15th Annual Bass FORMS Conference

February 25 – February 27, 2021

15th Annual Bass FORMS Conference
Jindal School of Management at the University of Texas at Dallas
800 W Campbell Road JSOM
Richardson, TX 75080

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference (UTD FORMS)

Please note:

- This will be a virtual conference held via Microsoft TEAMS. **Downloading the TEAMS application is required. Chrome or Firefox browser is recommended.**
- A conference link will be provided to all registered participants the week of the conference.
- Presentations will be delivered on U.S. Central Standard Time (CST).

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference is a marketing conference that intends to foster high-quality research in quantitative approaches to marketing and provide a forum for a stimulating exchange of ideas.

The 15th Bass FORMS Conference will take place on February 25 at 9:30 a.m. CENTRAL STANDARD TIME (CST) and conclude at 2:00 p.m. CST on February 27, 2021.

Room Link Guide

Please use the links below to find your appropriate session in MS Teams.

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Session videos can be viewed by clicking on the schedule tabs below. Thank you.

Keynote Speaker
Pradeep Chintagunta

The keynote speaker this year will be Prof. Pradeep Chintagunta, the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing, Booth School of Business, University of Chicago.

You can find Dr. Pradeep Chintagunta’s CV and information about his research here: https://www.chicagobooth.edu/faculty/directory/c/pradeep-k-chintagunta

Conference Details

Registration

Registration begins December 1, 2020. The registration will be as follows:

- **Faculty registration:** $50
- **PhD Student registration:** $30

Register

Cancellation Policy

- **Cancellation by Feb 14, 2021:** Refund less a $10 processing fee.
- **Cancellation on or after Feb 15, 2021:** No refunds.

Speaker and Committee

Selection Committee consists of:

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<td>Junhong Chu</td>
<td>National University of Singapore</td>
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<tr>
<td>Paul Ellickson</td>
<td>University of Rochester</td>
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<tr>
<td>Oded Koenigsberg</td>
<td>London Business School</td>
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<tr>
<td>Dina Mayzlin</td>
<td>University of Southern California</td>
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<tr>
<td>Amin Sayedi</td>
<td>University of Washington</td>
</tr>
<tr>
<td>Nanda Kumar</td>
<td>Conference Chair University of Texas at Dallas</td>
</tr>
<tr>
<td>Kelly Kaar</td>
<td>Conference Coordinator University of Texas at Dallas</td>
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https://jindal.utdallas.edu/events/forms-conference/
Schedule – Day 1

Room 1

Join Room 1, Day 1

9:30 a.m. – 10 a.m.

Welcome remarks by Dr. Varghese Jacob, Vice Dean, Naveen Jindal School of Management – Join Room 1, Day 1

Watch Video

10 a.m. – 11 a.m.

“Privacy Rights and Data Security: GDPR and Personal Data Driven Markets“

Authors: Tony Ke, K. Sudhir

Discussant: Rajeev Tyagi, UC Irvine

11 a.m. – 12 p.m.

“Advertising Content and Viewer Attention: The Role of Ad Formats“

Authors: Anthony Dukes, Qihong Liu

Discussant: Linli Xu, University of Minnesota

12 p.m. – 1 p.m.

“Motivating Bold Actions“

Authors: Fei Long, Kinshuk Jerath

Discussant: Rob Waiser, London Business School

1 p.m. – 2 p.m.

Lunch Break with Keynote Speaker Dr. Pradeep Chintagunta – Join Room 1, Day 1

2 p.m. – 3 p.m.

“Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design”

Authors: Ryan Dew, Asim Ansari, Olivier Toubia

Discussant: Dinesh Puranam, USC
Watch Video

3 p.m. – 4 p.m.

“Attention and Inattention to Baseball Telecasts: Implications for Content (Re-) Design”

Authors: Xiao Liu, Matthew Shum, Kosuke Uetake

Discussant: Tat Chan, Wash U, St. Louis

4 p.m. – 5 p.m.

“Design and Evaluation of Personalized Free Trials”

Authors: Hema Yoganarasimhan, Ebrahim Barzegary, Abhishek Pani

Discussant: Atanu Lahiri, UTD

Room 2

Join Room 2, Day 1

9:30 a.m. – 10 a.m.

Welcome remarks by Dr. Varghese Jacob, Vice Dean, Naveen Jindal School of Management – Join Room 1, Day 1

Watch Video

10 a.m. – 11 a.m.

“Recommendations Systems: Beyond Matching Products to Buyers“

Authors: Pedro M. Gardete, Carlos D. Santos

Discussant: Tongil (TI) Kim, UTD

11 a.m. – 12 p.m.


Authors: Miremad Soleymanian, Charles B. Weinberg, Ting Zhu

Discussant: Yanhao Wei, USC

12 p.m. – 1 p.m.

“The revenue impact of seat pricing and competition in the movie theater market”

Authors: Gihwan Yi, Min Kim, Hoe Sang Chung
Discussant: Pranav Jindal, UNC

Watch Video

1 p.m. – 2 p.m.

Lunch Break with Keynote Speaker Dr. Pradeep Chintagunta – Join Room 1, Day 1

2 p.m. – 3 p.m.

“*The A/B Test Deception: Divergent Delivery, Response Heterogeneity, and Erroneous Inferences from Online Advertising Field Experiments*”

Authors: Michael Braun, Eric M. Schwartz

Discussant: Brett Hollenbeck, UCLA

Watch Video

3 p.m. – 4 p.m.

“Close Enough? A Large-Scale Exploration of Non-Experimental Approaches to Advertising Measurement”

Authors: Brett R. Gordon, Robert Moakler, Florian Zettelmeyer

Discussant: Carl Mela

4 p.m. – 5 p.m.

“*Field Experimental Evidence on the Effects of Information and Pricing on Residential Electricity Conservation*”

Authors: Jesse Burkehardt, Kenneth Gillingham, Praveen K. Kopalle

Discussant: Bryan Bollinger, NYU

Watch Video

Schedule – Day 2

Room 1

Join Room 1, Day 2

10 a.m. – 11 a.m.

“A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency”

Authors: Jiwoong Shin, Woochoel Shin
Discussant: Mohammad Zia, Chapman University

**Watch Video**

11 a.m. – 12 p.m.

“Prominent Retailer and Intra-Brand Competition”

Authors: Ruitong Wang, Yi Zhu, George John

Discussant: Chuan He, University of Colorado

12 p.m. – 1 p.m.

“Finding All $\varepsilon$-Good Arms in Stochastic Bandits“

Authors: Blake Mason, Lalit Jain, Ardhendu Tripathy, Robert Nowak

Discussant: Ashwin Venkataraman, UTD

1 p.m. – 2 p.m.

Lunch Break

2 p.m. – 3 p.m.

“Educational Inequality and Reservation Policy in Developing Markets”

Authors: Weining Bao, Jian Ni, Shubhranshu Singh

Discussant: Bobby Zhou, University of Maryland

**Watch Video**

3 p.m. – 4 p.m.

“Spatial Distribution of Supply and the Role of Market Thickness: Theory and Evidence from Ride Sharing”

Authors: Soheil Ghili, Vineet Kumar

Discussant: Upender Subramanian, UTD

4 p.m. – 5 p.m.

“Are Coarse Ratings Fine? Application to Crashworthiness Ratings”

Authors: Siqi Liu, Bhoomija Ranjan, Benjamin Reed Shiller

Discussant: Max Joo, UC Riverside

Room 2
Join Room 2, Day 2

10 a.m. – 11 a.m.

“How do people update beliefs? Evidence from the laboratory“

Authors: Andrew T. Ching, Tanjim Hossain, Shervin Shahrokhi Tehrani, Clarice Yulai Zhao

Discussant: Song Lin, HKUST

Watch Video

11 a.m. – 12 p.m.

“Learning to Set Prices“

Authors: Yufeng Huang, Paul B. Ellickson, Mitchell J. Lovett

Discussant: Nitin Mehta, Toronto

12 p.m. – 1 p.m.

“Gender (Still) Matters in Business School”

Authors: Aradhna Krishna, A. Yesim Orhun

Discussant: Xiaolin Li, LSE

1 p.m. – 2 p.m.

Lunch Break

2 p.m. – 3 p.m.

“Voice Analytics of Online Influencers – Soft Selling in Branded Videos“

Authors: Serim Hwang, Xiao Liu, Kannan Srinivasan

Discussant: Khai Chiong, UTD

Watch Video

3 p.m. – 4 p.m.

“Product Recall and Strategic Interactions between Firm and Regulator: A Discrete Game Model”

Authors: Khimendra Singh, Rajdeep Grewal

Discussant: Daneil Goetz, Toronto

4 p.m. – 5 p.m.
“Video Influencers: Unboxing the Mystique”
Authors: Prashant Rajaram, Puneet Manchanda
Discussant: Zhenling Jiang, Wharton

Schedule – Day 3

Room 1

Join Room 1, Day 3

10 a.m. – 11 a.m.

“Are Political and Charitable Giving Substitutes? Evidence from the United States”
Authors: Richard Perez-Truglia, Maria Petrova, Andrei Simonov, Pinar Yildirim
Discussant: Hernan A. Bruno, University of Cologne
Watch Video

11 a.m. – 12 p.m.

“TV Advertising and Online Sales: The Role of Inter-temporal Substitution”
Authors: Anja Lambrecht, Catherine Tucker, Xu Zhang
Discussant: Seshadri Tirunillai, Univ of Houston

12 p.m. – 1 p.m.

“Transferring Information Between Marketing Campaigns to Improve Targeting Policies“
Authors: Artem Timoshenko, Marat Ibragimov, Duncan Simester, Jonathan Parker, Antoinette Schoar
Discussant: Davide Proserpio, USC

1 p.m. – 2 p.m.

“Inference Theory from Synthetic Control Methods for Nonlinear Trending Data of Unknown Form: Does the Lifting of Shelter-in-Place Keep Covid-19 Manageable?“
Authors: Kathleen T. Li, Venkatesh Shankar
Discussant: Sungjin Kim, Shidler College of Business
Watch Video

2 p.m. – 2:15 p.m.
Closing Remarks – Join Room 1, Day 3

Room 2

Join Room 2, Day 3

10 a.m. – 11 a.m.

“Do Suspense and Surprise Drive Entertainment Demand? Evidence from Twitch.tv”

Authors: Andrey Simonov, Raluca Ursu, Carolina Zheng

Discussant: Matt McGranaghan, University of Delaware

Watch Video

11 a.m. – 12 p.m.

“Brand Preference Formation in the Craft Beer Industry”

Authors: Bart J. Bronnenberg, Jean-Pierre Dubé, Joonhwi Joo

Discussant: Elisabeth Honka, UCLA

12 p.m. – 1 p.m.

“Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused Approaches”

Authors: Stephen J. Anderson, Leonardo Iacovone, Sreya Kankanhalli, Sridhar Narayanan

Discussant: Tong Guo, Duke

Watch Video

1 p.m. – 2 p.m.

“Hospital Competition and Quality: Evidence from the Entry of High-Speed Train in South Korea”

Authors: Hyesung Yoo, Maria Ana Vitorino, Song Yao

Discussant: Ying Xie, UTD

2 p.m. – 2:15 p.m.

Closing Remarks – Join Room 1, Day 3

Conference Archive