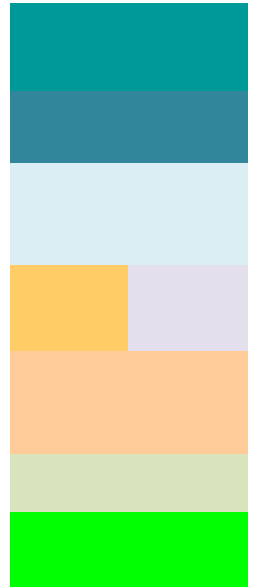
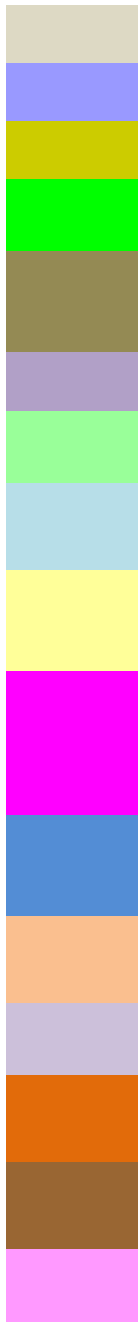


	Coffee and Tea Break & Welcome to First-time Conference Attendees in Room C4.5
11am - 12:30pm	Session TB: MASS in Pymont Theatre; 22 Parallel Sessions
12:30pm - 1:30pm	Lunch (The Gallery) / ISMS Board Lunch (VIP Boardroom; Invitation Only)
1:30pm - 3pm	Session TC: 18 rooms; Practice Prize in Pymont Theatre
3pm - 3:30pm	Coffee & Tea Break
3:30pm - 5pm	Session TD: Practice Prize in Pymont Theatre; 22 Parallel Sessions
5:15pm - 6:15pm	Plenary Award Ceremony in Pymont Theatre
6:15pm - 9pm	Reception followed by 3-Course Conference Dinner in Grand Ballroom (Australian Food and Beverages)
7:30am - 5pm	Registration at Ground Level
7:30am - 8:30am	Breakfast (The Gallery); Mkt Sci ERB Breakfast Meeting
2:30pm - 2:50pm	Coffee & Tea Break
2:50pm - 4pm	Session FD: 21 Parallel Sessions (Meet the Editors II)
4:10pm - 6:30pm	Sunset Sydney Harbour Cruise on the Starship Sydney and Starship Aqua, including a reception with canapés. Both vessels offer the same route, food, and drinks. Boarding for first (second) vessel starts at 4:10pm (4:25pm) from the Convention Jetty near ICC, and arrival at the Convention Jetty is around 6:15-6:30pm.
6:30pm	Dinner on your own
7:30am - 12pm	

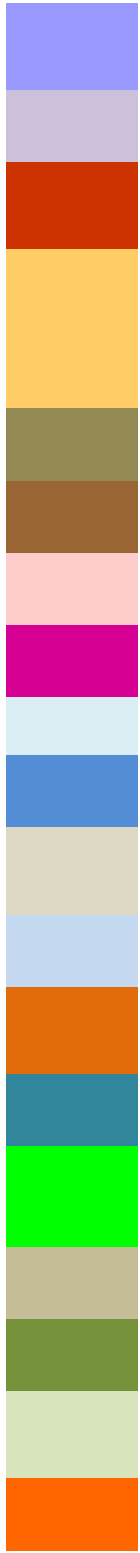


Thursday, June 27, Session TA, 09:00 AM - 10:30 AM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
TA01	Pyrrmont Theatre	Special Session MASS: The Past, Present and Future of Marketing Analytics	MC: Jennifer Killian (XPON) Keynote: Pradeep Chintagunta (University of Chicago)	Panel Kusum Allawadi (Tuck School of Business at Dartmouth College)	Panel Jadanne Dare (KPMG Australia)		
TA02	Meeting Room C2.1	Pricing: Economics-based Approaches	Advertising and Leader-follower Pricing between an Off-patent Drug and its Generic Counterpart - A Dynamic Model				
	Chair(s): Madhu Viswanathan						







Friday, June 28, Session FD, 02:50 PM - 04:00 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
FD01	Meeting Room C2.5	Recommendation Systems	Human vs. Machine: Rethinking AI Marketing Strategy in E-commerce Hanieh Sardashti (University of North Florida), Satadruta Mookherjee (Grenoble Ecole de Management)	Accelerating Learning-by-Doing through IT-Assisted Recommender Systems: The Case of Taxi Drivers Shuxiao Wang (The University of International Business and Economics) , Junhong Chu (Hong Kong University)		
FD02	Meeting Room C2.6	Game Theory for Channels	Strategic Demand Forecasting: Inefficiencies and Remedies Yue Li (Shandong University)	How to Incentivize Showroom Service? From Performance-Driven to Process-Driven Jun Yang (Huazhong University of Science & Technology), Hongchen Duan (Huazhong University of Science & Technology) , Yi Xu (University of Maryland), Bo Zhou (University of Maryland)	Free Delivery or Low Commission Rate: The Online-Food-Delivery Platform's Optimal Delivery Fee And Commission Rate Lu Hsiao (National Chung Hsing University) , Hui Xiong (Huazhong University of Science and Technology), Cheng Hsun Hsieh (Ming Chuan University)	Channel Choice in the Presence of Heterogeneous Consumer Channel Preferences Cheng Hsun Hsieh (Ming Chuan University) , Lu Hsiao (National Chung Hsing University)
FD03	Cockle Bay Room 1					
	Chair(s): Alex Burnap					

Saturday, June 29, Session SA, 08:30 AM - 10:00 AM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
SA01	Cockle Bay Room 1 Chair(s): Dionne Nickerson	Special Session: Emerging Research on DEI in Corporate and Brand Strategy	Brand Communication of Diversity, Equity, and Inclusion on Social Media and Consumer Response Sooyoung Kim (Fordham University) , Sundar Bharadwaj (University of Georgia)	Race (un)conscious: Understanding Racial Ideologies in Brand Political Activism Statements Boweng Crabbe (University of Texas Austin) , William Scarborough (University of North Texas)	When Silence Is Not Golden: The Openly LGBTQ+ Corporate Board Members and Their Impact on Firm Performance Ziling Bei (University of Missouri)		
SA02	Cockle Bay Room 2 Chair(s): Xiangnan Zhang	Influencer Marketing: Insights from Text/Image/Video Analysis	The Impact of Face Presence in User-generated Videos on Consumer Engagement Ying Hu (Renmin University of China) , Ying Ding (Renmin University of China) , Xia Wang (Renmin University of China)	Navigating Influencer Success: Unraveling the Impact of Cognitive and Affective Appeal on Social Media Wenyuan Tuo (University of Arizona) , Mengchen Zheng (Boston University) , Shuba Srinivasan (Boston University)	Hatespeech Management in Livestreaming: A Multimodal Deep Learning Approach Xiangnan Zhang (Temple University) , Xueming Luo (Temple University) , Wen Wang (University of Maryland College Park)		
SA03	Meeting Room C3.2 Chair(s): Chen-yu Lin	Online Retailing: Payment and Credit	The Value of Co-branded Credit Cards in Online Retailing: Empirical Evidence from HKTVmall Huijun Chen (HKUST) , Kristiaan Helsen (HKUST) , Haoyu Liu (University of Technology Sydney)	An Immediate Pain or A Long Sorrow? The Effects of Credit Repayments on Customer Purchase Behavior Lu(Lucia) Meng (Renmin University of China) , Zelin Zhang (Renmin University of China) , Piotr Papkowski-Liszczyk (The University of Queensland) , Qiang(Kris) Zhou (Renmin University of China) , Zhixiang Huang (JD Digits)	The Mechanism of Trust Transfer on Consumer Acceptance of Retailer-based m-payment Service in Taiwan Chen-yu Lin (Feng Chia University) , Nguyen-Phan-Thao Nguyen (Tungshai University) , Li-Wei Wu (Results from fcu.edu.tw Feng Chia University)		
SA04	Meeting Room C3.3 Chair(s): Abdulaziz Alharbi	Chatbots	Functional and Hedonic Consumption of Personalized AI Agents on Online Customer Experience and Purchase Intention Yuanxin Wang (Minzu University of China) , Jiaqi Li (Chinese University of Hong Kong)	A Conceptual Model of AI-Enabled Chatbot Customer Experiences in Religious Tourism Abdulaziz Alharbi (The University of Newcastle) , Ameet Pandit (University of New Castle)			
SA05	Meeting Room C3.4 Chair(s): Paul Messinger	Qualitative Research: Avatars and Virtual Influencers	Exploring Consumer Avatars: Identity and Consumption Behavior in Virtual World Aditya Billora (Indian Institute of Management Indore) , Ashish Sathi (Indian Institute of Management Indore) , Neha Khatri (Indian Institute of Management Indore)	Navigating Digital Altruism: The Impact of Strategic Gender Representation in Roblox's Philanthropy Market Limeng Li (University of Sydney) , Qiang Lu (University of Sydney) , Mathew Chylinski (University of New South Wales)	A Framework of the Extended Self in the Metaverse: Visual Self-representation in Avatar-mediated Environments Paul Messinger (University of Alberta) , Xin Ge (University of Northern British Columbia) , Kristen Smitnov (Whitlaker College) , Ozan Ozdemir (University of Alberta) , Feyzan Karabulut (University of Alberta)		
SA06	Meeting Room C3.6 Chair(s): Hyung Sup Bhan	Crowdfunding	Platform Recommendation in Crowdfunding Habin Jung (INSEAD) , Maria Ana Vitorino (INSEAD)	Donations or Rewards? Insights into Personal Pronoun Use in Crowdfunding Sheng Liu (Lingnan University) , Yiwei Li (Lingnan University) , Lei Su (City University of Hong Kong) , Darren Dahl (The University of British Columbia)	From Pitch to Pledge: The Role of Linguistic Legitimacy Cues on Crowdfunding Performance Nasim Ul Haque (University of Melbourne) , Liliana Bove (The University of Melbourne) , Stephan Ludwig (Monash University) , Dennis Herhausen (University of St. Gallen) , Dhrav Grewal (Babson College)		
SA07	Meeting Room C4.1 Chair(s): Justin Kim	Marketing Mix Modeling	Geospatial Marketing Mix Modeling: Harnessing Spatial Autocorrelation for Enhanced Prediction and Insights Byoma Yasunaga (Hakuhodo DY Holdings) , Shonosuke Sugawara (Faculty of Economics Keio University) , Hiroshi Kato (Hakuhodo DY Holdings)	Self-selection, Sunk Cost Fallacy and the Effectiveness of Paid versus Free Coupon Campaign Qingliang Wang (Xinan Jiaotong University) , Jingguo Liu (Northwestern Polytechnical University)	Machine Learning Enabled k3(fu)-3(S(o)137(d)-5(k3(fu)-3(S(o)		

