# Quantitative Marketing and Economics Conference

Hosted by Simon Business School at the University of Rochester  
October 7-8, 2022  
Gleason Hall 318/418  

All times listed are in the Eastern Standard Time zone

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>12:00 p.m.</td>
<td>Lunch (box lunches available) - Location: Schlegal Front Lawn Tent</td>
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<tr>
<td>1:00 p.m.</td>
<td>Welcome</td>
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<td>1:15 p.m.</td>
<td>Session 1</td>
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| 1:15 p.m. to 2:15 p.m. | *Sophisticated Consumers with Inertia: Long-Term Implications from a Large-Scale Field Experiment*  
                   | Klaus Miller (HEC Paris), Navdeep S. Sahni (Stanford), Avner Strulov-Shlain (Chicago Booth)  
                   | *Presenter: Navdeep Sahni*  
                   | *Discussant: Matthew Osborne (Toronto)*  |
| 2:15 p.m.     | Session 2                                                            |
| 2:15 p.m. to 3:15 p.m. | *TV Advertising and Online Sales: The Role of Intertemporal Substitution*  
                      | Anja Lambrecht (London Business School), Catherine Tucker (MIT), Xu Zhang (London Business School)  
                      | *Presenter: Xu Zhang*  
                      | *Discussant: Anna Tuchman (Northwestern)*  |
| 3:15 p.m.     | Break (refreshments available)                                       |
| 3:30 p.m.     | Session 3                                                            |
| 3:30 p.m. to 4:30 p.m. | *Welfare Effects of Personalized Rankings*  
                          | Robert Donnelly (Instacart), Ayush Kanodia (Stanford), Ilya Morozov (Northwestern)  
                          | *Presenter: Ilya Morozov*  
                          | *Discussant: Hana Choi (Rochester)*  |
| 4:30 p.m.     | Session 4                                                            |
| 4:30 p.m. to 5:30 p.m. | *The Heterogeneous Effects of Social Media Content on Racial Attitudes*  
                           | Lena Song (NYU/Columbia)  
                           | *Presenter: Lena Song*  
<pre><code>                       | *Discussant: Andrey Simonov (Columbia)*  |
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<p>| 6:00 p.m.     | Reception                                                             |
| 7:00 p.m.     | Conference Dinner (Wittink Award Presentation and QME Update)        |</p>
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<thead>
<tr>
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<tr>
<td>8:15 a.m. to 9:00 a.m.</td>
<td>Breakfast - Location: Schlegal Front Lawn Tent</td>
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<td>9:00 a.m. to 10:00 a.m.</td>
<td>Session 5</td>
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<td><strong>Influencers: The Power of Comments</strong></td>
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<td>Cristina Nistor (Chapman University), Matthew Selove (Chapman University)</td>
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<td><em>Presenter: Matt Selove</em></td>
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<td><em>Discussant: Ron Berman (Wharton)</em></td>
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<td>10:00 a.m. to 11:00 a.m.</td>
<td>Session 6</td>
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<td><strong>Drivers of Digital Attention: Evidence from a Social Media Experiment</strong></td>
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<td>Guy Aridor (Northwestern)</td>
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<td><em>Presenter: Guy Aridor</em></td>
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<td><em>Discussant: Andrey Fradkin (Boston University)</em></td>
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<td>11:00 a.m. to 11:15 a.m.</td>
<td>Break (refreshments available)</td>
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<td>11:15 a.m. to 12:15 p.m.</td>
<td>Session 7</td>
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<td><strong>Marketing &amp; Experimentation for Social Change: Adapting to Drought in California</strong></td>
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<td>Kristina Brecko (Simon Business School), Wesley R. Hartmann (Stanford)</td>
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<td><em>Presenter: Kristina Brecko</em></td>
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<td><em>Discussant: Bryan Bollinger (NYU)</em></td>
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<td>12:15 p.m. to 1:15 p.m.</td>
<td>Lunch – Location: Schlegal Front Lawn Tent</td>
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<td>1:15 p.m. to 2:15 p.m.</td>
<td>Session 8</td>
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<td><strong>Organizational Structure and Pricing: Evidence from a Large U.S. Airline</strong></td>
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<td>Ali Hortaçsu (University of Chicago), Olivia R. Natan (University of CA, Berkley), Hayden Parsley (UT – Austin), Timothy Schwieg (University of Chicago), Kevin Williams (Yale)</td>
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<td><em>Presenter: Kevin Williams</em></td>
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<td><em>Discussant: Brett Hollenbeck (UCLA)</em></td>
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<td>2:15 p.m. to 2:30 p.m.</td>
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<td>2:30 p.m. to 3:30 p.m.</td>
<td>Session 9</td>
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<td><strong>Price Saliency and Fairness: Evidence from Regulatory Shaming</strong></td>
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<td>Itai Ater (Tel Aviv University), Or Avishay-Rizi (Tel Aviv University)</td>
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<td><em>Presenter: Itai Ater</em></td>
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<td><em>Discussant: Sarah Moshary (Berkeley)</em></td>
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<td>3:30 p.m. to 4:30 p.m.</td>
<td>Session 10</td>
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<td><strong>Coarse Personalization</strong></td>
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<td>Walter W. Zhang (Chicago Booth), Sanjog Misra (Chicago Booth)</td>
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<td><em>Presenter: Walter Zhang</em></td>
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<td><em>Discussant: Omid Rafieian (Cornell)</em></td>
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<td>Conference Committee &amp; Co-Chairs</td>
<td>Paul Ellickson (co-chair)</td>
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<td>Ronald Goettler (co-chair)</td>
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<td>Jeanine Miklos-Thal (co-chair)</td>
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<td>Bart Bronnenberg</td>
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<td>Michaela Draganska</td>
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