



Department of  
Marketing

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## List of Past / Upcoming Research Seminars / Talks

### Upcoming Seminars

#### [BEYOND THE MINIMUM: FIELD EXPERIMENT AND MACHINE LEARNING ON CREDIT CARD PAYMENT WARNINGS](#)

Speaker: Prof. Daniel Shwartz, University of Chile

Date: 15 May 2026 (Friday)

Time: 10:10 a.m. – 11:30 a.m.

#### [Beyond Limits: Sensory Compensation Belief and Its Influence on Consumer Perceptions of Service Staff with Disabilities](#)

Speaker: Prof. Sharon Ng, Nanyang Technological University

Date: 20 May 2026 (Wednesday)

Time: 10:10 a.m. – 11:30 a.m.

Speaker: Prof. Baohong Sun, Cheung Kong Graduate School of Business (CKGSB)

Date: 05 June 2026 (Friday)

Time: 10:10 a.m. – 11:30 a.m.

### Upcoming Research Talks

TBC

## Past Seminars / Research Talks

**2025-26**

### [Not So Timely: Push-Notification Timing and User Engagement](#)

Speaker: Prof. Zachary Zhong, University of Toronto

Date: 11 May 2026 (Monday)

Time: 10:10 a.m. – 11:30 a.m.

### [How Do Past Privacy Choices Shape the Future?](#)

Speaker: Prof. Verina F. Que, Nanyang Technological University

Date: 27 April 2026 (Monday)

Time: 12:00 noon – 1:00 p.m.

### [Quality Cuts Deeper: Why Quality Discrimination Feels More Unfair than Price Discrimination](#)

Speaker: Prof. Kuangjie Zhang, Nanyang Technological University

Date: 24 April 2026 (Friday)

Time: 10:10 a.m. – 11:30 a.m.

### [Refinancing Advertising and the Last Mile of Monetary Policy](#)

Speaker: Prof. Yesim Orhun, University of Michigan

Date: 22 April 2026 (Wednesday)

Time: 10:10 a.m. – 11:30 a.m.

### [The Winner's Curse in Data-Driven Decision Making: Evidence and Solutions](#)

Speaker: Prof. Raphael Thomadsen, Washington University

Date: 20 April 2026 (Monday)

Time: 10:10 a.m. – 11:30 a.m.

### [Effects of Peer Voting and Followers on User Contribution to Online Knowledge Sharing Platforms: Evidence from a Field Experiment](#)

Speaker: Prof. Lan Luo, University of Southern California

Date: 27 March 2026 (Friday)

Time: 10:10 a.m. – 11:30 a.m.

### [One Number, Many Mechanisms: Decomposing Metrics into Position and Dispersion](#)

Speaker: Prof. Dan Schley, Erasmus University Rotterdam

Date: 12 March 2026 (Thursday)

Time: 10:10 a.m. – 11:30 a.m.

### [Color Analytics for Data-Driven Brand Communications](#)

Speaker: Prof. Daria Dzybura, New Economic School & Skolkovo School of Management

Date: 25 February 2026 (Wednesday)

Time: 10:10 a.m. – 11:30 a.m.

### [Preference for Knowing in Advance of an Undesirable, Unavoidable Future](#)

Speaker: Prof. Simona Botti, London Business School

Date: 12 February 2026 (Thursday)

Time: 10:10 a.m. – 11:30 a.m.

### [Behavioral Science in the Wild](#)

Speaker: Prof. On Amir, University of California, San Diego

Date: 05 February 2026 (Thursday)

Time: 10:10 a.m. – 11:30 a.m.

### [Placebo Tests Done Right](#)

Speaker: Prof. Guillaume Pouliot, Rice University

Date: 04 February 2026 (Wednesday)

Time: 12:00 noon – 1:00 p.m.

### [Managing Consumer Attention to Diverse Information Sources in Product Diffusion](#)

Speaker: Prof. Zihao Zhou, UCL School of Management

Date: 28 January 2026 (Wednesday)

Time: 12:00 noon – 1:00 p.m.

### [Cool: What It Is, Why We Want It, and How It's Changing Society](#)

Speaker: Prof. Caleb Warren, University of Arizona

Date: 16 January 2026 (Friday)

Time: 10:10 a.m. – 11:30 a.m.

### [Balancing Engagement and Polarization: Multi-Objective Alignment of News Content Using LLMs](#)

Speaker: Ms Mengjie Cheng, Harvard Business School

Date: 10 December 2025 (Wednesday)

Time: 10:00 a.m. – 11:30 a.m.

### [Dynamic Impact and Strategic Optimization of Sustainability Certification on E-Commerce Platforms](#)

Speaker: Miss Xiaohang Feng, Flora, Carnegie Mellon University

Date: 10 November 2025 (Monday)

Time: 12:00 noon – 1:00 p.m.

[The Voice of the Consumer: How Conversational Styles and Paralinguistic Cues Shape Consumer-AI Experiences and Marketplace Behaviour](#)

Speaker: Professor Christian Hildebrand, University of St. Gallen

Date: 03 November 2025 (Monday)

Time: 10:00 a.m. – 11:30 a.m.

[Transport Priority and Composition Effects in Liver Transplantation](#)

Speaker: Professor Baojun Jiang, Washington University in St. Louis

Date: 22 October 2025 (Wednesday)

Time: 12:00 noon – 1:00 p.m.

[Selling on Recommender Platforms: Demand Boost versus Customer Migration](#)

Speaker: Professor Marcel Preuss, Cornell University

Date: 13 October 2025 (Monday)

Time: 12:00 noon – 1:00 p.m.

**2024-25**

[The Winner's Curse in Data-Driven Decision-Making: Evidence and Solutions](#)

Speaker: Dr. Sikun Xu, Washington University in St. Louis

Date: 21 July 2025 (Monday)

Time: 12:00 noon – 1:00 p.m.

[Targeted Deals to Reduce Shopping Cart Abandonment](#)

Speaker: Professor Haipeng Chen, University of Iowa

Date: 27 June 2025 (Friday)

Time: 10:30 a.m. – 12:00 noon

[HNCI: High-Dimensional Network Causal Inference](#)

Speaker: Professor Jinchi Lv, University of Southern California

Date: 26 June 2025 (Thursday)

Time: 12:00 noon – 1:00 p.m.

[Tie Aversion](#)

Speaker: Professor Mathew Isaac, Seattle University

Date: 25 June 2025 (Wednesday)

Time: 12:00 noon – 1:00 p.m.

[Trading off Quality and Variety in Recommendation Systems on Content Platforms](#)

Speaker: Professor Yue Wu, University of Pittsburgh

Date: 17 June 2025 (Tuesday)  
Time: 12:00 noon – 1:00 p.m.

[CAREGIVING AND CONSUMPTION SACRIFICE: HOW CAREGIVING AFFECTS CHOICES FOR THE SELF](#)

Speaker: Professor Jie Peggy Liu, University of Pittsburgh  
Date: 13 June 2025 (Friday)  
Time: 10:30 a.m. – 12:00 noon

[Are Exposure Bucks Worth It? Evidence from Instagram](#)

Speaker: Professor Andrew Ching, Johns Hopkins University  
Date: 3 June 2025 (Tuesday)  
Time: 10:30 a.m. – 12:00 noon

[Dispensation-Unit Effect: The Effect of Dispensation Unit on Treatment Judgments](#)

Speaker: Professor Yangjie Gu, HEC Paris  
Date: 27 May 2025 (Tuesday)  
Time: 10:30 a.m. – 12:00 noon

[Estimating Treatment Effects under Recommender Interference: A Structured Neural Networks Approach](#)

Speaker: Professor Zhenling Jiang, University of Pennsylvania  
Date: 26 May 2025 (Monday)  
Time: 12:00 noon – 1:00 p.m.

[Get Rid of It! How Interface Layouts Influence Product Retention Behaviors](#)

Speaker: Professor Lei Su, City University of Hong Kong  
Date: 20 May 2025 (Tuesday)  
Time: 12:00 noon – 1:00 p.m.

[Communicating Attribute Importance under Competition](#)

Speaker: Professor Jungju Yu, Korea Advanced Institute of Science and Technology  
Date: 19 May 2025 (Monday)  
Time: 12:00 noon – 1:00 p.m.

[When Is Heterogeneity Actionable for Personalization?](#)

Speaker: Professor Ron Berman, University of Pennsylvania  
Date: 12 May 2025 (Monday)  
Time: 10:30 a.m. – 12:00 noon

### [The Impacts and Cultural Implications of Movie Recap Videos](#)

Speaker: Professor Yuxin Chen, New York University Shanghai

Date: 30 April 2025 (Wednesday)

Time: 10:30 a.m. – 12:00 noon

### [Labor or Material Cost Justifications: Which Justification do Consumers Prefer for Price Increases](#)

Speaker: Professor Bagchi Rajesh, Pamplin College of Business, Virginia Tech

Date: 25 April 2025 (Friday)

Time: 10:30 a.m. – 12:00 noon

### [Haptics and Ownership Theory](#)

Speaker: Professor Joann Peck, University of Wisconsin-Madison

Date: 11 April 2025 (Friday)

Time: 10:30 a.m. – 12:00 noon

### [Diverse Horizons: VR for Transformative Inclusive Education](#)

Speaker: Professor Zixi Jiang, University of New South Wales (UNSW)

Date: 03 April 2025 (Thursday)

Time: 12:00 noon – 1:00 p.m.

### [How Effective is Suggested Pricing?: Experimental Evidence from an E-Commerce Platform](#)

Speaker: Professor Puneet Manchanda, University of Michigan

Date: 21 March 2025 (Friday)

Time: 10:30 a.m. – 12:00 noon

### [Advocacy Research Projects for People with Disability](#)

Speaker: Professor Zixi Jiang, University of New South Wales (UNSW)

Date: 20 March 2025 (Thursday)

Time: 12:00 noon – 1:00 p.m.

### [Measurement Invariance Across Conditions: A Case Study of Material and Experiential Happiness](#)

Speaker: Professor Dan Schley, Erasmus University Rotterdam

Date: 14 March 2025 (Friday)

Time: 10:30 a.m. – 12:00 noon

### [Algorithmic Pricing with Protected Consumer Characteristics](#)

Speaker: Professor Qihong Liu, University of Oklahoma

Date: 13 January 2025 (Monday)  
Time: 12:00 noon – 1:00 p.m.

[Customized Discounts and Consumer Search: Encouraging or Discouraging Consumer Search](#)

Speaker: Professor Shin Jiwoong, Yale University  
Date: 10 January 2025 (Friday)  
Time: 10:30 a.m. – 12:00 noon

[The Language That Drives Engagement: Testing What Works Using Large-scale A/B Testing](#)

Speaker: Professor Oleg Urminsky, University of Chicago  
Date: 11 December 2024 (Wednesday)  
Time: 10:30 a.m. – 12:00 noon

[Search Prominence in a Distribution Channel](#)

Speaker: Professor Yi Zhu, University of Minnesota  
Date: 29 November 2024 (Friday)  
Time: 10:30 a.m. – 12:00 noon

[Empirical Models of Matching in Economics](#)

Speaker: Professor Alfred Galichon, New York University  
Date: 23 October 2024 (Wednesday)  
Time: 12:00 noon – 1:00 p.m.

[Multimodal Methods for Video Data Analytics](#)

Speaker: Professor Xueming Luo, Temple University  
Date: 21 October 2024 (Monday)  
Time: 2:30 p.m. – 4:00 p.m.

## **2023-24**

[Version Updates and the Rising Concentration in the Mobile App Market](#)

Speaker: Yufeng Huang, University of Rochester  
Date: 24 June 2024 (Monday)  
Time: 12:00 noon – 1:00 p.m.

[Does Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow's Zestimate](#)

Speaker: Meng Liu, Washington University in St. Louis

Date: 6 June 2024 (Thursday)

Time: 12:00 noon – 1:00 p.m.

[Learning from Online Ratings](#)

Speaker: Xiang Hui, Washington University in St. Louis

Date: 30 May 2024 (Thursday)

Time: 12:00 noon – 1:00 p.m.

[Using Better LLMs to Teach Lesser LLMs: Knowledge Distillation via Dynamic in-context Prompting for LLM based Customer Service](#)

Speaker: Tong Wang, Yale University

Date: 17 May 2024 (Friday)

Time: 10:30 a.m. – 12:00 noon

[Retail Buyer and Manufacturer Influence](#)

Speaker: Upender Subramanian, The University of Texas at Dallas

Date: 10 May 2024 (Friday)

Time: 10:30 a.m. – 12:00 noon

[An Affine-Subspace Shrinkage Approach to Choice-Based Conjoint Estimation](#)

Speaker: Yupeng Chen, Nanyang Technological University

Date: 6 May 2024 (Monday)

Time: 12:00 noon – 1:00 p.m.

[Entrepreneurial Training Under Limited Property Rights: Explaining Gender Productivity Gaps](#)

Speaker: Ganesh Iyer, University of California Berkeley

Date: 26 April 2024 (Friday)

Time: 10:30 a.m. – 12:00 noon

[The Effects of Delay in Bargaining: Evidence from eBay](#)

Speaker: Jessica Fong, University of Michigan Ross School of Business

Date: 25 April 2024 (Thursday)

Time: 12:00 noon – 1:00 p.m.

[We Are All In This Together: The Effect of Shared Fate on Feelings of Security and Risk Tolerance](#)

Speaker: Thomas Kramer, UC Riverside

Date: 5 April 2024 (Friday)  
Time: 10:30 a.m. – 12:00 noon

[A Model of Dynamic In-consumption Social Interaction](#)

Speaker: Michelle Lu, China Europe International Business School  
Date: 28 March 2024 (Thursday)  
Time: 12:00 noon – 1:00 p.m.

[Obesity, Responsiveness to Food Marketing, and Taste Perception Before and After Bariatric Surgery](#)

Speaker: Yann Cornil, University of British Columbia  
Date: 22 March 2024 (Friday)  
Time: 10:30 a.m. – 12:00 noon

[Consumer Search and Product Line Length: The Role of the Consumer Distribution](#)

Speaker: Dmitri Kuksov, The University of Texas at Dallas  
Date: 14 March 2024 (Thursday)  
Time: 10:30 a.m. – 12:00 noon

[Optimal Bundling Design: An Empirical Investigation](#)

Speaker: Tat Chan, Washington University in St. Louis  
Date: 8 March 2024 (Friday)  
Time: 10:30 a.m. – 12:00 noon

[Implicit Product Claims: The Role of Motivated Beliefs](#)

Speaker: Anthony Dukes, University of Southern California  
Date: 25 January 2024 (Thursday)  
Time: 10:30 a.m. – 12:00 noon

[Managing Congestion in Two-Sided Platforms: The Case of Online Rentals \(joint with Caterina Calsamiglia, Laura Doval, and Matthew Shum\)](#)

Speaker: Alejandro Robinson-Cortés, University of Exeter  
Date: 14 December 2023 (Thursday)  
Time: 12:00 noon – 1:00 p.m.

[Happy Times: Measuring Happiness Using Response Times](#)

Speaker: Shuo Liu, Peking University  
Date: 8 December 2023 (Friday)  
Time: 12:00 noon – 1:00 p.m.

### [Some Recent and Ongoing Research](#)

Speaker: Sha Yang, University of Southern California

Date: 5 December 2023 (Tuesday)

Time: 3:00 p.m. – 4:00 p.m.

### [A Novel Topic Model for Texts with Structural Relationships](#)

Speaker: Dongcheng Zhang, Emory University

Date: 29 November 2023 (Wednesday)

Time: 10:30 a.m. – 12:00 noon

### [When Fundraisers Fail: Implications for Donor Retention & Donation Platforms](#)

Speaker: Abhishek Rishabh, Northwestern University

Date: 27 November 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

### [An Empirical Analysis of Sequential Screening](#)

Speaker: Soheil Ghili, Yale University

Date: 24 November 2023 (Friday)

Time: 10:30 a.m. – 12:00 noon

### [Deep Learning-based Estimation of Dynamic Discrete Choice Models with an Application to the Expansion of Walmart](#)

Speaker: Guang Zeng, University of Rochester

Date: 20 November 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

### [Self-Preferencing and Consumer Choice: Evidence from a Field Experiment](#)

Speaker: Andrey Fradkin, Boston University

Date: 17 November 2023 (Friday)

Time: 12:00 noon – 1:00 p.m.

### [Modeling Creative Selling with Verbal, Vocal, and Visual Features in Streaming Economy: Predictive, Interpretable, and Generative AI](#)

Speaker: Xueming Luo, Temple University

Date: 15 November 2023 (Wednesday)

Time: 12:00 noon – 1:00 p.m.

### [How do Consumers React to Ads that Meddle in Out-Party Primaries?](#)

Speaker: Mohamed Hussein, Stanford University

Date: 6 November 2023 (Monday)

Time: 10:00 a.m. – 11:30 a.m.

[To Profit or To Assist? How the Interplay between Product Recommendations and Relative Prices Impacts Consumers' Inferences and Choice](#)

Speaker: KyuRee Kim, Indiana University

Date: 30 October 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

[Selecting Data and Parameter Granularities: A Bayesian Dual-Network Clustering Approach](#)

Speaker: Mingyun Kim, University of Pennsylvania

Date: 13 October 2023 (Friday)

Time: 10:30 a.m. – 12:00 noon

[Targeted Marketing with Large Batches](#)

Speaker: Keyan Li, MIT Sloan School of Management

Date: 9 October 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

[Cross-Period Impatience: Subjective Financial Periods Explain Time-Inconsistent Choices](#)

Speaker: Minkwang Jang, The University of Chicago Booth School of Business

Date: 25 September 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

[The Value of Content Inclusiveness: Evidence from a Social Media Platform](#)

Speaker: Weiqing Zhang, New York University

Date: 20 September 2023 (Wednesday)

Time: 10:30 a.m. – 12:00 noon

[The Usage and Impact of Differentiation: Evidence from an Online EdTech Platform](#)

Speaker: Zekun Liu, New York University

Date: 18 September 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

[Digital Therapy: Confronting Negative Consumption Experiences with Online Reviews](#)

Speaker: Yinghao Wu, Columbia University

Date: 7 September 2023 (Thursday)

Time: 10:30 a.m. – 12:00 noon

[It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Decision Journey Stages](#)

Speaker: Theresa Anna Kwon, University of Pittsburgh

Date: 4 September 2023 (Monday)

Time: 10:30 a.m. – 12:00 noon

### [The Frame-Dependence of Prosocial Risky Decisions](#)

Speaker: Vincent Mak, University of Cambridge

Date: 17 August 2023 (Thursday)

Time: 12:00 noon – 1:00 p.m.

## **2022-23**

### [Air Pollution and Advertising Spending](#)

Speaker: C. Matthew Shi, The Chinese University of Hong Kong

Date: 25 May 2023 (Thursday)

Time: 12:00 noon – 1:00 p.m.

### [High-risk AI system for business? Investigating the passive pathway of stereotype threat in AI-human interaction](#)

Speaker: Minki Kim, Korea Advanced Institute of Science and Technology

Date: 2 June 2023 (Friday)

Time: 10:30 – 12:00 noon

### [Dimensions of Risk and Risk Management: Perceptions, Perils, and Perspectives](#)

Speaker: Leonard Lee, National University of Singapore

Date: 28 April 2023 (Friday)

Time: 10:30 – 12:00 noon

### [Mitigating Climate Risks: The Role of Disclosure Volume, Reputation, and Message Characteristics](#)

Speaker: Alok R. Saboo, Georgia State University

Date: 31 March 2023 (Friday)

Time: 10:30 – 12:00 noon

### [Using Machine Learning to Generate Novel Insights: Culture, Creativity, and Innovation](#)

Speaker: Krishna Savani, The Hong Kong Polytechnic University

Date: 10 March 2023 (Friday)

Time: 10:30 – 12:00 noon

[Dynamic Pricing for Multi-Product Consumer Electronics Trade-in Program](#)

Speaker: Sean Zhou, The Chinese University of Hong Kong

Date: 10 February 2023 (Friday)

Time: 10:30 – 12:00 noon

[The Power of Commitment in Group Search](#)

Speaker: Xinyu Cao, The Chinese University of Hong Kong

Date: 16 December 2022 (Friday)

Time: 10:30 – 12:00 noon

[Starbuck's America vs. McDonald's America: Political Ideology and the Cultural Symbolism of Brands](#)

Speaker: Carlos Torelli, University of Illinois Urbana-Champaign

Date: 6 December 2022 (Tuesday)

Time: 9:00 – 10:30 a.m.

[Multi-dimensional Salesforce Compensation with Negotiated Prices](#)

Speaker: Pranav Jindal, The University of North Carolina at Chapel Hill

Date: 11 November 2022 (Friday)

Time: 9:00 – 10:30 a.m.

[Information Asymmetry in the Crowdfunding Markets - Entrepreneurial Disincentives, Local Bias and Cheap Talk](#)

Speaker: Jian Ni, Johns Hopkins University

Date: 9 November 2022 (Wednesday)

Time: 9:00 – 10:30 a.m.

[Advertising Platforms and Privacy](#)

Speaker: Ruizhi Zhu, University of Toronto

Date: 4 November 2022 (Friday)

Time: 9:00 – 10:30 a.m.

[Variety Seeking in High-Frequency Consumption: New Implications for Targeted Marketing](#)

Speaker: Fan Zhang, UC Berkeley

Date: 28 October 2022 (Friday)

Time: 9:00 – 10:30 a.m.

[Behavioral Skimming: Theory and Evidence from Resale Markets](#)

Speaker: Andreas Kraft, UT Austin

Date: 26 October 2022 (Wednesday)

Time: 9:00 – 10:30 a.m.

[Platform Leakage: Incentive Conflicts in Two-Sided Markets](#)

Speaker: Yingkang Xie, Northwestern University

Date: 21 October 2022 (Friday)

Time: 9:00 – 10:30 a.m.

[Dynamic Persuasion and Strategic Search](#)

Speaker: Yunfei Yao, University of California, Berkeley

Date: 12 October 2022 (Wednesday)

Time: 9:00 – 10:30 a.m.

[Essays on How Consumers Respond to Positive Brand-to-brand Interactions](#)

Speaker: Lingrui Zhou, Duke University

Date: 10 October 2022 (Monday)

Time: 9:00 – 10:30 a.m.

[Recommending for a Three-Sided Food Delivery Marketplace: A Multi-Objective Hierarchical Approach](#)

Speaker: Yuyan Wang, Google Brain

Date: 7 October 2022 (Friday)

Time: 9:00 – 10:30 a.m.

[How do consumers react to lab-grown meat?](#)

Speaker: Qihui Chen, University of Maryland

Date: 15 September 2022 (Thursday)

Time: 9:00 – 10:30 a.m.

[When and How Slow Motion Makes Products More Luxurious](#)

Speaker: SungJin Jung, INSEAD

Date: 8 September 2022 (Thursday)

Time: 9:00 – 10:30 a.m.

[It's Not Easy Bein' Green: A Wealth-Adaptation Lay Theory Increases People's Support for Costly Environmental Action](#)

Speaker: Shilpa Madan, Virginia Tech

Date: 1 September 2022 (Thursday)

Time: 9:00 – 10:30 a.m.

[Determinants and consequences of sequential contrast effects](#)

Speaker: Andrew Meyer, University of Pennsylvania

Date: 30 August 2022 (Tuesday)

Time: 9:00 – 10:30 a.m.

[Quantity Allocation and Its Influence on Hedonic Decline in Multi-Block Consumption Settings](#)

Speaker: Jinwoo Kim, Carnegie Mellon University

Date: 29 August 2022 (Monday)

Time: 9:00 – 10:30 a.m.