

# CHINA INDIA INSIGHTS CONFERENCE 2018 INSEAD | SINGAPORE



SCHEDULE

THURSDAY

July 5

6:00 PM - 8:00 PM

Welcome Reception

Opportunities and Challenges of the New Data World:  
The Facebook Perspective

**Kishore Parthasarathy**, Head of Marketing Science, South East Asia  
Facebook

6

July

FRIDAY

8:30 AM - 8:35 AM

Introductory Remarks

SESSION 1: PLENARY

8:35 AM - 9:00 AM

Opportunities and Challenges of the New Data World: The Alibaba Perspective  
**Kaifu Zhang**, Senior Director of Economic Research  
Alibaba

9:00 AM - 9:35 AM

Automation and Worker Welfare: Field Evidence from Supermarkets  
**Ivan Png**, NUS  
Discussant: Pushan Dutt, INSEAD

9:35 AM - 10:10 AM

Non-environmental Outcome from Environmental Consciousness:  
A Dilemma in the Sharing Economy  
**Ying Lei**, Peking University  
Discussant: Sameer Hasija, INSEAD

SESSION 2: PLENARY

10:10 AM - 10:45 AM

I Will Buy Those Sunglasses Later: The Impact of Power Distance Belief on Choice Deferral  
**Ashok Lalwani**, Indiana University  
Discussant: Andy J. Yap, INSEAD

10:45 AM - 11:20 AM

Can Friends Seed More Buzz and Adoption?  
**K. Sudhir**, Yale School of Management  
Discussant: Tuan Phan, NUS

BREAK

SESSION 3: PARALLEL

TRACK A

TRACK B

11:40 AM - 12:05 PM

Act global, protect local: Hollywood movies in China  
**Chunhua Wu**, UBC - Sauder

Influence of Women's Autonomy on Children's Education in India  
**Akshaya Vijayalakshmi**, IIM-Ahmedabad

12:05 PM - 12:30 PM

Inconvenience, Liquidity Constraints and the Adoption of Off-Grid Lighting Solutions  
**Bhavani Uppari**, INSEAD

What's In a Norm: Culture and the Role of Relational Mindset  
**Shilpa Madan**, Nanyang Tech

12:30 PM - 12:55 PM

Can fixed fee cure fraud in credence goods markets: Evidence from Singapore Taxi  
**Wei Miao**, NUS

Understanding Consumer Sensory Preferences: Ethnographic Investigation of Sensory Flamboyance and Subtlety in India  
**Tanuka Ghoshal**, ISB

## LUNCH

### SESSION 4: PARALLEL

#### TRACK A

#### TRACK B

1:55 PM - 2:20 PM

Dynamic Structural Model of Customer Learning on Mobile Pay  
**Shaohui Wu**, Tsinghua University

Entry Decisions of Firms On Business-to-consumer Platforms  
**Ruobing Ling**, NUS

2:20 PM - 2:45 PM

Friction in Multi-Step Peer-To-Peer Transactions  
**Chuang Tang**, NUS

Selling Formats in Retailing in Developed and Emerging Markets: Direct versus Mediated Access  
**Abhinav Uppal**, Wharton

2:45 PM - 3:10 PM

Exploring the phenomenon of online product non-returns-An emerging markets perspective  
**Aishwarya Ramasundaram**, IIM-Bangalore

Hybrid E-commerce Platform: When an Online Retailer Offers Own Delivery Service  
**Banggang Wu**, Tsinghua University

## BREAK

### SESSION 5: PLENARY

3:30 PM - 4:05 PM

Collective Reputation in Trade: Evidence from the Chinese Dairy Industry  
**Jie Bai**, Harvard Kennedy School  
Discussant: Lin Ma, NUS

4:05 PM - 4:40 PM

Why Communicating Product Safety isn't Safe? Two Field Experiments in China's Milk Powder Industry  
**Juan Ma**, INSEAD  
Discussant: Stephanie Lin, SMU

6:00 PM - 8:00 PM

Transportation and Dinner

## SATURDAY

### SESSION 6: PLENARY

8:45 AM - 9:20 AM

Highways and Growth in Consumer Demand for Education: Insights from Rural India  
**Rajesh Chandy**, London Business School  
Discussant: Yang Nan, NUS

9:20 AM - 9:55 AM

The Comprehensive Effects of Sales Force Compensation: A Dynamic Structural Analysis of Performance and Selection  
**Doug Chung**, Harvard Business School  
Discussant: Eunsoo Kim, NTU

9:55 AM - 10:30 AM

The Future of Private Label Markets: A Global Convergence Approach  
**Anirban Mukherjee**, INSEAD  
Discussant: Xiuping Li, NUS

# July 7

### SESSION 7: PARALLEL

#### TRACK A

#### TRACK B

10:50 AM - 11:15 AM

Impacts of Interaction Content on Consumer Engagement with Brands in Social Media  
**Lei Liu**, Tsinghua University

The Impact of Audience Size on Viewer Engagement in Live Streaming: Evidence from a Field Experiment  
**Yao Dai**, NUS

11:15 AM - 11:40 AM

What Makes Content Sharing an Effective Promotional Strategy on Social Media Platforms?  
**Angela Liu**, Tsinghua University

In-Consumption Social Listening with Unstructured Data: The Case of Live Comments and Movie Appreciation  
**Qiang Zhang**, HKUST

**SESSION 8: PARALLEL****TRACK A****TRACK B****11:40 AM - 12:05 PM**

Driving towards Purchase: Investigating Consumers' Dynamic Search Patterns on an Automobile Mobile App  
**Jincun Cao**, Indiana University

Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes  
**Kiran Pedada**, ISB

**12:05 PM - 12:30 PM**

Targeting Display Ads, Search Ads, and Spillovers  
**Xing Zhang**, Fudan University

When Weakness of a Human Brand Makes it More Attractive: Roles of Authenticity and Power Distance Belief  
**Qichao Zhu**, Tsinghua University

**LUNCH****SESSION 9: PLENARY****1:30 PM - 2:05 PM**

Digital Piracy, Extrinsic Incentives, and Writer Efforts  
**Xiaolin Li**, UT-Dallas  
 Discussant: Junhong Chu, NUS

**2:05 PM - 2:40 PM**

Value Dynamics Driving Consumer Preferences for Emerging Markets: Implications for Brand-Building Strategies  
**Rajeev Batra**, University of Michigan  
 Discussant: Rajesh Chandy, London Business School

**2:40 PM - 3:15 PM**

Marketing to the Poor Entry and Expansion of Social Enterprises in Emerging Economies  
**Jarrod Vassallo**, University of Sydney Business School  
 Discussant: Sadat Reza, NTU



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