## 2019 Bass FORMS Conference Schedule

### Thursday February 28th

<table>
<thead>
<tr>
<th>TIME</th>
<th>S1: Room 1.508</th>
<th>S2: Room 1.502</th>
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<tbody>
<tr>
<td>11:30-1:00pm</td>
<td>Registration and Lunch, Executive Dining Room (JSOM Room 1.606)</td>
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<td>1:00-1:20pm</td>
<td>Conference Welcome: Dean Hasan Pirkul</td>
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| 1:30-2:30pm   | “Online Reviews, Management Responses, and Gender Bias: An Empirical Investigation”  
                **Authors:** Davide Proserpio, Isamar Troncoso and Francesca Valsesia  
                **Discussant:** Peter Popkowski Leszczyc  
                | “Signaling Through Advertising When It Can Be Blocked”  
                **Authors:** Qihong Liu, Yuxin Chen  
                **Discussant:** Ozge Turut  |
| 2:30-3:30pm   | “Consumer Heterogeneity and Social Learning: Evidence from Movie Reviews”  
                **Author:** Tommaso Bondi and Ryan Stevens  
                **Discussant:** Venkatesh Shankar  
                | “A Theory of Conventional Channel with Kickbacks”  
                **Authors:** Upender Subramanian and Z. John Zhang  
                **Discussant:** Jonas Hedlund  |
| 3:30-4:00     | **Break, Across The Hall In Room 1.516**                                      |                                                                                  |
| 4:00-5:00     | “Over and under advertising CSR”  
                **Author:** Luc Wathieu and Sumitro Banerjee  
                **Discussant:** Shervin Tehrani  
                | “How Does A Firm Learn in A Changing World?  
                The Case of Prosper Marketplace”  
                **Authors:** Xinlong Li and Andrew Ching  
                **Discussant:** Alice Li  |
| 5:15pm        | All attendees please plan to join us for dinner at 6:30 PM at the Hyatt.  
                Hyatt Guests will be transported to the hotel by hotel shuttle.             |                                                                                  |
| 6:30pm        | Dinner at Hyatt Hotel 701 East Campbell Road, Richardson, TX, 75081             |                                                                                  |

### Friday March 1st

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<th>TIME</th>
<th>S1: Room 1.508</th>
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| 8:30-9:30am   | “The Importance of Price Beliefs in Consumer Search”  
                **Authors:** Anocha Aribarg and Pranav Jindal  
                **Discussant:** Gonca Soysal  
                | “Targeted Advertising: How Do Consumers Make Inferences?”  
                **Authors:** Jungju Yu and Jiwoong Shin  
                **Discussant:** Raphael Thomadsen  |
| 9:30-10:30am  | “(Un)Expected Consequences of Becoming a New Format Shopper: A Causal Approach”  
                **Authors:** Xavi Vidal-Berastain, Paul Ellickson, and Mitch Lovett  
                **Discussant:** Joonhwi Joo  
                | “Aiming for the Goal: Contribution Dynamics of Crowdfunding”  
                **Authors:** Oery Aniko, Joyee Deb, and Kevin Williams  
                **Discussant:** Rob Waiser  |
| 10:30-10:50am | **Break, Executive Dining Room (EDR, JSOM Room 1.606)**                        |                                                                                  |
| 10:50-11:50am | “Funding Innovative Products: Exploring Early Investor Preferences”  
                **Authors:** Timothy P. Derdenger and Kannan Srinivasan  
                **Discussant:** Anita Rao  
                | “Information Asymmetry and Relevance of Sponsored Listings in Online Marketplaces”  
                **Authors:** Siddhartha Sharma, Vibhanshu Abhishek, and Kinshuk Jerath  
                **Discussant:** Shubhranshu Singh  |
### Saturday March 2nd

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| 8:30-9:30am  | "Price Manipulation in Peer-to-Peer Markets"  
Author: Ron Berman and Vladimir Pavlov  
Discussant: Baojun Jiang | "Reactive Outsourcing of Technological Innovations"  
Author: Manuel Hermosilla  
Discussant: Madhu Viswanathan |
| 9:30-10:30am | "Guiding Consumers through Lemons and Peaches: A Dynamic Model of Search over Multiple Characteristics"  
Author: Pedro M. Gardete and Megan H. Antill  
Discussant: Steve Shugan | "Obesity and Self Control: Evidence from Food Purchase Data"  
Author: Matthew Osborne, Ying Bao, Emily Wang, and C. Jaenicke  
Discussant: Jian Ni |
| 10:30-11:00am | Break in the EDR Atrium                                                           |                                                                                 |
| 11:00-12:00pm | "Multidimensional Cheap Talk: An Analysis of the Online Home Rental Market"  
Author: Lingling Zhang, Fan Feng, and Vithala Rao  
Discussant: Raj Sethuraman | "Pairwise Normalization: A Neuroeconomic Theory of Multi-Attribute Choice"  
Author: Peter Landry and Ryan Webb  
Discussant: Mingyu (Max) Joo |
| 12:00pm      | **Come & Go Boxed Lunches in the EDR Atrium**                                    |                                                                                 |

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| 11:50-1:50pm | Lunch, Executive Dining Room  
Keynote Speaker: Ganesh Iyer, BerkleyHass |
| 1:50-2:50pm  | "Can Friends Seed More Buzz and Adoption?"  
Authors: Vineet Kumar and K. Sudhir  
Discussant: Khai Chiong |
|             | “Pricing in a Duopoly with Observational Learning”  
Author: Amin Sayedi  
Discussant: T. Tony Ke |
| 2:50-3:50pm  | "Does User-Generated Content Help Publishers? Analyzing Content Consumption in a Hybrid Content Environment"  
Author: Inyoung Chae, David A. Schweidel, Theodoros Evgeniou and V. Padmanabhan  
Discussant: Shibo Li |
|             | “Optimal Price Promotions with Sequential Search and Differentiated Products”  
Author: Maxim Sinitsyn  
Discussant: Mohammad Zia |
| 3:50-4:10    | Break, Executive Dining Room (JSOM Room 1.606)                         |
| 4:10-5:10    | "The Informational Role of Sponsored Advertising on Online Retail Marketplaces"  
Author: Fei Long, Kinshuk Jerath, and Miklos Sarvary  
Discussant: Amit Mehra |
|             | "Targeting and Privacy in Mobile Advertising"  
Author: Hema Yoganarasimhan and Omid Rafieian  
Discussant: Daniel Zantedeschi |
| 5:30pm       | Dinner at Cavanaugh Flight Museum located at 4572 Claire Chennault St, Addison, TX 75001 Ph: 972-380-8800 |
| 6:30pm       |  
**Buses Leave to Take Everyone to the Cavanaugh Flight Museum** |

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