

2024 Bass FORMS Conference Schedule - The University of Texas at Dallas
February 23-24, 2024
Hilton Richardson, Texas Ballrooms

Friday, February 23rd		
TIME	Salon C	Salon E
7:10-8:25a		<i>Door Registration</i>
8:40a-9:35a	<p align="center"><u>"Influencers: To Grow or To Monetize"</u> Authors: Christina Nistor, Matthew Selove, Miguel Villas-Boas Discussant: Xinyu Cao</p>	<p align="center"><u>"Exploring Peer Effects Associated with User Churn in a Socially Connected Business"</u> Authors: Yijun Chen, Nitin Mehta Discussant: Federico Rossi</p>
9:35a-10:30a	<p align="center"><u>"Precision-Recall Tradeoff in Algorithmic Targeting"</u> Authors: Ganesh Iyer, Jesse Yao, Zemin (Zachary) Zhong Discussant: Samir Mamadehussene</p>	<p align="center"><u>"Strategic Personalization"</u> Authors: Pradeep Chintagunta, Fatemeh Gheshlaghpour, Sanjog Misra Discussant: Wayne Taylor</p>
10:30-10:50a	<i>Break - Salon D</i>	
10:50a-11:45a	<p align="center"><u>"Privacy and Polarization: An Inference-Based Framework"</u> Authors: Tommaso Bondi, Omid Rafieian, Yunfei (Jesse) Yao Discussant: Amin Sayedi</p>	<p align="center"><u>"TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market"</u> Authors: Zhenling Jiang, Donggwan Kim, Raphael Thomadsen Discussant: Rex Du</p>
11:45a-12:40p	<p align="center"><u>"Retail Media" and Manufacturer Response"</u> Authors: Jason Choi, Kinshuk Jerath, Amin Sayedi Discussant: Chuan He</p>	<p align="center"><u>"Who Is AI Replacing? The Impact of ChatGPT on Online Freelancing Platforms"</u> Authors: Ozge Demirci, Jonas Hannane, Xinrong Zhu Discussant: Alice Li</p>
12:40-2:25p	<i>Welcome Luncheon - Salon D</i> <small>Dean Pirkul's welcome and announcement of the winner of Management Science's "Best Paper in Marketing Award"</small>	
2:25-3:20p	<p align="center"><u>"Social Listening with Competition: The Roles of Social Closeness and Extremity Bias"</u> Authors: Anthony Dukes, Yuanchen Su, Yi Zhu Discussant: Monic Sun</p>	<p align="center"><u>"Misinformation and Mistrust: The Equilibrium Effects of Fake Reviews on Amazon.com"</u> Authors: Ashvin Gandhi, Brett Hollenbeck Discussant: Jessica Fong</p>
3:20-4:15p	<p align="center"><u>"Social Product Design and Fashion Classics"</u> Authors: T. Tony Ke, Chenxi Liao, Fei Long, Michelle Y. Lu Discussant: Jane Gu</p>	<p align="center"><u>"Using Algorithmic Scores to Measure the Impacts of Targeting Promotional Messages"</u> Authors: Tat Chan, Haoyuan Hu, Annie Shi, Dennis Zhang Discussant: Jian Ni</p>
4:15-4:35p	<i>Break - Salon D</i>	
4:35-5:30p	<p align="center"><u>"Advertising Platforms and Privacy"</u> Authors: Sridhar Moorthy, Xianwen Shi, Ruizhi Zhu Discussant: Fei Long</p>	<p align="center"><u>"Platform Leakage: Disintermediation and Incentive Conflicts in Two-Sided Markets"</u> Authors: Yingkang Xie, Huaiyu Zhu Discussant: Prasad Vana</p>
5:30-7:30p	<i>Reception - Salon D</i>	

Saturday, February 24th		
TIME	Salon C	Salon E
8:40a-9:35a	<p align="center"><u>"Welfare Implications of Democratization in Content Creation"</u> Authors: Zijun (June) Shi, Yue Wu, Tianxin Zou Discussant: Michelle Lu</p>	<p align="center"><u>"A Recursive Partitioning Approach for Dynamic Discrete-Choice Models in High-Dimensional Settings"</u> Authors: Ebrahim Baradaran, Hema Yoganarasimhan Discussant: Arun Gopalakrishnan</p>
9:35a-10:30a	<p align="center"><u>"To Each Their Own: Personalized Product Positioning and Competition"</u> Authors: Jinzhao Du, Z. Eddie Ning Discussant: Yi Zhu</p>	<p align="center"><u>"Designing Promises with Reference-Dependent Customers: The Case of Online Grocery Delivery Time"</u> Authors: Tilman Drerup, George Gui Discussant: Tomomichi Amano</p>
10:30-10:50a	<i>Break - Salon D</i>	
10:50a-11:45a	<p align="center"><u>"Pricing and Design of Pay-to-Win Add-ons"</u> Authors: Mushegh Harutyunyan, Esma Koca Discussant: Bobby Zhou</p>	<p align="center"><u>"Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis"</u> Authors: Alex Burnap, Vineet Kumar, Ankit Sisodia Discussant: Elea Feit</p>
11:45a-12:40p	<p align="center"><u>"Sustainable Consumption: A Strategic Analysis"</u> Authors: Wilfred Amaldoss, Siddharth Prusty Discussant: Yogesh Joshi</p>	<p align="center"><u>"Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform"</u> Authors: Mimansa Bairathi, Anja Lambre, Xu Zhang Discussant: Ram Janakiraman</p>
12:40-2:00p	<i>Luncheon - Salon D</i>	
2:00-2:55p	<p align="center"><u>"Streaming Alliances"</u> Authors: Manish Gangwar, Nanda Kumar, Abhinav Uppal Discussant: Woochoel Shin</p>	<p align="center"><u>"Managing Relational Sales: The Role of Behavior-Based and Outcome-Based Controls"</u> Authors: Doug J. Chung, Byungyeon Kim Discussant: Minjee Sun</p>
2:55-3:50p	<p align="center"><u>"Art, Smart Contracts, and the Role of Royalties"</u> Authors: Song Lin, Zijun (June) Shi, Wenxiao Yang Discussant: Baojun Jiang</p>	<p align="center"><u>"Learning Customer Heterogeneity from Aggregate-Response Online Experiments"</u> Authors: Mengyao Huang, Longxiu Tian Discussant: Kathleen Li</p>
3:50-4:10p	<i>Break - Salon D</i>	
4:10-5:05p	<p align="center"><u>"Competition, Platform Revenue Sharing, Producer Participation, and Market Failure"</u> Authors: Hemant K. Bhargava, Kitty Wang, Xingyue (Luna) Zhang Discussant: Yi Liu</p>	<p align="center"><u>"Supply and Demand for Sustainability Claims: Evidence from Consumer Packaged Goods"</u> Authors: Kristina Brecko, Yewon Kim Discussant: Weijia (Daisy) Dai</p>

Presenting author is indicated with bold text.