

Program

- Location: 102 Shunde Building, Tsinghua SEM (<http://tinyurl.com/tsinghua-sem-map>)
- Timing: 30 minutes for presenters, 10 for discussants and 5 for open discussion

Thursday, June 21

9:00 – 9:10	Welcome and Introductory Remarks
9:10 – 10:40	<p><u>Session 1: Marketing and Development</u></p> <ul style="list-style-type: none"> ➤ Yubo CHEN (Tsinghua SEM & University of Arizona) "Implicit Social Interactions in the Developed versus Emerging Markets: The Impact of Global Financial Crisis" Discussant: Xinzheng SHI (Tsinghua SEM) ➤ K. SUDHIR (Yale School of Management) "Do Sympathy Biases Affect Charitable Giving: The Persuasive Effects of Advertising Content" Discussant: Maggie Wenjing LIU (Tsinghua SEM)
10:40 – 11:00	Coffee Break
11:00 – 12:30	<p><u>Session 2: Privacy and Regulation</u></p> <ul style="list-style-type: none"> ➤ Stephen BRUESTLE (University of Virginia) "Imperfect Targeted Advertising and Privacy Regulations" Discussant: Rick HARBAUGH (Indiana Kelley School of Business) ➤ Khim-Yong GOH (National University of Singapore) "Privacy Externalities and 'Opt Out': Theory and Evidence from Do Not Call" Discussant: Brian VIARD (Cheung Kong Graduate School of Business)
12:30 – 14:00	Lunch Break
14:00 – 15:30	<p><u>Session 3: Strategic Aspects of Ad Placement</u></p> <ul style="list-style-type: none"> ➤ Kaifu ZHANG (Cheung Kong Graduate School of Business) "Contextual Advertising" Discussant: Martin PEITZ (University of Mannheim) ➤ Woochoel SHIN (University of Florida) "Raising Rival's Cost in Keyword Search Advertising: Theory and Evidence" Discussant: Ruqu WANG (Tsinghua SEM & Queen's University)
15:30 – 15:50	Coffee Break
15:50 – 16:35	<p><u>Session 4: Industrial Organization of Advertising</u></p> <ul style="list-style-type: none"> ➤ Simon ANDERSON (University of Virginia) "A Sheening Theory of Advertising" Discussant: Alexander WHITE (Tsinghua SEM)

Friday, June 22

9:00 – 10:30	<p><u>Session 5: Transparency and Consumer Search</u></p> <ul style="list-style-type: none"> ➤ Chengsi WANG (University of New South Wales) "Advertising, Search and Transparency Policy" Discussant: Ming GAO (Tsinghua SEM) ➤ Maarten JANSSEN (University of Vienna) "Triple Marginalization and Consumer Search" Discussant: Liang GUO (Hong Kong University of Science and Technology)
10:30 – 10:50	Coffee Break
10:50 – 12:20	<p><u>Session 6: Credibility in Advertisement</u></p> <ul style="list-style-type: none"> ➤ Juanjuan ZHANG (MIT) "(De)marketing to Savvy Consumers" Discussant: Xi WENG (Peking U. Guanghua School of Management) ➤ Rick HARBAUGH (Indiana Kelley School of Business) "Biased Recommendations" Discussant: Yossi SPIEGEL (Tel Aviv U. Recanati Graduate School of Business Administration)
12:20 – 14:30	Lunch Break
14:30 – 16:00	<p><u>Session 7: Measurement of Ads' Effectiveness</u></p> <ul style="list-style-type: none"> ➤ Wes HARTMANN (Stanford Graduate School of Business) "Do Super Bowl Advertisements Affect Brand Shares?" Discussant: Jean-Pierre DUBE (University of Chicago Booth School of Business) ➤ Ginger Z. JIN (University of Maryland & NBER) "Optimal Aggregation of Consumer Ratings: An Application to Yelp.com" Discussant: Angela Xia LIU (Tsinghua SEM)
16:00 – 16:10	Closing Remarks

Contact info

Organizers:

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Ms. Yu WANG

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清华经管学院
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Hosted by Tsinghua School of Economics and Management and the National Institute for Fiscal Studies

List of Papers

(in alphabetical order – presenters' names in **bold**)

1. **Anderson, Simon P.**, Federico Ciliberto and Jura Liaukonyte. “A ‘Sheening’ Theory of Advertising”.
2. **Bruestle, Stephen.** “Imperfect Targeted Advertising and Privacy Regulations”.
3. **Chen, Yubo**, Qi Wang, Jinhong Xie and Jurui Zhang. “Implicit Social Interactions in the Marketplace in the Developed versus Emerging Markets: The Impact of Global Financial Crisis”.
4. Chung, Wonsuk and **Rick Harbaugh.** “Biased Recommendations”.
5. Dai, Weijia, **Ginger Jin**, Jungmin Lee and Michael Luca. “Optimal Aggregation of Consumer Ratings: An Application to Yelp.com”.
6. **Hartmann, Wes** and Daniel Klapper. “Do Superbowl Advertisements Affect Brand Shares?”.
7. Hui, Kai-Lung, I.P.L. Png and **Khim-Yong Goh.** “Privacy Externalities and “Opt Out”: Theory and Evidence from Do Not Call”.
8. **Janssen, Maarten** and Sandro Shelegia. “Triple Marginalization and Consumer Search”.
9. **Shin, Woochoel.** “Raising Rival’s Cost in Keyword Search Advertising: Theory and Evidence”.
10. **Sudhir, K.**, Subroto Roy and Mathew Cherian. “Do Sympathy Biases Induce Charitable Giving? The Persuasive Effects of Advertising Content”.
11. **Wang, Chengsi.** “Advertising, Search and Transparency Policy”.
12. Jeanine Miklos-Thal and **Juanjuan Zhang.** “(De)marketing to Savvy Consumers”.
13. **Zhang, Kaifu** and Zsolt Katona. “Contextual Advertising”.

List of Participants

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