THURSDAY, SEPTEMBER 28 - FLOOR 26

6:00 - 8:00 PM Welcome Reception + Panel Discussion

FRIDAY, SEPTEMBER 29 - FLOOR 14

8:00 - 8:30 AM Registration + Continental Breakfast

8:30 - 8:45 AM Introductory Remarks

Session 1

8:45 - 9:20 AM Lock Me Up: Evaluating the Adoption of an Innovative Loan Product for Micro Entrepreneurs in Ghana
Stephen J. Anderson, Stanford Graduate School of Business
Discussant: Yang Li

9:20 - 9:55 AM Change in Patent Regime and the Role of Branded Generic Drugs on Price and Quantity: Evidence from the Indian Pharmaceutical Industry
Shantanu Dutta, USC - Marshall School of Business
Discussant: Kannan Srinivasan

Manuel Hermosilla, Johns Hopkins University
Discussant: Liye Ma

10:30 - 10:45 AM BREAK

Session 2

Track 1: R&D and Quality Improvements
Chair: Panle Jia

10:45 - 11:10 AM The Impact of Corporate Taxes on Firm Innovation: Evidence from Corporate Tax Collection Reform in China
Jing Cai, University of Maryland

11:10 - 11:35 AM From "Made in China" to "Innovated in China": Necessity, Prospect, and Challenges
Shang-Jin Wei, Columbia University
11:35 - 12:00 PM  Anti-Corruption and Economic Activities: City-Level Evidence from China  
Panle Jia Barwick, Cornell University  

Session 2  Track 2: Digital Advertising  
Chair: Joseph Pancras  

10:45 - 11:10 AM  Why Should I Donate? Examining the Effects of Reputation, Peer Influence, and Popularity on Charitable Giving Over Social Media Platforms  
Yingda Lu, University of Illinois  

11:10 - 11:35 AM  Explore the Dynamic Effect of Ad Copy: Evidence from Mobile App Notifications  
Siliang Tong, Temple University  

11:35 - 12:00 PM  Scattershot or Bullseye in Paid Search Advertising? Evidence of Broad Match Effectiveness from a Field Experiment  
Joseph Pancras, University of Connecticut  

12:00 - 1:00 PM  LUNCH - FLOOR 26  

Session 3  Track 1: International Marketing  
Chair: Tarun Kushwaha  

1:00 - 1:25 PM  Effectiveness of Sports Sponsoring: An Eastern-Western Comparison  
Thorsten Teichert, University of Hamburg  

1:25 - 1:50 PM  Marketing Capabilities and International Marketing Crises: The Role of Psychic Distance  
Tarun Kushwaha, University of North Carolina  

1:50 - 2:15 PM  Determinants of International Marketing Joint Venture Dissolutions in Emerging Markets  
Kiran Pedada, Texas Tech University  

Session 3  Track 2: Growth, Competition, and Policy  
Chair: Bing Jing  

1:00 - 1:25 PM  Festina Lente: How Beachhead Choice Drives Regional Expansion and Success  
Debanjan Mitra, University of Florida  

1:25 - 1:50 PM  Consumer Privacy Protection and Company Sales Performance: Field Experiment Evidence on Stated and Revealed Preferences  
Guiyang Xiong, Syracuse University  

1:50 - 2:15 PM  The Impact of Policy Intervention on the Dynamic Competition  
Shibo Li, Indiana University, Bloomington  

2:15 - 2:30 PM  BREAK
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<th>Time</th>
<th>Session 4</th>
<th>Track 1: Health and Social Issues in Emerging Markets</th>
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<td>2:30 - 2:55 PM</td>
<td>Air Pollution, Health Spending, and Willingness to Pay for Clean Air in China</td>
<td>Chair: Brian Viard</td>
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<td>Shanjun Li, Cornell University</td>
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<td>2:55 - 3:20 PM</td>
<td>How Risky is China's Informal Banks?: A Dynamic Model</td>
<td>Jian Ni, Johns Hopkins University</td>
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<td>3:20 - 3:45 PM</td>
<td>The Cost of “Blue Sky”: The Impact of Environmental Regulation on Labor Demand in China</td>
<td>Bing Zhang, Nanjing University</td>
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<th>Time</th>
<th>Session 4</th>
<th>Track 2: Efficiency with Mobile Targeting</th>
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<tr>
<td>2:30 - 2:55 PM</td>
<td>Dynamic Personalized Targeting with Hidden User Engagement Stages: Mobile Tapstream Data and Field Experiment</td>
<td>Chair: Xueming Luo</td>
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<td>Yingjie Zhang, Carnegie Mellon University</td>
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<td>3:20 - 3:45 PM</td>
<td>Mobile Targeting and Retargeting: Field Experiments in China</td>
<td>Xueming Luo, Temple University</td>
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<td>3:45 - 4:00 PM</td>
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<th>Time</th>
<th>Session 5</th>
<th>Track 1: Indian Consumer Insights</th>
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<td>4:00 - 4:25 PM</td>
<td>Why Consumers Indulge in Showrooming and Webrooming Behavior? An Emerging Market Perspective</td>
<td>Chair: Rihana Shaik</td>
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<td>Jyoti Pandey, Indian Institute of Management, Indore</td>
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<td>4:25 - 4:50 PM</td>
<td>Role of Business Group Affiliation and Interlocking Directorates on Entrepreneurial Orientation of Affiliated Firms</td>
<td>Rihana Shaik, Indian Institute of Management, Indore</td>
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<th>Track 2: Chinese Consumer Insights</th>
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<tr>
<td>4:00 - 4:25 PM</td>
<td>An Empirical Analysis of Consumer Multi-Homing in Streaming Service</td>
<td>Chair: Qiaowei Shen</td>
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<td>Xing Li, Peking University</td>
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4:25 - 4:50 PM  | Modeling the Prestige Effect of Price in Consumer Demand for Luxury Products  
| Sha Yang, USC - Marshall

4:50 - 5:15 PM  | The Effect of Quota Restrictions on Demand: Auction vs. Lottery  
| Mantian Hu, Chinese University of Hong Kong

5:15 - 5:30 PM  | BREAK

6:00 - 9:00 AM  | Cocktails and Dinner - LE COLONIAL

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**SATURDAY, SEPTEMBER 30 - FLOOR 26**

8:00 - 8:45 AM  | Registration + Continental Breakfast

**Session 6**

8:45 - 9:20 AM  | No Shit: Demand Estimation with Strategic Complementarities with an Application to Sanitation  
| Mushfiq Mobarak, Yale School of Management  
| Discussant: Ganesh Iyer

| Mark Rosenzweig, Yale University  
| Discussant: Kinshuk Jerath

9:55 - 10:30 AM  | Air Pollution and Manufacturing Firm Productivity: Nationwide Estimates from China  
| V. Brian Viard, Cheung Kong Graduate School of Business  
| Discussant: Bryan Bollinger

10:30 - 10:45 AM  | BREAK

**Session 7**

10:45 - 11:30 AM  | Research Opportunities in Emerging Markets: A Discussion

**Session 8**

11:30 - 12:05 PM  | The “Invisible Hand” Behind High-End Cigarette Consumption in China  
| Qiaowei Shen, Peking University  
| Discussant: Anna Tuchman
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| 12:05 - 12:40 PM | Informal Lending in Emerging Markets  
Shubhranshu Singh, *Johns Hopkins University*  
*Discussant: Paddy Padmanabhan* |
| 12:40 - 1:25 PM  | ShowRooming and Webrooming: Information Externalities Between Traditional and Online Retailers  
Bing Jing, *Cheung Kong Graduate School of Business*  
*Discussant: Dan Keniston* |
| 1:25 - 1:30 PM   | Closing Remarks                                                         |
| 1:30 - 2:30 PM   | Boxed Lunch + Conference Adjourns                                       |