictions
   Fangzhu Yang, Johns Hopkins

1:35 PM - 2:00 PM  
The Interplay of Online and Offline Pharmacies: Evidence from a Large Pricing Experiment
   Chuhan Liu, Johns Hopkins

2:00 PM - 2:25 PM  
Foe or Friend? Flat-rate Pricing and Market Outcome in the Ride-hailing Market
   Yanlai Chu, Renmin Business School

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

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

Leveraging customer feedback for migrant workers’ well-being
   Ruhan Liu, Guanghua School of Management
## SESSION 4: PARALLEL

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| 2:45 PM - 3:10 PM  | The Impact of Social Comparison in Online Learning  
Xiaojing Dong, Santa Clara University                           | Product Engagement and Sales Lift: Influencer Video Advertising on TikTok  
Jeremy Yang, Harvard                                                                                   |
| 3:10 PM - 3:35 PM  | Chinese Consumers’ Behavioral Responses to Emotions Expressed by Speechbots vs. Human Service Agents  
Xueming Luo, Temple - Fox                                                                            | Copycat and Original Apps on App Markets: Friends or Foes? And for Whom?  
Avery Haviv, Rochester - Simon                                                                           |
| 3:35 PM - 4:00 PM  | Incentivizing Mass Creativity: An Empirical Study of the Online Publishing Market  
Xiaolin Li, LSE                                                                                          | The Role of “Live” in Livestreaming Markets: Evidence Using Orthogonal Random Forest  
Ziwei Cong, HKUST                                                                                         |

## BREAK

## SESSION 5: PLENARY

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| 4:15 PM - 4:55 PM  | Is (Smart) Technology Really Making Us Dumber? Marketing Analytics Improves the Mental and Managerial Performance of Entrepreneurs  
Stephen J. Anderson, UT - McCombs  
Discussant: Nikhil Malik, USC - Marshall School of Business                                                                 |
| 4:55 PM - 5:35 PM  | Does Inequality Affect the Needs of the Poor?  
Clement Bellet, Erasmus  
Discussant: Elisabeth Honka, UCLA - Anderson                                                                   |

## BREAK

## SATURDAY

### SESSION 6: PLENARY

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| 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                                                                                                               |

## BREAK
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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 | Using Algorithmic Scores to Measure the Impacts of Targeting Promotional Messages  
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 |