

# 16th Annual Bass FORMS Conference



Thank you for attending our **2022 Frank M. Bass UTD FORMS Conference**. We hope you will join us in **March 2023!**

We would appreciate your feedback.

[Please take a moment to take our survey](#)

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

**We regret to announce that the 16th annual Frank M. Bass FORMS Conference has been moved to a virtual format. This was done out of an abundance of caution for our conference attendees.**

**The health and safety of our attendees is of the utmost importance and given the on-going COVID-19 pandemic, we have made this decision.**

Please note:

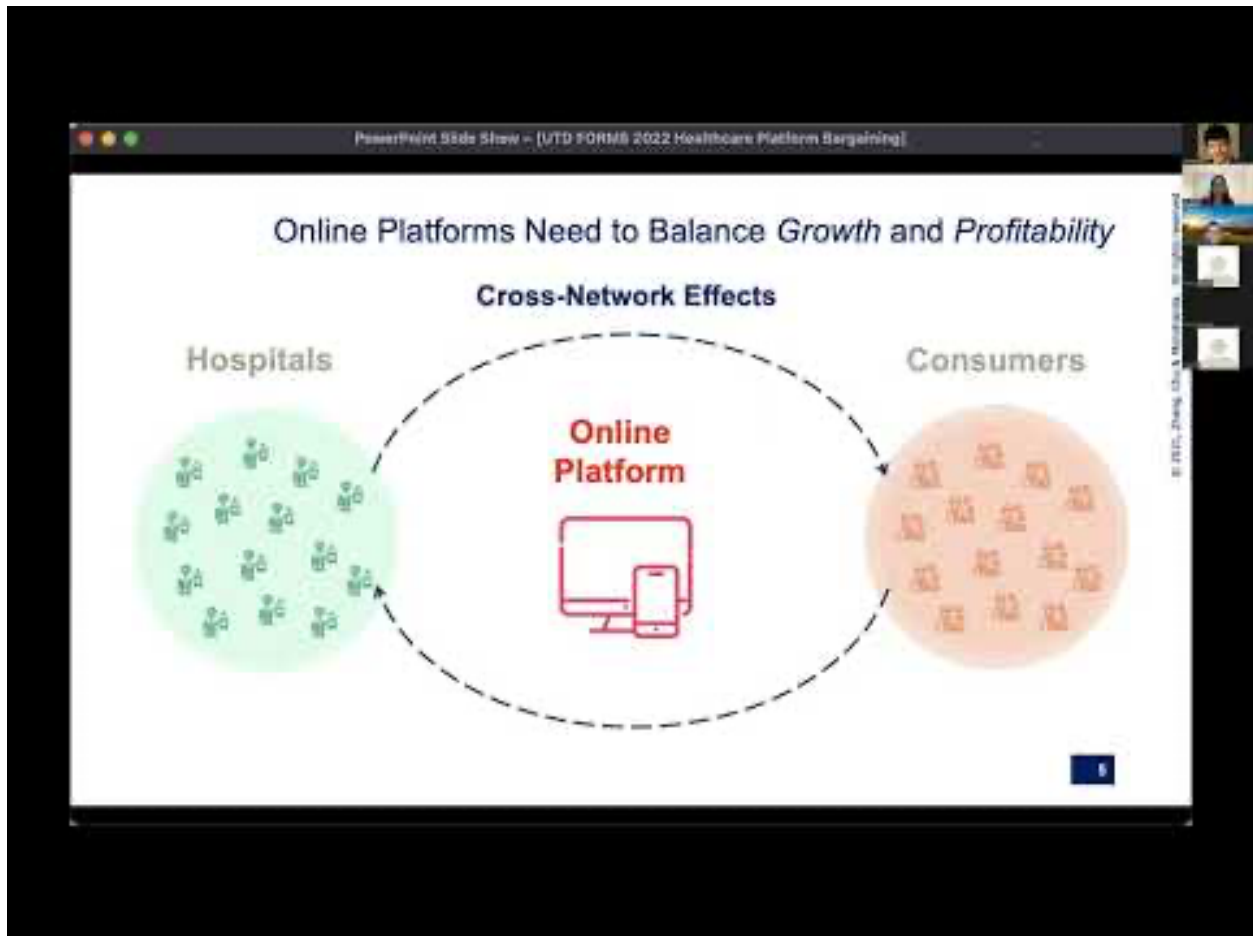
- This will be a virtual conference held via **ZOOM**.
- A conference link will be provided to all registered participants the week of the conference.
- Presentations will be delivered on U.S. Central Standard Time (CST).

**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 16th Bass FORMS Conference will take place on March 3, 2022 at 9:30 a.m. **CENTRAL STANDARD TIME, US (CST)** and conclude approximately at 2 p.m. CST on March 5, 2022.

## 2022 Conference Videos

### Day 1



### Room 1

1. “Online Healthcare Platform Evolution: The Interplay of Bargaining and Network Effects”
2. “Data-Driven Decision-Making in Sales: Can Marketing Analytics Enhance Sales Performance?”
3. “Controlling for Retailer Synergies when Evaluating Coalition Loyalty Programs”
4. “Boundaries of Differentiated Product Markets and Retailer Pricing”
5. “The Impact of Gig Economy on the Product Quality through the Labor Market: Evidence from Ride-sharing and Restaurant Quality”
6. “A Characterization for Optimal Bundling of Products with Interdependent Values”



### **Room 2, Morning**

1. “How Does Competition Affect Exploration vs. Exploitation? A Tale of Two Recommendation Algorithms”

## Hotel C

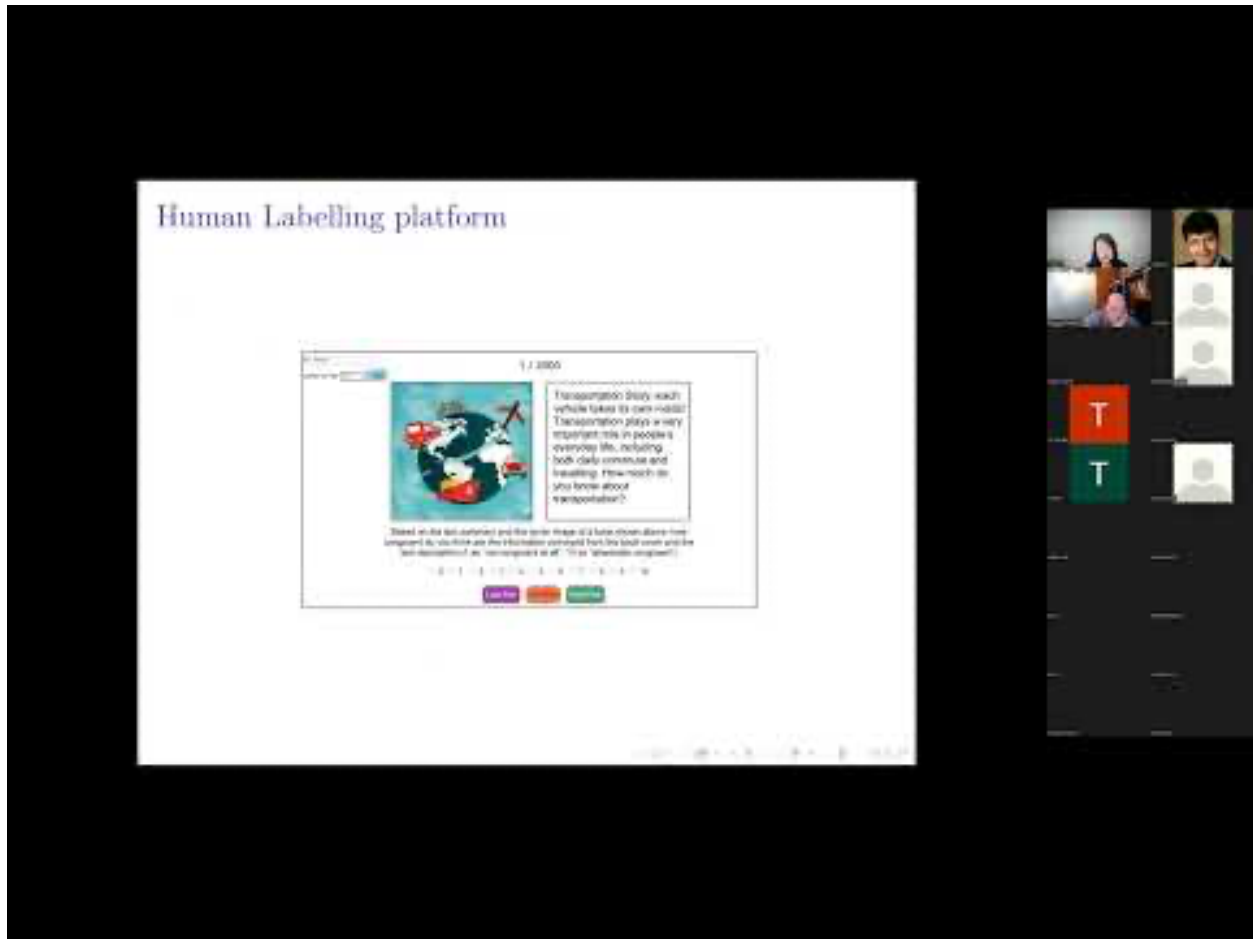


- Hotel C is promoted by algorithm 2 so low-priced rooms are less likely to be available under algorithm 1 in the A/B test compared to the counterfactual case where all users are assigned to algorithm 1
- As a result, Hotel C's TATE is under-estimated

### Room 2, Afternoon

1. "A Bias Correction Approach for Interference in Ranking Experiments"
2. "Open and Private Exchanges in Display Advertising"
3. "Negative Advertising and Competitive Product Positioning"

### Day 2



## Room 1

1. “Is Relevancy Everything? A Deep Learning Approach to Understand the Coupling of Image and Text”
2. “Search Neutrality and Competition between First-party and Third-party Sellers on an Online Retail Platform”
3. “The Design and Targeting of Compliance Promotions”
4. “An AI Method to Score Charisma from Human Faces:”
5. “Can You Judge a Car by Its History? Vehicle History Reports and the Efficiency of the Used-Car Retail Market”
6. “From Anti-China Rhetoric to Anti-Asian Behavior: The Social and Economic Cost of ‘Kung Flu’”



### **Room 2, Morning**

1. “Amazon and the Future of Retail”
2. “Licensing Mechanisms for Product Lines”
3. “The Economic Value of Norm Conformity and Menu-Opt-Out Costs”



### **Room 2, Afternoon**

1. “Debunking Misinformation in Advertising”
2. “Impact of Marketing Analytic 1.0 on Entrepreneur and Firm Performance: Field Experiment Evidence from Rwanda”
3. “AI and AI-Human based Screening and Selection for Salesperson Hiring using interview Videos”

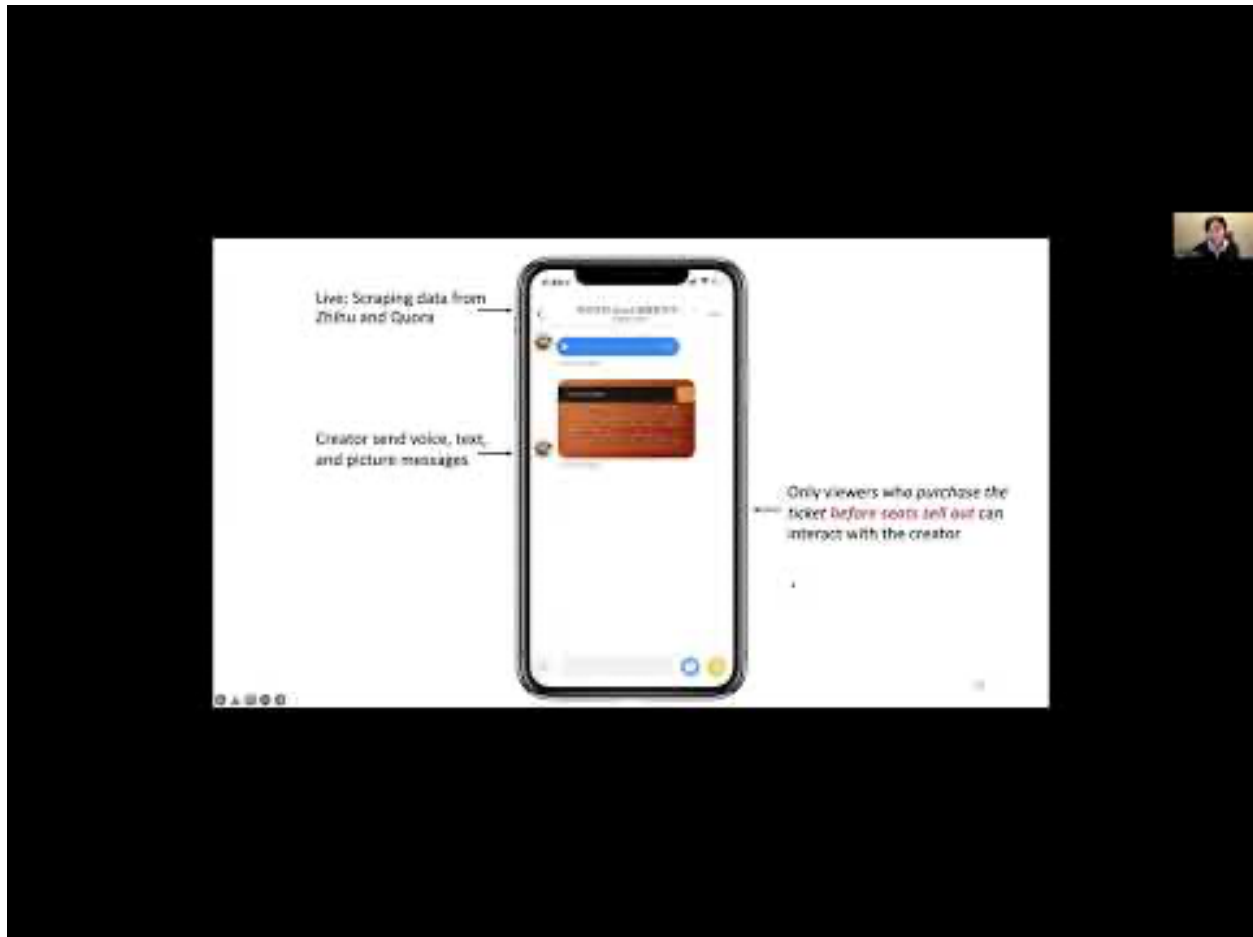
### **Day 3**



### Room 1

1. “Zero to One: Sales Prospecting with Augmented Recommendation”
2. “Quantity vs Variety: Non-Cooperative Content Production on Online Knowledge Sharing Platforms”
3. “Customer Voice in Two-Sided Platforms: An Examination of Surge Pricing and Customer Complaints”
4. “Government policy, strategic consumer behavior, and spillovers to retailers: The case of demonetization in India”





## Room 2, Morning

1. “The Role of ‘Live’ in Livestreaming Markets: Evidence Using Orthogonal Random Forest”
2. “Consumer Transportation Costs and the Value of E-Commerce: Evidence from the Dutch Apparel Industry”
3. “When and Why Do Buyers Rate in Online Markets?”
4. “The Effect of Short-Term Rentals on Residential Investment”

## Keynote Speaker



## **Tulin Erdem**

This year we are delighted to welcome Dr. Tulin Erdem as our Keynote Speaker.

Dr. Erdem joined New York University Stern School of Business as a Leonard N. Stern School Professor of Business and Professor of Marketing in July 2006.

Before joining Stern in 2006, Tulin Erdem has also been the E.T. Grether Professor of Business Administration and Marketing at the Haas School of Business, University of California at Berkeley, where she served also as the Associate Dean for Academic Affairs and the Marketing Group Chair, and the Ph.D. Director at the Haas School of Business.

Her research interests include advertising, brand management and equity, consumer choice, customer relationship management, decision-making under uncertainty, econometric modeling and pricing. She has published several papers in top field journals. She has received best paper awards, as well major research grants, including two major National Science Foundation grants. She served as an AE at *Marketing Science*, *Journal of Consumer Research* and *Quantitative Marketing and Economics*. She was the editor-in-chief of the *Journal of Marketing Research* (2009-2012).

Tulin Erdem also served as the President of INFORMS Marketing Society (ISMS).

Tulin Erdem has a BA (Bogazici University) and MA in Economics and Ph.D. in Business Administration (University of Alberta. Major: marketing; Minors: economics, statistics).

[View more information on Dr. Tulin Erdem.](#)

## **Selection Committee**

- Ron Berman (University of Pennsylvania)
- Khai Chiong (University of Texas at Dallas)
- Elisabeth (Ella) Honka (UCLA)
- Liye Ma (University of Maryland)
- Venkatesh Shankar (Texas A & M University)
- Maxim Sinitsyn (University of California, San Diego)

## **Bass FORMS Conference Details**

### **Registration**

Registration is now open.

Faculty registration: \$100

PhD Student registration: \$50

# Conference Schedule – Day 1

## [Room 1 Link](#)

**This zoom address will be the same for this room for all 3 days.**

Meeting ID: 254 017 0007

Passcode: 1sgwti

## [Room 2 Link](#)

**This zoom address will be the same for this room for all 3 days.**

Meeting ID: 289 633 1433

Passcode: 875849

**10 a.m. – 11 a.m.**

### **Room 1**

[“Online Healthcare Platform Evolution: The Interplay of Bargaining and Network Effects”](#)

**Authors:** Xu Zhang, Junhong Chu, Puneet Manchanda

**Discussant:** Lingling Zhang

### **Room 2**

[“How Does Competition Affect Exploration vs. Exploitation? A Tale of Two Recommendation Algorithms”](#)

**Authors:** H. Henry Cao, Liye Ma, Z.Eddie Ning, Baohong Suni

**Discussant:** Mohammad Zia

**11 a.m. – 12 p.m.**

### **Room 1**

[“Data-Driven Decision-Making in Sales: Can Marketing Analytics Enhance Sales Performance?”](#)

**Authors:** Avi Goldfarb, Mengze Shi, Minjee Sun

**Discussant:** Anita Rao

### **Room 2**

*“Right to Repair: Pricing, Welfare, and Environmental Implications”*

**Authors:** Chen Jin, Luyi Yang, Cungen Zhu

**Discussant:** Baojun Jiang

**12 p.m. – 1 p.m.**

**Room 1**

*“Controlling for Retailer Synergies when Evaluating Coalition Loyalty Programs”*

**Authors:** Wayne Taylor, Xiaojing Dong

**Discussant:** Arun Gopalakrishnan

**Room 2**

*“The Value of Professional Ties in B2B Markets”*

**Authors:** Sriya Anbil, Navid Mojir

**Discussant:** Ying Xie

**1 p.m. – 2 p.m.**

**Room 1**

Welcome from Dr. Hasan Pirkul, Dean, Naveen Jindal School of Management.  
Introduction of our Keynote Speaker Dr. Tulin Erdem by Dr. Ram Rao. Please join us  
in Room 1.

**2 p.m. – 3 p.m.**

**Room 1**

*“Boundaries of Differentiated Product Markets and Retailer Pricing”*

**Authors:** Giovanni Compiani, Adam Smith

**Discussant:** Joonhwi Joo

**Room 2**

*“A Bias Correction Approach for Interference in Ranking Experiments”*

**Authors:** Ali Goli, Anja Lambrecht, Hema Yoganarasimhan

**Discussant:** Brett Hollenbeck

**3 p.m. – 4 p.m.**

**Room 1**

*“The Impact of Gig Economy on the Product Quality through the Labor Market: Evidence from Ride-sharing and Restaurant Quality”*

**Authors:** Minkyu Shin, Jiwoong Shin, Soheil Ghili, and Jaehwan Kim

**Discussant:** Tat Chan

**Room 2**

*“Open and Private Exchanges in Display Advertising”*

**Authors:** W. Jason Choi, Amin Sayedi

**Discussant:** Qihong Liu

**4 p.m. – 5 p.m.**

**Room 1**

*“A Characterization for Optimal Bundling of Products with Interdependent Values”*

**Authors:** Soheil Ghili

**Discussant:** Tony Ke

**Room 2**

*“Negative Advertising and Competitive Product Positioning”*

**Authors:** Gorkem Bostanci, Pinar Yildirim, Kinshuk Jerath

**Discussant:** Woochoel Shin

## Conference Schedule – Day 2

### [Room 1 Link](#)

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**10 a.m. – 11 a.m.**

#### **Room 1**

[\*“Is Relevancy Everything? A Deep Learning Approach to Understand the Coupling of Image and Text”\*](#)

**Authors:** Jingcun Cao, Xiaolin Li, Lingling Zhang

**Discussant:** Liu Liu

#### **Room 2**

[\*“Amazon and the Future of Retail”\*](#)

**Authors:** Tommaso Bondi, Luis Cabral

**Discussant:** Song Lin

**11 a.m. – 12 p.m.**

#### **Room 1**

[\*“Search Neutrality and Competition between First-party and Third-party Sellers on an Online Retail Platform”\*](#)

**Authors:** Tianxin Zou, Bo Zhou

**Discussant:** Chuan He

#### **Room 2**

*“Licensing Mechanisms for Product Lines”*

**Authors:** Maxim Sinitsyn

**Discussant:** Shervin Tehrani

**12 p.m. – 1 p.m.**

**Room 1**

*“The Design and Targeting of Compliance Promotions”*

**Authors:** Oystein Daljord, Carl Mela, Jason Roos, Jim Sprigg, Song Yao

**Discussant:** Kosuke Uetake

**Room 2**

*“The Economic Value of Norm Conformity and Menu-Opt-Out Costs”*

**Authors:** Kwabena Donkor

**Discussant:** Amin Hosseininasab

**1 p.m. – 2 p.m.**

Lunch Break

**2 p.m. – 3 p.m.**

**Room 1**

*“An AI Method to Score Charisma from Human Faces”*

**Authors:** Xiaohang Feng, Xiao Liu, Kannan Srinivasan, Shunyuan Zhang

**Discussant:** Venkatesh Shankar

**Room 2**

*“Debunking Misinformation in Advertising”*

**Authors:** Jessica Fong, Tong Guo, Anita Rao

**Discussant:** Khaled Boughanmi

**3 p.m. – 4 p.m.**

**Room 1**



[<cite“Can You Judge a Car by Its History? Vehicle History Reports and the Efficiency of the Used-Car Retail Market”</cite](#)

**Authors:** Guofang Huang, Haiyan Liu, Hong Luo

**Discussant:** Mingyu (Max) Joo

**Room 2**

[“Impact of Marketing Analytics 1.0 on Entrepreneur and Firm Performance: Field Experiment Evidence from Rwanda”](#)

**Authors:** Stephen J. Anderson, Pradeep Chintagunta, Rupali Kaul, Naufel J. Vilcassim

**Discussant:** Ayelet Israeli

**4 p.m. – 5 p.m.**

**Room 1**

[“From Anti-China Rhetoric to Anti-Asian Behavior: The Social and Economic Cost of ‘Kung Flu’”](#)

**Authors:** Julia Lee Cunningham, Justin T. Huang, Masha Krupenkin, David Rothschild

**Discussant:** Tongil (TI) Kim

**Room 2**

[“AI and AI-Human based Screening and Selection for Salesperson Hiring using Interview Videos”](#)

**Authors:** Ishita Chakraborty, Khai Chiong, Howard Dover, K. Sudhir

**Discussant:** Kalinda Ukanwa

## Conference Schedule – Day 3

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**Authors:** Saiquan Hu, Juanjuan Zhang, Yuting Zhu

**Discussant:** Giorgos Zervas

#### **Room 2**

[\*“The Role of “Live” in Livestreaming Markets: Evidence Using Orthogonal Random Forest”\*](#)

**Authors:** Ziwei Cong, Jia Liu, Puneet Manchanda

**Discussant:** Shijie lu

**11 a.m. – 12 p.m.**

#### **Room 1**

[\*“Quantity vs Variety: Non-cooperative Content Production on Online Knowledge Sharing Platforms”\*](#)

**Authors:** Maiju Guo, Jian Ni, Qiaowei Shen, Yan Xu

**Discussant:** Monic Sun

#### **Room 2**

*“Consumer Transportation Costs and the Value of E-Commerce: Evidence from the Dutch Apparel Industry”*

**Authors:** Bart J. Bronnenberg, Yufeng Huang

**Discussant:** Bryan Bollinger

**12 p.m. – 1 p.m.**

**Room 1**

*“Customer Voice in Two-Sided Platforms: An Examination of Surge Pricing and Customer Complaints”*

**Authors:** Linli Xu, Yanhao “Max” Wei, Yi Zhu

**Discussant:** Pranav Jindal

**Room 2**

*“When and Why Do Buyers Rate in Online Markets?”*

**Authors:** Xiang Hui, Tobias J. Klein, Konrad Stahl

**Discussant:**

**1 p.m. – 2 p.m.**

**Room 1**

*“Government policy, strategic consumer behavior, and spillovers to retailers: The case of demonetization in india”*

**Authors:** Pradeep Chintagunta, Yewon Kim, Bhuvanesh Pareek

**Discussant:** Dinesh Puranam

**Room 2**

*“The Effect of Short-Term Rentals on Residential Investment”*

**Authors:** Ron Bekkerman, Maxime Cohen, Edward Kung, John Maiden, Davide Proserpio

**Discussant:** Shunyuan Zhang