

## 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

### Friday, October 7

12:00 p.m. to 1:00 p.m.	Lunch (box lunches available) - Location: Schlegel Front Lawn Tent
1:00 p.m. to 1:15 p.m.	Welcome
1:15 p.m. to 2:15 p.m.	Session 1
	<p><a href="#">Sophisticated Consumers with Inertia: Long-Term Implications from a Large-Scale Field Experiment</a></p> <p>Klaus Miller (HEC Paris), Navdeep S. Sahni (Stanford), Avner Strulov-Shlain (Chicago Booth)</p> <p><i>Presenter: Navdeep Sahni</i></p> <p><i>Discussant: Matthew Osborne (Toronto)</i></p>
2:15 p.m. to 3:15 p.m.	Session 2
	<p><a href="#">TV Advertising and Online Sales: The Role of Intertemporal Substitution</a></p> <p>Anja Lambrecht (London Business School), Catherine Tucker (MIT), Xu Zhang (London Business School)</p> <p><i>Presenter: Xu Zhang</i></p> <p><i>Discussant: Anna Tuchman (Northwestern)</i></p>
3:15 p.m. to 3:30 p.m.	Break (refreshments available)
3:30 p.m. to 4:30 p.m.	Session 3
	<p><a href="#">Welfare Effects of Personalized Rankings</a></p> <p>Robert Donnelly (Instacart), Ayush Kanodia (Stanford), Ilya Morozov (Northwestern)</p> <p><i>Presenter: Ilya Morozov</i></p> <p><i>Discussant: Hana Choi (Rochester)</i></p>
4:30 p.m. to 5:30 p.m.	Session 4
	<p><a href="#">The Heterogeneous Effects of Social Media Content on Racial Attitudes</a></p> <p>Lena Song (NYU/Columbia)</p> <p><i>Presenter: Lena Song</i></p> <p><i>Discussant: Andrey Simonov (Columbia)</i></p>
6:00 p.m. to 7:00 p.m.	Reception
7:00 p.m. to 9:00 p.m.	Conference Dinner (Wittink Award Presentation and QME Update)

Saturday, October 8

8:15 a.m. to 9:00 a.m.	Breakfast - Location: Schlegal Front Lawn Tent
9:00 a.m. to 10:00 a.m.	Session 5
	<p><a href="#">Influencers: The Power of Comments</a></p> <p>Cristina Nistor (Chapman University), Matthew Selove (Chapman University)</p> <p><i>Presenter: Matt Selove</i></p> <p><i>Discussant: Ron Berman (Wharton)</i></p>
10:00 a.m. to 11:00 a.m.	Session 6
	<p><a href="#">Drivers of Digital Attention: Evidence from a Social Media Experiment</a></p> <p>Guy Aridor (Northwestern)</p> <p><i>Presenter: Guy Aridor</i></p> <p><i>Discussant: Andrey Fradkin (Boston University)</i></p>
11:00 a.m. to 11:15 a.m.	Break (refreshments available)
11:15 a.m. to 12:15 p.m.	Session 7
	<p><a href="#">Marketing &amp; Experimentation for Social Change: Adapting to Drought in California</a></p> <p>Kristina Brecko (Simon Business School), Wesley R. Hartmann (Stanford)</p> <p><i>Presenter: Kristina Brecko</i></p> <p><i>Discussant: Bryan Bollinger (NYU)</i></p>
12:15 p.m. to 1:15 p.m.	Lunch – Location: Schlegal Front Lawn Tent
1:15 p.m. to 2:15 p.m.	Session 8
	<p><a href="#">Organizational Structure and Pricing: Evidence from a Large U.S. Airline</a></p> <p>Ali Hortaçsu (University of Chicago), Olivia R. Natan (University of CA, Berkley), Hayden Parsley (UT – Austin), Timothy Schwieg (University of Chicago), Kevin Williams (Yale)</p> <p><i>Presenter: Kevin Williams</i></p> <p><i>Discussant: Brett Hollenbeck (UCLA)</i></p>
2:15 p.m. to 2:30 p.m.	Break (refreshments available)
2:30 p.m. to 3:30 p.m.	Session 9
	<p><a href="#">Price Saliency and Fairness: Evidence from Regulatory Shaming</a></p> <p>Itai Ater (Tel Aviv University), Or Avishay-Rizi (Tel Aviv University)</p> <p><i>Presenter: Itai Ater</i></p> <p><i>Discussant: Sarah Moshary (Berkeley)</i></p>
3:30 p.m. to 4:30 p.m.	Session 10
	<p><a href="#">Coarse Personalization</a></p> <p>Walter W. Zhang (Chicago Booth), Sanjog Misra (Chicago Booth)</p> <p><i>Presenter: Walter Zhang</i></p> <p><i>Discussant: Omid Rafieian (Cornell)</i></p>

### Special Thanks to

**Conference Committee  
& Co-Chairs**

Paul Ellickson (co-chair)  
Ronald Goettler (co-chair)  
Jeanine Miklos-Thal (co-chair)  
Bart Bronnenberg  
Michaela Draganska  
Günter Hitsch  
Garrett Johnson  
Anita Rao  
Raluca Ursu