



Wednesday, March 27, 2019

Time	Poster Session	Room 214
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>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	Hotel Sorella, Monnalisa Lounge
	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

Texas A&M University—Houston CityCentre Campus

Thursday, March 28, 2019

Time	Welcome/ Plenary Sessions	Room 224
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:</i>	Room 224
	<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
	Parallel Session 2: Social Media and Communication <i>Session Chair: Astrid Dickinger</i>	Room 214
	<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	Dining Area
	Shankar Spiegel Award Presentations	Brian Ratchford
	Introduction of Luncheon Speaker	Mirella Kleijnen
	Luncheon Keynote Address	Lawrence Lobbries, VP Digital Marketing, Academy Sports & Outdoors



1:00-2:30 PM	Parallel Session 1: Retail and Internet Effects <i>Session Chair: P.K. Kannan</i>	Room 224
	<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 214
	<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
2:30-2:45 PM	Coffee Break	
2:45-4:00 PM	Parallel Session 1: Using Machine Learning to Model Interactivity <i>Session Chair: Michael Ballings</i>	Room 224
	<i>Machine Learning Models in Interactive Marketing: An Overview and Empirical Comparison</i>	Venkatesh Shankar and Muzeeb Shaik
	<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 214
	<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 Chocaro, 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	Hotel Sorella, La Scala III Ballroom
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 214
8:30-10:00 AM	Introduction and Moderation of Panel	Charlie Hofacker
	Panel Discussion	Pat Coyle, Chief Revenue Officer of Texas A&M Athletics, Sarah Darilmaz, Senior Director, Marketing Science, Annalect, 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 214
	<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	