THURSDAY, SEPTEMBER 17, 2015

PANEL AND WELCOME RECEPTION: 601 LEXINGTON AVENUE, FLOOR 26

6:00-8:00 PM  Panel Discussion: New E-Commerce Trends in China & India
               K. Sudhir, V. Brian Viard, Arun Sundararajan, Rajesh Chandy, Doreen Wang

FRIDAY, SEPTEMBER 18, 2015

REGISTRATION: 8:15-8:45 AM

WELCOME/INTRODUCTION: 8:45-9:00 AM

SESSION ONE - 9:00 AM - 10:00 AM

9:00 – 9:30 AM  “Do Credit Constraints Limit Entrepreneurship? Heterogeneity in the Returns to Microfinance”
                Abhijit Banerjee, Emily Breza, Esther Duflo, Cynthia Kinnan

                 Magda Hassan, Jaideep Prabhu, Rajesh Chandy, Om Narasimhan

BREAK - 10:00 AM - 10:15 AM

SESSION TWO - 10:15 AM - 11:45 PM

10:15 – 10:45 AM  “Mobile Money in Tanzania”
                   Nicholas Economides, Przemek Jezioraki

10:45 – 11:15 AM  “Long Term Effects of "Prosperity in Youth" on Consumption: Evidence from China”
                   K. Sudhir, Ishani Tewari

11:15 – 11:45 PM  “Are Gender Differences in Performance Innate or Socially Mediated?”
                   Florence Kondylis, Ariel Ben Yishay, Maria Jones, Mushfiq Mobarak

LUNCH – 11:45 AM - 12:45 PM

SESSION THREE – 12:45 PM - 2:15 PM
12:45 – 1:15 PM  “The Economics of Death Ceilings”  
Raymond Fisman, Yongxiang Wang

1:15 – 1:45 PM  “A Model of Unorganized and Organized Retailing in Emerging Markets”  
Kinshuk Jerath, S. Sajeesh, Z. John Zhang

1:45 – 2:15 PM  “Dynamics of the Subnational Regional Effect: Evidence from China”  
Haibing Shu, V. Brian Viard

BREAK – 2:15 PM -2:30 PM

SESSION FOUR (PARALLEL PRESENTATIONS) – 2:30 PM -3:45PM

TRACK 1

2:30 – 2:55 PM  “Information Asymmetry, Manufacturer-Retailer Contracts, and Two-Sided Entry”  
Tat Chan, Alvin Murphy, Li Wang

2:55 – 3:20 PM  “Channel Construction in Emerging Markets”  
Tinglong Dai, Jian Ni

3:20– 3:45 PM  “Consumer Choice in On-Demand Entertainment: The Effects of Previews”  
Zhen Chen, Yong Liu, Madhu Viswanathan, Hongtao Pan

TRACK 2

2:30 – 2:55 PM  “Follow the diaspora: The Globalization of Service Firms”  
Kamal Sharma, Harsh Dadhich

Ji Li

Yu Liu

BREAK - 3:45 PM -4:00 PM

SESSION FIVE (PARALLEL PRESENTATIONS) - 4:00 PM -5:40 PM

TRACK 1

4:00 – 4:25 PM  “Trajectory-Based Mobile Advertising”  
Anindya Ghose, Beibei Li, Siyuan Liu

4:25 – 4:50 PM  “Geo-Conquering Mobile Coupons and Strategic Interactions”  
Nathan Fong, JP Dube, Xueming Luo, Zheng Fang
TRACK 2

4:00 – 4:25 PM  “Luck and the Endowment Effect: A Context of Application of the “Possession-self Link””
Yan Meng, Ana Valenzuela

Khadija Vakeel

Kiran Pedada, Mayukh Dass

6:00 PM -10:00 PM COCKTAILS/DINNER AT RISTORANTE DEGREZIA

SATURDAY, SEPTEMBER 19, 2015

REGISTRATION - 8:30 AM -9:00 AM

SESSION SIX – 9:00 AM -10:00 AM

9:00 – 9:30 AM  “When does the future begin? Identity congruence mediates the effects temporal cues on saving and sustainability”
Daphna Oyserman

9:30 – 10:00 AM  “Bicultural self-defense in consumer contexts: Self-protection motives are the basis for contrast versus assimilation to cultural cues”
Aurelia Mok, Michael Morris

SESSION SEVEN - 10:00 AM -11:00 PM

10:15 – 10:45 AM  “Social Media as an Advertising Tool: Evidence from a Natural Experiment”
Stephan Seiler, Song Yao, Wenbo Wang

10:45 – 11:15 AM  “Competition in Corruptible Markets”
Shubhranshu Singh

BREAK- 11:00 AM -11:15AM

SESSION EIGHT – 11:15 PM -12:30 PM

TRACK 1

Botao Yang, Sha Yang, Shantanu Dutta

Nicole Hanson, Venky Shankar

12:05 – 12:30 PM  “Great and Small Walls of China: Distance & Chinese E-Commerce”
Liang Chen, Garrett Johnson, Yao Luo

**TRACK 2**

11:15 – 11:40 AM  “Understanding Rural Haats in Subsistence Economies: Case Studies from Northern India”  
Satyam, Rajesh K. Aithal

11:40 – 12:05 AM  “Do you see what I see? Body Image Perceptions of educated Hindu men and women in India – An Exploratory Investigation”  
Anurag Hingorani, Lynne Freeman, Rajnish Jain

12:05 – 12:30 PM  “A Qualitative Exploration of Chinese Consumers Gift Disposition Behaviours and Perceptions on Re-Gifting”  
Maddie Judge, Angela Paladino

**BOXED LUNCH - 12:30PM -1:30 PM**

Conference Adjourns: 1:30 PM