


Wednesday, March 27, 2019

Time	Poster Session	Room TBD
5:00-6:00 PM	<i>The Managerial Challenges of Implementing Big Data Analytics in Marketing</i>	Devon Johnson, Debika Sihi, Lauren Muzellec, and Debra Zahay
	<i>Let Us Shape the Online Grocery Business While It is Still in Its Infancy: Online Grocery Shopping as an Opportunity for an Increased Food Well-Being</i>	Florentine Frenz
	<i>Antecedents and Consequences of Trust and Concern in Direct Marketing Industries</i>	Kunal Swani, George Milne, and Alec Slepchuk
	<i>Antecedents of Social Connectedness with Its Implications on Consumer Behavior: How online social connectedness makes consumers more impulsive buyers</i>	Recep "Richie" Karaburun and Vishal Lala
	<i>Online Affiliate Engagement Strategies and Customer Relationship Outcomes</i>	Brandon Gustafson, Babu John Mariadoss, David Sprott, and Jean Johnson
	<i>A Study on Sender Outcomes of Online Word of Mouth Transmission</i>	Tony Gao and Cuiping Chen
	<i>Using Consumer Data For Interactive Marketing Strategies: Invaluable Or In Trusi Ve?</i>	Debika Sihi
	<i>A Theory of Object Change: Ontologies, Adaptation, and Mutation</i>	Mario Campana, Fleura Bardhi, Caroline Wiertz, and Stephanie Feiereisen
	<i>Chatbot: Myth of Uncanny Valley</i>	Min Chung Han and Youjeong Kim
6:00-7:00 PM	Reception	Room TBD
	Introduction of Dean Eli Jones	Venky Shankar
	Welcome Address	Eli Jones, Dean, Professor of Marketing, Lowry and Peggy Mays Eminent Scholar, Mays Business School, Texas A&M University
	Welcome from Marketing EDGE	Terri Bartlett, President



IMRC 2019 - Conference Schedule Draft

Texas A&M University—Houston CityCentre Campus

Thursday, March 28, 2019

Time	Welcome/ Plenary Sessions	Room TBD
8:30-10:00 AM	Welcome Address	Venky Shankar, Mays Business School, Texas A&M University
	Introduction of Plenary Speakers by	Venky Shankar
	Plenary Address 1	Damian Fernandez-Lamela, VP Global Analytics, Fossil
	Plenary Address 2	Academic Speaker, K. Sudhir, Editor-in-Chief, Marketing Science, James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the Yale China India Insights (CIIP) Program
10:00-10:30 AM	Coffee Break	
10:30-12:00 PM	Parallel Session 1: Causal Effects <i>Session Chair: Tirunillai Seshadri</i>	Room TBD
	<i>Which Brands Are Best Suited to Social Media Advertising? A Field Study of Social Media Advertising Effects on Consumer Attitudes</i>	Yakov Bart, Andrew Stephen, and Felipe Thomas
	<i>Backward Compatibility (BWC) in Product Upgrades: An Empirical Analysis of the Home Video Game Industry</i>	Unnati Narang and Venkatesh Shankar
	<i>What Drives Sharing of Online Digital Content? The Case of YouTube Video Ads on Social Media</i>	Tirunillai Seshadri, Wayne Zhang, Gerard Tellis, and Debra McGinnis
	Parallel Session 2: Social Media and Communication <i>Session Chair: Astrid Dickinger</i>	Room TBD
	<i>The Marginal Impact Of An Additional Brand-Initiated Communication Channel: A People-Based And Incremental Approach</i>	Grégoire Bothorel
	<i>The Linguistics of Brand Interactivity: Communicating Brand Personality, Sentiment, and Emotionality on Social Media</i>	Ryan Cruz and James Leonhardt
	<i>A Text Mining Approach to Measuring and Predicting Perceived Service Quality from Online Chatter</i>	Yuliya Kolomoyets and Astrid Dickinger
12:00-1:00 PM	Lunch	Room TBD
	Shankar Spiegel Award Presentations	Brian Ratchford
	Introduction of Luncheon Speaker	Mirella Kleijnen
	Luncheon Keynote Address	Lawrence Lopbries, VP Digital Marketing, Academy Sports & Outdoors



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1:00-2:30 PM	Parallel Session 1: Retail and Internet Effects <i>Session Chair: P.K. Kannan</i>	Room TBD
	<i>Search Activities and Purchase Funnel</i>	Ashlee Humphreys, Mathew Isaac, and Rebecca Jen-Hui Wang
	<i>Investigating Cross-Site Relationship Dynamics On The Path To Purchase</i>	Hyungso Lim, Chul Kim, and PK Kannan
	Parallel Session 2: Online Reviews <i>Session Chair: Sabrina Gottschalk</i>	Room TBD
	<i>Photos and Star Rating in Online Review: The Mere Availability 'Bias'</i>	Yiyi Li, Yi-Lin Tsai, and Ying Xie
	<i>Understanding The Effect Of Online Product Reviews On Customers' Purchase Probability The Added Value of Review Content</i>	Ali Tammodani, Su Jung Kim, and Ewa Maslowska
	<i>The Impact of Online Review Dispersion on Intention to Post</i>	Sabrina Gottschalk, Jana Möller and Alexander Mafael
2:30-3:00 PM	Coffee Break	
3:00-4:30 PM	Parallel Session 1: Using Machine Learning to Model Interactivity <i>Session Chair: Michael Ballings</i>	Room TBD
	<i>Machine Learning Models in Interactive Marketing: An Overview and Empirical Comparison</i>	Venkatesh Shankar and Muzeeb Shaik
	<i>A Text-Based Framework For Dynamic Shopping-Cart Analysis</i>	Wagner Kamakura
	<i>Modeling Customer Behavior using Deep Learning</i>	Michel Ballings and Muat Arat
	Parallel Session 2: Platform and Channels <i>Session Chair: Ram Rao</i>	Room
	<i>Monogamous Versus Promiscuous Consumers: Effect Of Variety-Seeking And Retailer Preference On A Multi-Sided Platform</i>	Khadija Ali Vakeel, Shuqiong Zhao, Morana Fudric, Edward Malthouse, and Tom Collinger
	<i>Omnichannel Behavior: Definitions and Covariables</i>	Monica Cortinas, Raquel Chocaró, and Margarita Elorz
<i>Merchant and Platform: Pricing Strategy and Product Entry</i>	Ye Qiu and Ram Rao	



Thursday Evening, March 28, 2019

6:00-7:00 PM Reception Sorella Hotel Ballroom		
6:30-7:00 PM	Remarks	David Griffith, Hallie Vanderhider Chair in Business, Marketing Department Head, Mays Business School, Texas A&M University
7:00-9:00 PM Dinner		
8:00-8:30 PM	Introduction of Dinner Keynote Academic Speaker	Brian Ratchford
	Keynote Speaker	Puneet Manchanda, Isadore and Leon Winkelman Professor of Marketing, Ross School, University of Michigan
8:30- 9:00 PM	Dessert and Coffee	

Friday, March 29, 2019

TIME	Panel Discussion	Room TBD
8:30-10:00 AM	Introduction and Moderation of Panel	Charlie Hofacker
	Panel Discussion	Sarah Darilmaz, Senior Director, Marketing Science, Annalect Rafael Alcaez, Chief Commercial and Analytics Officer, Indeed.com Vineeth Ram, Chief Revenue Officer, OLI Systems
10:00-10:30 AM Coffee Break		
10:30- 12:00 AM	Conceptual Research and Consumer Behavior <i>Session Chair: Ereni Markos</i>	Room TBD
	<i>Fading Away? The Diminishing Of Conceptual Studies In Digital Marketing A Systematic Review And Directions For Future Research</i>	Morana Fuduric and Ana Javornik
	<i>Exploring the Effectiveness of Tablet-based Digital Menus: The Mediating Role of Consumption Visions on Consumer Evaluations</i>	Mark Yi-Cheon Yim, Chan Yoo, and Seung-Chul Yoo
	<i>Are Data Breaches the New Norm? Effects of Consumer Attitudes, Expectations, and Protective Responses to Security Invasions</i>	Lauren Labrecque, Ereni Markos and Kunal Swani
12:00- 12:10 PM	Closing Remarks	Marie Adolphe, Senior Vice President, Marketing EDGE
12:10- 1:00 PM Boxed Lunch		