

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)
1:00 p.m. to 1:15 p.m.	Welcome
1:15 p.m. to 2:15 p.m.	Session 1
	<u>Sophisticated Consumers with Inertia: Long-Term Implications from a Large-Scale Field Experiment</u> Klaus Miller (HEC Paris), Navdeep S. Sahni (Stanford), Avner Strulov-Shlain (Chicago Booth) <i>Presenter: Navdeep Sahni</i> <i>Discussant: TBD</i>
2:15 p.m. to 3:15 p.m.	Session 2
	<u>TV Advertising and Online Sales: The Role of Intertemporal Substitution</u> Anja Lambrecht (London Business School), Catherine Tucker (MIT), Xu Zhang (London Business School) <i>Presenter: Xu Zhang</i> <i>Discussant: TBD</i>
3:15 p.m. to 3:30 p.m.	Break (refreshments available)
3:30 p.m. to 4:30 p.m.	Session 3
	<u>Welfare Effects of Personalized Rankings</u> Robert Donnelly (Instacart), Ayush Kanodia (Stanford), Ilya Morozov (Northwestern) <i>Presenter: Ilya Morozov</i> <i>Discussant: TBD</i>
4:30 p.m. to 5:30 p.m.	Session 4
	<u>The Heterogeneous Effects of Social Media Content on Racial Attitudes</u> Lena Song (NYU/Columbia) <i>Presenter: Lena Song</i> <i>Discussant: TBD</i>
6:00 p.m. to 7:00 p.m.	Reception
7:00 p.m. to 9:00 p.m.	Conference Dinner

Saturday, October 8

8:15 a.m. to 9:00 a.m.	Breakfast
9:00 a.m. to 10:00 a.m.	Session 5
	Influencers: The Power of Comments Cristina Nistor (Chapman University), Matthew Selove (Chapman University) <i>Presenter: Matt Selove</i> <i>Discussant: TBD</i>
10:00 a.m. to 11:00 a.m.	Session 6
	Drivers of Digital Attention: Evidence from a Social Media Experiment Guy Aridor (Northwestern) <i>Presenter: Guy Aridor</i> <i>Discussant: TBD</i>
11:00 a.m. to 11:15 a.m.	Break (refreshments available)
11:15 a.m. to 12:15 p.m.	Session 7
	Marketing & Experimentation for Social Change: Adapting to Drought in California Kristina Brecko (Simon Business School), Wesley R. Hartmann (Stanford) <i>Presenter: Kristina Brecko</i> <i>Discussant: TBD</i>
12:15 p.m. to 1:15 p.m.	Lunch (box lunches available)
1:15 p.m. to 1:45 p.m.	Wittink Award Presentation and QME Update
1:45 p.m. to 2:45 p.m.	Session 8
	Organizational Structure and Pricing: Evidence from a Large U.S. Airline Ali Hortaçsu (University of Chicago), Olivia R. Natan (University of CA, Berkley), Hayden Parsley (UT – Austin), Timothy Schweg (University of Chicago), Kevin Williams (Yale) <i>Presenter: Kevin Williams</i> <i>Discussant: TBD</i>
2:45 p.m. to 3:00 p.m.	Break (refreshments available)
3:00 p.m. to 4:00 p.m.	Session 9
	Price Saliency and Fairness: Evidence from Regulatory Shaming Itai Ater (Tel Aviv University), Or Avishay-Rizi (Tel Aviv University) <i>Presenter: Itai Ater</i> <i>Discussant: TBD</i>
4:00 p.m. to 5:00 p.m.	Session 10
	Coarse Personalization Walter W. Zhang (Chicago Booth), Sanjog Misra (Chicago Booth) <i>Presenter: Walter Zhang</i> <i>Discussant: TBD</i>

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