

The 8<sup>th</sup> Annual

# Empirical & Theoretical Symposium for Canadian Marketing Strategy



May 18–19, 2023

The Future of Marketing: AI, Digitalization, Ethics & Privacy

## Schedule – May 18

5:45 PM	Bus departs Four Points by Sheraton (285 King St. E)
6:00 PM	Arrival at Fort Henry (7 min ride from Campus)
6:45 PM	Opening Remarks Dr. Wanda Costen, Dean, Smith School of Business and Dr. Ceren Kolsarici, Conference Chair, Associate Professor & Ian R. Friendly Fellow of Marketing
7:00 PM	Panel Discussion “The New Frontier of Marketing: How innovations like AR, VR, Metaverse and Generative AI will impact brands and consumers? What are the implications of data regulations and digital privacy on the evolving technological landscape and its adoption?”
8:00 PM	Cocktail Reception / Networking
9:00 PM	Bus Departs Great Hall

# Schedule – May 19

The event opens at 8:00 AM. Coffee and a light breakfast will be available.

		Track 1 (Goodes Hall 118)	Track 2 (Goodes Hall 120)
8:30 AM - 10:00 AM	Paper	The Challenges of Deploying an Algorithmic Pricing Tool: Evidence from Airbnb (Mohsen Foroughifar*, Nitin Mehta), University of Toronto	Complement or Substitute? Examining the Relationship between Social Media and TV Channel Consumption of Sports Events (Steven Lu, Yupin Yang*, Rohan Miller), Simon Fraser University
	Discussant	Sourav Ray, University of Guelph	Matthew Osborne, University of Toronto
	Paper	Personalized Positioning and Competition (Jinzhao Du, Z. Eddie Ning*), University of British Columbia	Predictive Accuracy, Search Intensity and Personalized Advertising (Zirou Chen*, Mengze Shi), University of Toronto
	Discussant	Yuanfan Lin, University of Guelph	Ying Zhu, University of British Columbia
10:00 AM - 10:30 AM	<b>Coffee/Networking Break</b>		
10:30 AM - 12:00 PM	Paper	Absent Ties and Product Diffusion (Daniel Goetz*, Wei Lu), University of Toronto	Divergent versus Relevant Ads? How Creative Ads Affect Purchase Intention for New Products (Hui Jiang, Paul R. Messinger*, Yifei Liu, Zhibin Lu, Shuiqing Yang, Gang Li), University of Alberta
	Discussant	Yulia Nevskaya, Washington University	Baek Jung Kim, University of British Columbia
	Paper	The Impact of Dollar Store Expansion of Local Market Structure and Food Access (El Hadi Caoui, Brett Hollenbeck, Matthew Osborne*), University of Toronto	Retailers' Emerging Customer Orientation and Shareholder Value: The Role of Firm Capabilities to Build and Leverage Market-based Assets (Manjunath Padigar, Kiran Pedada*, Ashish Sinha, Rajendra Srivastava), University of Manitoba
	Discussant	Chuck Weinberg, University of British Columbia	Jacob Brower, Queen's University
12:00 PM - 1:00 PM	<b>Lunch</b>		
1:00 PM - 2:30 PM	Paper	Intertemporal Advertising Cross-Effects under Regulation: Evidence from Pharmaceutical DTCA (June Lee, Demetrios Vakratsas*), McGill University	The Consumption of Serial Media Products and the Optimal Release Strategy (Clarice Zhao*, Nitin Mehta, Mengze Shi), McGill University
	Discussant	Paul R. Messinger, University of Alberta	Kiran Pedada, University of Manitoba
	Paper	Who Started the Conversation? - The Impact of Message Source on Firm-Consumer Engagement on Social Media (Simon Chang*, Ceren Kolsarici, Selin Atalay), Queen's University	Rightsizing the Seller Base on Digital Lead Generation Platforms (Shashank Vaid*, Fred M. Feinberg), McMaster University
	Discussant	Begum Sener, McGill University	Jeff Boichuk, University of Virginia
2:30 PM - 3:00 PM	<b>Coffee/Networking Break</b>		
3:00 PM - 4:30 PM	Paper	Effectiveness of Real Estate Agents' Marketing Strategies: Is It Always Valuable to Offer Virtual Tour for a Listed Property? (Miremad Soleymanian*, Yi Qian), Simon Fraser University	Does Size Matter for Loyalty Points Redemptions? (Yang Chen*, Anton Ovchinnikov, Nicole Robitaille), Queen's University
	Discussant	Sandeep Arora, University of Manitoba	Daniel Goetz, University of Toronto
	Paper	The Role of Time-shifting in Serial Drama Viewing: Implications for Drama Producers and Advertisers (Masakazu Ishihara, Baek Jung Kim*, Hiroshi Kumakura), University of British Columbia	
	Discussant	Wei-Lin Wang, Ontario Tech University	
<i>*Indicates presenting author, university affiliation</i>			
6:00 PM - 8:00 PM	<b>Kingston Thousand Islands Cruise and Dinner – arrive to Crawford Wharf at 1 Brock St. by 6:00 PM</b>		