FRIDAY

8:35 AM - 8:45 AM
Opening Remarks: David Schmittlein, Dean of MIT Sloan School of Management; K. Sudhir, Yale School of Management; Juanjuan Zhang, MIT Sloan

SESSION 1: PLENARY

8:45 AM - 9:25 AM
Systematic Risk Management in Food Supply Chains in China
Retsef Levi, MIT Sloan School of Management
Discussant: Yanwen Wang, UBC – Sauder

9:25 AM - 10:05 AM
Unifying Agricultural Wholesale Markets to Improve Farmers’ Income: Evidence from the Field
Karen Zheng, MIT Sloan School of Management
Discussant: Kinshuk Jerath, Columbia Business School

SESSION 2: PLENARY

10:25 AM - 11:05 AM
The Value of Personal Data in Internet Commerce: A High-stake Field Experiment on Data Regulation Policy
Tianshu Sun, USC - Marshall
Discussant: Avi Goldfarb, Toronto – Rotman

11:05 AM - 11:45 AM
Are Households Uncertain about Female Leaders? Evidence from Close State Elections in India
Ishani Tewari, Curry College
Discussant: Yesim Orhun, Michigan – Ross

BREAK

SESSION 3: PARALLEL

12:45 PM - 1:10 PM
From Free to Paid: Testing Monetization Strategies for a Free Non-Advertising-Based
Shibo Li, Indiana - Kelley

1:10 PM - 1:35 PM
Targeting Multichannel Shoppers with App-Rooming Promotions: A Field Experiment
Debashish Ghose, Temple - Fox

1:35 PM - 2:00 PM
An Interpretable Approach of Predicting Consumer’s Omnichannel Activity Leveraging Trajectory Data
Chenshuo Sun, NYU - Stern

TRACK A

TRACK B

Retail Omniscience and its Implications on Product Positioning
Michelle Y. Lu, McGill

Retailing Formats, Channel Interactions and Product Variety in Emerging Markets
Abhinav Uppal, ISB

The Role of Physical Stores in the Digital Age: Quasi-Experimental Evidence from Product Level Analysis
Jason Chan, Minnesota - Carlson

LUNCH
### SESSION 4: PARALLEL

#### TRACK A

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker(s)</th>
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</thead>
<tbody>
<tr>
<td>2:20 PM - 2:45 PM</td>
<td>Promotion Effects on Non-Redeemers on a Digital Platform</td>
<td>Lin Boldt, University of Central Florida</td>
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<tr>
<td>2:45 PM - 3:10 PM</td>
<td>Cookie-Cutter Competition? Non-Price Strategies of Multiproduct Firms under Uniform Pricing</td>
<td>Ajay Bhaskarbhtala, Erasmus</td>
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<tr>
<td>3:10 PM - 3:35 PM</td>
<td>Financial Inclusion in Emerging Market: Motivating Public Sector Employees for Sales Roles</td>
<td>Sundar G. Bharadwaj, University of Georgia</td>
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#### TRACK B

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<tbody>
<tr>
<td>2:20 PM - 2:45 PM</td>
<td>Trade Shocks and Chinese Students in U.S. Higher Education</td>
<td>Kevin Shih, Queens College - CUNY</td>
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<tr>
<td>2:45 PM - 3:10 PM</td>
<td>Knowledge Acquisition is a Moral Duty</td>
<td>Shiyang Gong, UIBE</td>
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<tr>
<td>3:10 PM - 3:35 PM</td>
<td>Technology Innovation and Educational Inequality</td>
<td>Yan Xu, Hong Kong Polytechnic</td>
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### SESSION 5: PLENARY

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>3:55 PM - 4:35 PM</td>
<td>How Selling Changes the Salesperson: Insights from a RCT in India</td>
<td>Rajesh Chandy, London Business School</td>
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<td>Discussant: Michael Ahearne, University of Houston - Bauer</td>
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<tr>
<td>4:35 PM - 5:15 PM</td>
<td>Disentangling Stereotypes from Social Reality: Astrological Stereotypes and Discrimination in China</td>
<td>Jackson Lu, MIT Sloan School of Management</td>
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<td>Discussant: Qiaowei Shen, Guanghua School of Management</td>
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### DINNERS AT CATALYST

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:45 AM - 9:25 AM</td>
<td>Black Market Performance: Illegal Trade in Beijing License Plates</td>
<td>Oystein Daljord, Chicago - Booth</td>
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<td></td>
<td>Discussant: Baohong Sun, CKGSB</td>
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<tr>
<td>9:25 AM - 10:05 AM</td>
<td>Education Inequality in Developing Markets</td>
<td>Shubhranshu Singh, Johns Hopkins - Carey</td>
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<td>Discussant: Woochoel Shin, University of Florida</td>
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<tr>
<td>10:05 AM - 10:45 AM</td>
<td>Stimulating Marketing Strategy Innovation with Entrepreneurs in Uganda</td>
<td>Stephen Anderson, Stanford Graduate School of Business</td>
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<td>Discussant: Jie Bai, Harvard Kennedy School</td>
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### BREAK
SESSION 7: PARALLEL

11:05 AM - 11:30 AM
Modernizing Retailers in Emerging Markets: Evidence from a Field Experiment
Shreya Kankanhalli, Stanford

11:30 AM - 11:55 AM
Building Growth and Market Reach Through Management Consulting: A Field Experiment
Rupali Kaul, Stanford

11:55 AM - 12:20 PM
TBC
Iris Steenkamp, LBS

SESSION 8: PARALLEL

1:20 PM - 1:45 PM
Power Distance Belief and Consumers’ Preference for White Space in Brand Logos
Sina Esteky, Miami - Farmer

2:10 PM - 2:35 PM
Does Country-of-Origin Marketing Matter?
Xinyao Kong, Chicago - Booth

SESSION 9: PLENARY

3:20 PM - 4:00 PM
Dennis Zhang, Washington University in St. Louis - Olin
Discussant: Kosuke Uetake, Yale University of Management

4:00 PM - 4:40 PM
Historical Memory and Brand Preference
Zachary Zhong, University of Toronto - Rotman
Discussant: Sha Yang, USC - Marshall

4:45 PM - 5:00 PM
Closing Remarks and Conference Adjourns