20 September

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

BREAK

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

LUNCH

SESSION 3: PARALLEL

TRACK A

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  How Does Offline Travel Regulate Online Browsing? Evidence from Online-Offline Behavioral Data  
Chenshuo Sun, NYU - Stern

TRACK B

12:45 PM - 1:10 PM  Retail Omniscience and its Implications on Product Positioning  
Michelle Y. Lu, McGill

1:10 PM - 1:35 PM  Retailing Formats, Channel Interactions and Product Variety in Emerging Markets  
Abhinav Uppal, ISB

1:35 PM - 2:00 PM  The Role of Physical Stores in the Digital Age: Quasi-Experimental Evidence from Product Level Analysis  
Jason Chan, Minnesota - Carlson
### SESSION 4: PARALLEL

#### TRACK A

**2:20 PM - 2:45 PM**
- Promotion Effects on Non-Redeemers on a Digital Platform
  - **Lin Boldt**, University of Central Florida

**2:45 PM - 3:10 PM**
- Cookie-Cutter Competition? Non-Price Strategies of Multiproduct Firms under Uniform Pricing
  - **Ajay Bhaskarbhata**, Erasmus

**3:10 PM - 3:35 PM**
- Financial Inclusion in Emerging Market: Motivating Public Sector Employees for Sales Roles
  - **Sundar G. Bharadwaj**, University of Georgia

#### TRACK B

**2:20 PM - 2:45 PM**
- Trade Shocks and Chinese Students in U.S. Higher Education
  - **Kevin Shih**, Queens College - CUNY

**2:45 PM - 3:10 PM**
- Knowledge Acquisition is a Moral Duty
  - **Shiyang Gong**, UIBE

**3:10 PM - 3:35 PM**
- Technology Innovation and Educational Inequality
  - **Yan Xu**, Hong Kong Polytechnic

### SESSION 5: PLENARY

**3:55 PM - 4:35 PM**
- Disentangling Stereotypes from Social Reality: Astrological Stereotypes and Discrimination in China
  - **Jackson Lu**, MIT Sloan School of Management
  - Discussant: Qiaowei Shen, Guanghua School of Management

**4:35 PM - 5:15 PM**
- How Selling Changes the Salesperson: Insights from a RCT in India
  - **Rajesh Chandy**, London Business School
  - Discussant: Michael Ahearne, University of Houston - Bauer

### DINNER AT CATALYST

Speaker: **Daron Acemoglu**, MIT

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### SATURDAY

#### SESSION 6: PLENARY

**8:45 AM - 9:25 AM**
- Black Market Performance: Illegal Trade in Beijing License Plates
  - **Oystein Daljord**, Chicago - Booth
  - Discussant: Baohong Sun, CKGSB

**9:25 AM - 10:05 AM**
- Education Inequality in Developing Markets
  - **Shubhranshu Singh**, Johns Hopkins - Carey
  - Discussant: Jiwoong Shin, Yale School of Management

**10:05 AM - 10:45 AM**
- Stimulating Marketing Strategy Innovation with Entrepreneurs in Uganda
  - **Stephen Anderson**, Stanford Graduate School of Business
  - Discussant: Jie Bai, Harvard Kennedy School
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| 11:05 AM - 11:30 AM | Modernizing Retailers in Emerging Markets: Evidence from a Field Experiment  
                 Shreya Kankanhalli, Stanford                                      | Mobile Payment and Mobile Purchase Behavior  
                 Jaewoon Yoo, KAIST                                                  |
| 11:30 AM - 11:55 AM | Building Growth and Market Reach Through Management Consulting: A Field Experiment  
                    Rupali Kaul, Stanford                                                | Al Chatbot For Sales Call Automation and Quality Improvement in Voice Commerce  
                    Siliang (Jack) Tong, Temple - Fox                                  |
| 11:55 AM - 12:20 PM | TBC                                                                    | Leveraging Marketing Tools and Alternative Sources of Information for New Product Adoption: Alleviating the Toxic Pesticide  
                    Iris Steenkamp, LBS                                                 | Wanqing Zhang, Chicago - Booth, Purdue                                 |
| LUNCH        |                                                                         |                                                                         |
| 1:20 PM - 1:45 PM | Power Distance Belief and Consumers’ Preference for White Space in Brand Logos  
                   Sina Esteky, Miami - Farmer                                        | Yearning to be Fair: Skin Lightening and the Pursuit of Status  
                   Nancy Wong, University of Wisconsin                                 |
| 1:45 PM - 2:10 PM | R&D and Advertising: Substitutes or Complements? Evidence from Pharmaceutical Companies in Chin  
                   C. Matthew Shi, CUHK                                               | Dynamics of Need States and Serialized Content Contribution of Average  
                   Shibo Li, Indiana - Kelley                                            |
| 2:10 PM - 2:35 PM | Does Country-of-Origin Marketing Matter?  
                    Xinyao Kong, Chicago - Booth                                       | Addictive Digital Content Consumption and Strategic Self-Control  
                    Tat Chan, Washington University in St. Louis - Olin               |
| BREAK        |                                                                         |                                                                         |
| 3:20 PM - 4:00 PM | Customer Choice Models versus Machine Learning: Finding Optimal Product Displays on Alibaba  
                   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                                  |                                                                         |