

14th Annual Bass FORMS Conference

February 27 – February 29, 2020

14th Annual Bass FORMS Conference
Jindal School of Management at the University of Texas at Dallas
800 W Campbell Road JSOM
Richardson, TX 75080

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference is a marketing conference that intends to foster high-quality research in quantitative approaches to marketing and provide a forum for a stimulating exchange of ideas.

The 14th Bass FORMS Conference will take place on February 27 at noon and conclude at noon on February 29, 2020.

Conference Details

Registration

Early registration applies until January 31, 2020. Effective February 1st, the fee will increase by \$50. The registration fees include the conference presentations, all lunches, a Thursday conference dinner, and refreshment breaks.

Conference Pricing

Conference Pricing For Early (by Jan. 31, 2020) Late (starting Feb 1, 2020)

Faculty	\$400	\$450
PhD Student	\$50	\$100

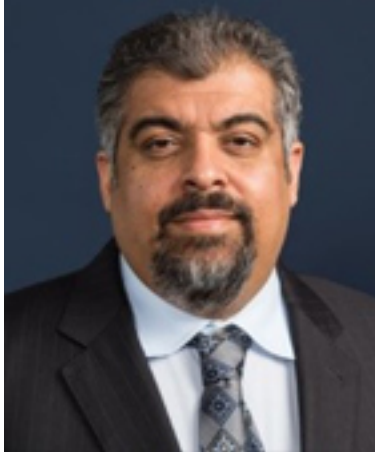
[Faculty Register Here](#) [PhD Students Register Here](#)

Cancellation Policy

- **Cancellation by Feb 14, 2019:** Refund less a \$100 processing fee.
- **Cancellation on or after Feb 15, 2019:** No refunds.

Speaker and Committee

Keynote Speaker



Puneet Manchanda

Isadore and Leon Winkelman Professor of Marketing at the Ross School of Business, University of Michigan.

You can find Dr. Puneet Manchanda's CV and information about his research [here](#).

Selection Committee consists of:

- Raghuram Iyengar (University of Pennsylvania)
- Zsolt Katona (University of California, Berkeley)
- Dmitri Kuksov (University of Texas at Dallas)
- Nitin Mehta (University of Toronto)
- Jinhong Xie (University of Florida)

Schedule – Day 1

February 27, 2020

11:30 a.m. – 1 p.m.

Executive Dining Room ([JSOM 1.606](#))

Registration and Lunch

1 p.m. – 1:20 p.m

Executive Dining Room ([JSOM 1.606](#))

Conference Welcome

1:30 p.m. – 2:30 p.m.

“Customer Purchase Journey, Privacy Choices, and Advertising Strategies”

Authors: Jason Choi, Kinshuk Jerath, Miklos Sarvary

Discussant: Chenxi Liao

[JSOM 1.502](#)

“Star-Cursed Lover: Role of Popularity Information in Online Dating”

Authors: Behnaz Bojd and Hema Yoganarasimhan

Discussant: Raphael Thomadsen

[JSOM 1.508](#)

2:30 p.m. – 3:30 p.m.

“Personalization Trap”

Authors: Tony Ke, Song Lin, Michelle Lu

Discussant: Robert Zeithammer

[JSOM 1.502](#)

“Incentivized Reviews”

Authors: Sungsik Park, Woochoel Shin, Jinhong Xie

Discussant: Davide Prosperpio

[JSOM 1.508](#)

3:30 p.m. – 4 p.m.

Across the Hall ([JSOM 1.516](#))

Break

4 p.m. – 5 p.m.

“Estimating Causal Effects Using Synthetic Control Group”

Authors: Kathleen T. Li, Venkatesh Shankar

Discussant: Shervin Tehrani

[JSOM 1.502](#)

“First-price Auctions in Online Display Advertising”

Authors: Stylianos Despotakis, R. Ravi, Amin Sayedi

Discussant: Mohammad Zia

[JSOM 1.508](#)

5:15 p.m.

All attendees please plan to join us for dinner at 6:30 PM at the Hyatt Regency North Dallas. Hyatt Guests will be transported to the hotel by hotel shuttle.

6:30 pm

701 East Campbell Rd., Richardson, TX 75081 (972) 619-1234

Dinner

Schedule – Day 2

February 28, 2020

8:30 a.m. – 9:30 a.m.

“Cryptocurrency Adoption: The Role of Speculative Price Bubbles in Product Diffusion”

Authors: Yanhao “Max” Wei, Anthony Dukes

Discussant: Fabio Caldieraro

[JSOM 1.502](#)

“Do Digital Platforms Reduce Moral Hazard? The Case of Uber and Taxis”

Authors: Meng Liu, Erik Brynjolfsson, Jason Dowlatabadi
Discussant: Yakov Bart
[JSOM 1.508](#)

9:30 a.m. – 10:30 a.m.

“A Model of Brand Positioning: Product Portfolio View”

Authors: Tony Ke, Jiwoong Shin, Jungju Yu
Discussant: David Soberman
[JSOM 1.502](#)

“Display Advertising Pricing in Exchange Markets”

Authors: Hana Choi, Carl Mela
Discussant: Mingyu (Max) Joo
[JSOM 1.508](#)

10:30 a.m. – 10:50 a.m

Across the Hall ([JSOM 1.516](#))

Break

10:50 a.m. – 11:50 a.m.

“Can Willingness to Pay be Identified without Price Variation? What Big Data on Usage Tracking Can (and Cannot) Tell Us”

Authors: Cheng Chou, Vineet Kumar
Discussant: Michael Braun
[JSOM 1.502](#)

“A Structural Model of a Multitasking Salesforce: Job Task Allocation and Incentive Plan Design”

Authors: Minkyung Kim, K. Sudhir, Kosuke Uetake
Discussant: Tat Chan
[JSOM 1.508](#)

11:50 a.m. – 1:50 p.m

Executive Dining Room ([JSOM 1.606](#))

Lunch

Keynote Speaker (Puneet Manchanda)

1:50 p.m. – 2:50 p.m.

“Raising the Bar: Certification Thresholds and Market Outcomes”

Authors: Xiang Hui, Maryam Saeedi, Giancarlo Spagnolo, Steve Tadelis

Discussant: Mengze Shi

[JSOM 1.502](#)

“Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance”

Authors: Jessica Fong, Megan Hunter

Discussant: Chunhua Wu

[JSOM 1.508](#)

2:50 p.m. – 3:50 p.m.

“Managing Conflicts between Marketing and Sales: Customer Acquisition in Business Markets”

Authors: Olivier Rubel, Chen Zhou, Rajdeep Grewal, Jogmohan S. Raju

Discussant: Ganesh Iyer

[JSOM 1.502](#)

“Deceptive Claims Using Fake News Marketing: The Impact on Consumers”

Authors: Anita Rao

Discussant: Andrey Simonov

[JSOM 1.508](#)

3:50 p.m. – 4:10 p.m

Across the Hall ([JSOM 1.516](#))

Break

4:10 p.m. – 5:10 p.m.

“Persuasive Advertising in Conformist and Snobbish Markets”

Author: Prateik Dalmia

Discussant: Anthony Dukes

[JSOM 1.502](#)

“Deep Network Representation Learning for Market Structure Discovery”

Authors: Yi Yang, Kunpeng Zhang, P.K. Kannan

Discussant: Dai Yao

[JSOM 1.508](#)

5:30 p.m.

Conclusion of Friday presentations – Hyatt guests will be transported to the hotel by hotel shuttle.

6:30 p.m.

Free time – Conference guests are free to explore Dallas at their leisure. No transportation provided for personal explorations.

Schedule – Day 3

February 29, 2020

8:30 a.m. – 9:30 a.m.

“Prior Information and Consumer Search: Evidence from Eye-tracking”

Author: Qianyun Zhang, Raluca Ursu, Tulin Erdem

Discussant: Anocha Aribarg

[JSOM 11.206](#)

“Paywall Suspensions and Digital News Subscriptions”

Authors: Inyoung Chae, Jihyeon Ha, David Schweidel

Discussant: Adithya Pattabhiramaiah

[JSOM 11.210](#)

9:30 a.m. – 10:30 a.m.

“Consumer Learning and Revenue-Maximizing Trial Designs”

Author: Takeaki Sunada

Discussant: Linli Xu

[JSOM 11.206](#)

“Paywalls with Consumer Satiation”

Authors: Chutian Wang, Yogesh Joshi, Bo Zhou

Discussant: Jiwoong Shin

[JSOM 11.210](#)

10:30 a.m. – 10:50 a.m.

Across the Hall ([JSOM 11.305](#))

Break

11 a.m. – 12 p.m.

“Set-wise Attribute Normalization: A Neural Decision Model for Discrete Choice”

Author: Remi Daviet

Discussant: Joonhwi Joo

[JSOM 11.206](#)

“A Theory of Minimalist Luxury”

Authors: Jessie Liu, Pinar Yildirim, John Zhang
Discussant: Woochoel Shin
[JSOM 11.210](#)

Across the Hall ([JSOM 11.305](#))

Come & Go Boxed Lunches

Hotel and Location

Conference Hotel

A block of rooms has been reserved on a first come first serve basis from until March 1, 2020 at the Hyatt Regency North Dallas, 701 East Campbell Road, Richardson, TX 75081. The hotel has created a dedicated website for you to book your hotel reservations online. The discounted rate will start at \$110.00 per night which includes breakfast for 1 person per room, complimentary parking, complimentary internet access and complimentary shuttle service to and from the UT Dallas campus. For additional assistance, call [877-803-7534](tel:877-803-7534), be sure to mention you are there for the University of Texas At Dallas conference.

[Book a room](#) [More nearby hotels](#)

Conference Location

All sessions will be held at the Jindal School of Management at [The University of Texas at Dallas](#). The Jindal School is denoted as JSOM on the [campus map](#).

Parking

If you are flying in and staying at the Hyatt Regency Hotel, shuttles will be provided to and from the conference.

IMPORTANT NOTE: Check with the front desk to confirm shuttle times and be sure to get on the dedicated shuttle to UTD. This will be a first come first served seating on the shuttle.

If you will be driving a vehicle to the campus and need a parking permit, please email Kelly Kaar at klk140330@utdallas.edu.