

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:

Simon ANDERSON (sa9w@virginia.edu)

Alex WHITE (awhite@sem.tsinghua.edu.cn)

Secretary:

Ms. Yu WANG

Grad Student Volunteers:

Mr. Hanwei HUANG, Ms. Susan JIA, Ms. Yatang LIN, Mr. Xingye WU



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

Name	Affiliation	Email
Simon ANDERSON	University of Virginia	sa9w@virginia.edu
Stephen BRUESTLE	University of Virginia	sdb8g@virginia.edu
Yubo CHEN	Tsinghua SEM & University of Arizona	yubochen@eller.arizona.edu
Jean-Pierre DUBE	U. of Chicago Booth School of Business	Jean-Pierre.Dube@chicagobooth.edu
Ming GAO	Tsinghua SEM	gaom@sem.tsinghua.edu.cn
Khim-Yong GOH	National University of Singapore	gohky@comp.nus.edu.sg
Liang GUO	Hong Kong U. of Science and Technology	mkguo@ust.hk
Rick HARBAUGH	U. of Indiana Kelley School of Business	riharbau@indiana.edu
Wes HARTMANN	Stanford Graduate School of Business	hartmann_wes@gsb.stanford.edu
Maarten JANSSEN	University of Vienna	maarten.janssen@univie.ac.at
Ginger JIN	University of Maryland & NBER	ginger@umd.edu
Angela Xia LIU	Tsinghua SEM	liux@sem.tsinghua.edu.cn
Maggie Wenjing LIU	Tsinghua SEM	liuwenjing@sem.tsinghua.edu.cn
Martin PEITZ	University of Mannheim	martin.peitz@googlemail.com
Xinzheng SHI	Tsinghua SEM	shixzh@sem.tsinghua.edu.cn
Woochoel SHIN	University of Florida	woochoel.shin@warrington.ufl.edu
Yossi SPIEGEL	Tel Aviv U. Recanati School of Business	spiegel@post.tau.ac.il
K. SUDHIR	Yale School of Management	k.sudhir@yale.edu
Brian VIARD	Cheung Kong Graduate School of Business	brianviard@ckgsb.edu.cn
Chengsi WANG	University of New South Wales	chengsi.wang@unsw.edu.au
Ruqu WANG	Tsinghua SEM	wangrq2@sem.tsinghua.edu.cn
Xi WENG	Peking U. Guanghua School of Management	wengxi125@gsm.pku.edu.cn
Alexander WHITE	Tsinghua SEM	awhite@sem.tsinghua.edu.cn
Juanjuan ZHANG	MIT	jjzhang@mit.edu
Kaifu ZHANG	Cheung Kong Graduate School of Business	kaifu.zhang@insead.edu