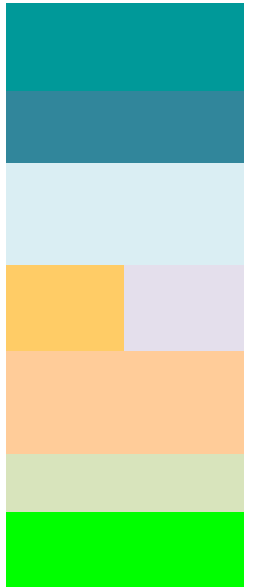
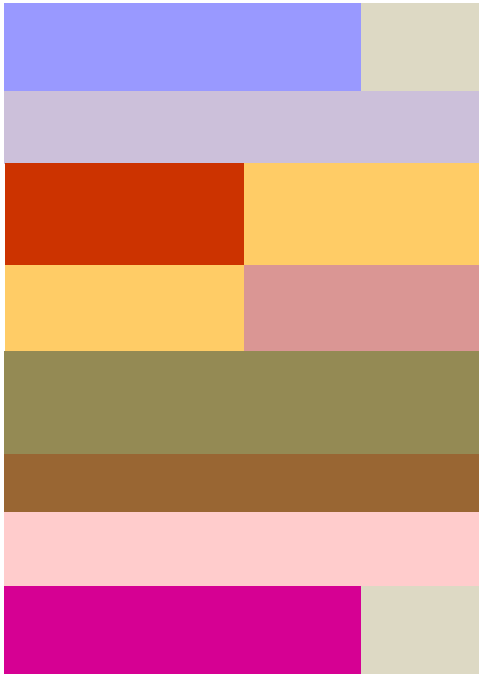
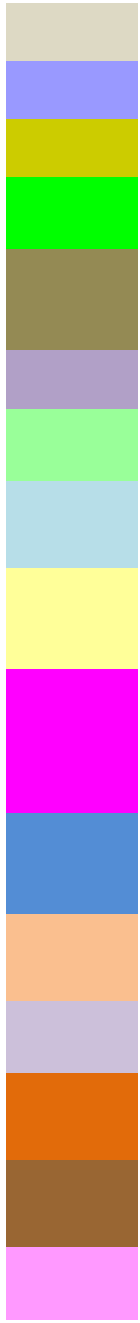


	Coffee and Tea Break & Welcome to First-time Conference Attendees in Room C4.5
11am - 12:30pm	Session TB: MASS in Pymont Theatre; 22 Parallel Sessions
12:30pm - 1:30pm	Lunch (The Gallery) / ISMS Board Lunch (VIP Boardroom; Invitation Only)
1:30pm - 3pm	Session TC: 18 rooms; Practice Prize in Pymont Theatre
3pm - 3:30pm	Coffee & Tea Break
3:30pm - 5pm	Session TD: Practice Prize in Pymont Theatre; 22 Parallel Sessions
5:15pm - 6:15pm	Plenary Award Ceremony in Pymont Theatre
6:15pm - 9pm	Reception followed by 3-Course Conference Dinner in Grand Ballroom (Australian Food and Beverages)
7:30am - 5pm	Registration at Ground Level
7:30am - 8:30am	Breakfast (The Gallery); Mkt Sci ERB Breakfast Meeting
2:30pm - 2:50pm	Coffee & Tea Break
2:50pm - 4pm	Session FD: 21 Parallel Sessions (Meet the Editors II)
4:10pm - 6:30pm	Sunset Sydney Harbour Cruise on the Starship Sydney and Starship Aqua, including a reception with canapés. Both vessels offer the same route, food, and drinks. Boarding for first (second) vessel starts at 4:10pm (4:25pm) from the Convention Jetty near ICC, and arrival at the Convention Jetty is around 6:15-6:30pm.
6:30pm	Dinner on your own
7:30am - 12pm	



















Friday, June 28, Session FD, 02:50 PM - 04:00 PM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation
FD01	Meeting Room C2.5 Chair(s): Shuxiao Wang	Recommendation Systems	Human vs. Machine: Rethinking AI Marketing Strategy in E-commerce Hanieh Sardashti (University of North Florida), <a href="#">Satadruta Mookherjee (Grenoble Ecole de Management)</a>	Accelerating Learning-by-Doing through IT-Assisted Recommender Systems: The Case of Taxi Drivers <a href="#">Shuxiao Wang (The University of International Business and Economics)</a> , Junhong Chu (Hong Kong University)		
FD02	Meeting Room C2.6 Chair(s): Cheng Hsun Hsieh	Game Theory for Channels	Strategic Demand Forecasting: Inefficiencies and Remedies <a href="#">Yue Li (Shandong University)</a>	How to Incentivize Showroom Service? From Performance-Driven to Process-Driven Jun Yang (Huazhong University of Science & Technology), <a href="#">Hongchen Duan (Huazhong University of Science &amp; Technology)</a> , Yi Xu (University of Maryland), Bo Zhou (University of Maryland)	Free Delivery or Low Commission Rate: The Online-Food-Delivery Platform's Optimal Delivery Fee And Commission Rate <a href="#">Lu Hsiao (National Chung Hsing University)</a> , Hui Xiong (Huazhong University of Science and Technology), Cheng Hsun Hsieh (Ming Chuan University)	Channel Choice in the Presence of Heterogeneous Consumer Channel Preferences <a href="#">Cheng Hsun Hsieh (Ming Chuan University)</a> , Lu Hsiao (National Chung Hsing University)
FD03	Cockle Bay Room 1 Chair(s): Alex Burnap					

Saturday, June 29, Session SA, 08:30 AM - 10:00 AM

Track	Room	Event Name*	First Presentation**	Second Presentation	Third Presentation	Fourth Presentation	Fifth Presentation
SA01	Cockle Bay Room 1 Chair(s): Dionne Nickerson	<b>Special Session: Emerging Research on DEI in Corporate and Brand Strategy</b>	Brand Communication of Diversity, Equity, and Inclusion on Social Media and Consumer Response <u>Sooyoung Kim (Fordham University)</u> , <u>Sundar Bharadwaj (University of Georgia)</u>	Race (un)conscious: Understanding Racial Ideologies in Brand Political Activism Statements <u>Bowen Crabbe (University of Texas Austin)</u> , <u>William Scarborough (University of North Texas)</u>	When Silence Is Not Golden: The Openly LGBTQ+ Corporate Board Members and Their Impact on Firm Performance <u>Ziling Bei (University of Missouri)</u>		
SA02	Cockle Bay Room 2 Chair(s): Xiangnan Zhang	<b>Influencer Marketing: Insights from Text/Image/Video Analysis</b>	The Impact of Face Presence in User-generated Videos on Consumer Engagement <u>Ying Hu (Renmin University of China)</u> , <u>Ying Ding (Renmin University of China)</u> , <u>Xia Wang (Renmin University of China)</u>	Navigating Influencer Success: Unraveling the Impact of Cognitive and Affective Appeal on Social Media <u>Wenyuan Tuo (University of Arizona)</u> , <u>Mengchen Zheng (Boston University)</u> , <u>Shuba Srinivasan (Boston University)</u>	Hatespeech Management in Livestreaming: A Multimodal Deep Learning Approach <u>Xiangnan Zhang (Temple University)</u> , <u>Xueming Luo (Temple University)</u> , <u>Wen Wang (University of Maryland College Park)</u>		
SA03	Meeting Room C3.2 Chair(s): Chen-yu Lin	<b>Online Retailing: Payment and Credit</b>	The Value of Co-branded Credit Cards in Online Retailing: Empirical Evidence from HKTVmall <u>Huijun Chen (HKUST)</u> , <u>Kristiaan Helsen (HKUST)</u> , <u>Haoyu Liu (University of Technology Sydney)</u>	An Immediate Pain or A Long Sorrow? The Effects of Credit Repayments on Customer Purchase Behavior <u>Lu(Lucia) Meng (Renmin University of China)</u> , <u>Zelin Zhang (Renmin University of China)</u> , <u>Peter Papkowski-Liszczyc (The University of Queensland)</u> , <u>Qiang(Kris) Zhou (Renmin University of China)</u> , <u>Zhixiang Huang (JD Digits)</u>	The Mechanism of Trust Transfer on Consumer Acceptance of Retailer-based m-payment Service in Taiwan <u>Chen-yu Lin (Feng Chia University)</u> , <u>Nguyen-Phan-Thao Nguyen (Tungshai University)</u> , <u>Li-Wei Wu (Results from fcu.edu.tw Feng Chia University)</u>		
SA04	Meeting Room C3.3 Chair(s): Abdulaziz Alharbi	<b>Chatbots</b>	Functional and Hedonic Consumption of Personalized AI Agents on Online Customer Experience and Purchase Intention <u>Yuanxin Wang (Minzu University of China)</u> , <u>Jiaqi Li (Chinese University of Hong Kong)</u>	A Conceptual Model of AI-Enabled Chatbot Customer Experiences in Religious Tourism <u>Abdulaziz Alharbi (The University of Newcastle)</u> , <u>Ameet Pandit (University of New Castle)</u>			
SA05	Meeting Room C3.4 Chair(s): Paul Messinger	<b>Qualitative Research: Avatars and Virtual Influencers</b>	Exploring Consumer Avatars: Identity and Consumption Behavior in Virtual World <u>Ashvya Billora (Indian Institute of Management Indore)</u> , <u>Ashish Sathi (Indian Institute of Management Indore)</u> , <u>Neha Khatri (Indian Institute of Management Indore)</u>	Navigating Digital Altruism: The Impact of Strategic Gender Representation in Roblox's Philanthropy Market <u>Limeng Li (University of Sydney)</u> , <u>Qiang Lu (University of Sydney)</u> , <u>Mathew Chylinski (University of New South Wales)</u>	A Framework of the Extended Self in the Metaverse: Visual Self-representation in Avatar-mediated Environments <u>Paul Messinger (University of Alberta)</u> , <u>Xin Ge (University of Northern British Columbia)</u> , <u>Kristen Smitnov (Whitlaker College)</u> , <u>Ozan Ozdemir (University of Alberta)</u> , <u>Feyzan Karabulut (University of Alberta)</u>		
SA06	Meeting Room C3.6 Chair(s): Hyung Sup Bhan	<b>Crowdfunding</b>	Platform Recommendation in Crowdfunding <u>Habin Jung (INSEAD)</u> , <u>Maria Ana Vitorino (INSEAD)</u>	Donations or Rewards? Insights into Personal Pronoun Use in Crowdfunding <u>Sheng Liu (Lingnan University)</u> , <u>Yiwei Li (Lingnan University)</u> , <u>Lei Su (City University of Hong Kong)</u> , <u>Darren Dahl (The University of British Columbia)</u>	From Pitch to Pledge: The Role of Linguistic Legitimacy Cues on Crowdfunding Performance <u>Nasim Ul Haque (University of Melbourne)</u> , <u>Liliana Bove (The University of Melbourne)</u> , <u>Stephan Ludwig (Monash University)</u> , <u>Dennis Herhausen (University of St. Gallen)</u> , <u>Dhruv Grewal (Babson College)</u>		
SA07	Meeting Room C4.1 Chair(s): Justin Kim	<b>Marketing Mix Modeling</b>	Geospatial Marketing Mix Modeling: Harnessing Spatial Autocorrelation for Enhanced Prediction and Insights <u>Byoma Yasunaga (Hakuhodo DY Holdings)</u> , <u>Shonosuke Sugawara (Faculty of Economics Keio University)</u> , <u>Hiroshi Kato (Hakuhodo DY Holdings)</u>	Self-selection, Sunk Cost Fallacy and the Effectiveness of Paid versus Free Coupon Campaign <u>Qingliang Wang (Xinan Jiaotong University)</u> , <u>Jingguo Liu (Northwestern Polytechnical University)</u>	Machine Learning Enabled k3(fu)-3(S(o)137(d)-5(k3(fu)-3(S(o)		



