

14 October



CHINA INDIA INSIGHTS CONFERENCE 2022

USC MARSHALL SCHOOL OF BUSINESS

FRIDAY

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

SESSION 1: PLENARY

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

Pryzmyslaw Jeziorski, UC Berkeley - Haas
Discussant: Vishal Narayan, UConn

BREAK

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

TRACK A

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

TRACK B

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

BREAK

SESSION 4: PARALLEL

TRACK A

TRACK B

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

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

SATURDAY

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

BREAK

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October

SESSION 7: PARALLEL**TRACK A****TRACK B****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

LUNCH