

MARKETING DYNAMICS CONFERENCE

MAY 15-17, 2025

GOA INSTITUTE OF MANAGEMENT, GOA



MDC 2025 ORGANIZATION

Conference Co-chairs



Shantanu Prasad
(Goa Institute of Management)



Raghunath Singh Rao
(McCombs School of Business,
University of Texas, Austin)



Alok R. Saboo
(J. Mack Robinson College of Business,
Georgia State University, Atlanta)

Advisory Board

- Prasad Naik (University of California Davis) • Kay Peters (University of Hamburg)

We would like to acknowledge the support of the Director, Dean, Registrar, Faculty, and Staff of Goa Institute of Management.



2025 MARKETING DYNAMICS CONFERENCE PROGRAM

Marketing Dynamics Conference

Program Overview

Day 1: May 15, 2025, Thursday

Venue: Goa Institute of Management

12:45	Bus pick up from hotel(s)
14:15-15:10	Conference Registration (ABE CR1)
15:15-15:30	Welcome address by Ajit Parulekar (Professor of Marketing & Director of GIM) at ABE CR1
15:30-17:00	PhD Track 1 (ABE CR1 and ABE CR2)
17:00-17:30	Coffee Break (ABE Block)
17:30-19:00	PhD Track 2 (ABE CR1 and ABE CR2)
19:00-21:30	Welcome Reception and Dinner (Pool side / MPH)
21:30	Boarding on Bus for hotel(s) drop

Day 2: May 16, 2025, Friday

Venue: Taj Cidade De Goa Horizon, Dona Paula, Goa, India

9:00-10:30	Regular Track 1 (South I & II and West I & II)
10:30-11:00	Coffee Break
11:00-12:30	Regular Track 2 (South I & II and West I & II)
12:30-13:30	Lunch
13:30-15:00	Regular Track 3 (South I & II and West I & II)
15:00-15:30	Coffee Break
15:30-17:00	Regular Track 4 (South I & II and West I & II)
18:15	Boarding on Bus for Gala Dinner
19:00-22:00	Gala Dinner (at Bay 15)
22:00	Boarding on Bus for hotel(s) drop

Day 3: May 17, 2025, Saturday

Venue: Taj Cidade De Goa Horizon, Dona Paula, Goa, India

10:00-11:30	Regular Track 5 (South I & II and West I & II)
11:30-12:00	Coffee Break
12:00-13:00	Regular Track 6 (South I & II and West I & II)
13:00-14:00	Lunch
14:00-15:30	Regular Track 7 (South I & II and West I & II)
15:30-16:00	Coffee Break
16:00-17:30	Editors' Session (South I & II)
17:30-17:45	MDC 2026 Host Session (South I & II)

2025 MARKETING DYNAMICS CONFERENCE PRO

1: May 15, 2025,

Thursday

Venue: Goa Institute of Management

	PhD Track 1 – A	PhD Track 1 – B
Venue	ABE CR 1	ABE CR 2
15:30-17:00	<p>Sales Contests for New Products: Outcome vs. Activity Metrics</p> <p>Girish Mallapragada (Indiana University) Aritra Bhattacharya (Indian School of Business) Raghuram Bommaraju (Indian School of Business)</p> <p>Discussant: Marc Fischer (Co-Editor, <i>Journal of Marketing</i>)</p>	<p>The Influence of Visual Content and Consistency in Influencer Marketing Campaigns</p> <p>Ali Boluki (University of Groningen) Edlira Shehu (University of Groningen) Tammo H.A. Bijmolt (University of Groningen)</p> <p>Discussant: Praveen Kopalle (DE: <i>POM</i> & AE: <i>JM, JR, IJRM</i>)</p>
	<p>Digital Payments in Haryana: Evaluating the Impact on Economic Growth, Consumer Satisfaction, and Poverty Reduction</p> <p>Sangeeta Joon (School of Commerce and Business Studies, Jiwaji University, Gwalior) Anuja Bhadauria – (Aditya College, Gwalior) S. K. Singh (School of Commerce and Business Studies, Jiwaji University, Gwalior)</p> <p>Discussant: Raoul Kübler (Editorial review board, <i>IJRM</i>)</p>	<p>Brand Price Elasticity over the Business Cycle: What Is the Role of Advertising Strategy?</p> <p>Minxiong Huang (University of Groningen) Prof. dr. Maarten J. Gijsenberg (University of Groningen) Prof. dr. Barbara Deleersnyder (University of Groningen)</p> <p>Discussant: Girish Mallapragada (AE: <i>Journal of Marketing Research</i>)</p>

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Day 1: May 15, 2025, Thursday

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	PhD Track 2 – A	PhD Track 2 – B
Venue	ABE CR 1	ABE CR 2
17:30-19:00	<p>The Dynamics of Consumer Reliance on Others: Evidence from Retail Trading</p> <p>Neta Livneh (Saïd Business School, University of Oxford) Barak Libai (Reichman University) Dana Turjeman (Arison School of Business, Reichman University)</p> <p>Discussant: Pranav Jindal (AE, <i>Marketing Science</i>)</p>	<p>External Sociopolitical Legislative Shocks and Firm Value</p> <p>Vidhya Krishnaraju (DeGroote School of Business, McMaster University) Manish Kacker (DeGroote School of Business, McMaster University)</p> <p>Discussant: Norris Bruce (Editorial review board, <i>JMR</i>, <i>JM & Marketing Science</i>)</p>
	<p>Decoding Digital Influence: How Influencer Effectiveness Traits and Content Impact Consumer Intentions and Brand Value</p> <p>Sheryl De Araujo (Manipal Institute of Technology, Manipal), Rajesh R Pai (Manipal Institute of Technology, Manipal), Giridhar B Kamath (Manipal Institute of Technology, Manipal), Amol S Dhaigude (Manipal Institute of Technology, Manipal)</p> <p>Discussant: Shankar Ganesan (Editorial review board, <i>JM & JR</i>)</p>	<p>Deciphering Psychological Theories Explaining Consumer Engagement in Virtual Environment</p> <p>Lalit Kumar (XLRI),</p> <p>Discussant: Kay Peter (AE, <i>IJRM</i>)</p>

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Day 2: May 16, 2025, Friday

Venue: Taj Cidade De Goa Horizon, Dona Paula, Goa, India

	Regular Track 1 – A	Regular Track 1 – B
Venue	South I & II	West I & II
9:00-10:30	Understanding the role of Content availability and Anticipated regret in adoption of Virtual Reality in Tourism: A value-based perspective Pankaj Vishwakarma (Indian Institute of Management Visakhapatnam India), Srabanti Mukherjee (Vinod Gupta School of Management Indian Institute of Technology Kharagpur), Biplab Datta (Vinod Gupta School of Management Indian Institute of Technology Kharagpur) Haywantee Ramkissoon (University of South Australia)	Bridging between Hypothetical and Incentivized Choice Arash Laghaie (Nova School of Business & Economics), Thomas Otter (Goethe University Frankfurt)
	Social Media, Music Consumption, and Cross-Platform Spillover Effects Mimansa Bairathi (University College London) Anja Lambrecht (London Business School) Anita Rao (Georgetown University)	Rational learning of CSR as a credence attribute Sumitro Banerjee (Grenoble Ecole de Management)
	Reducing Excessive Product Returns: How the Right Message Diminishes Returns Over Time Samuel Stäbler (School of Economics and Management at Tilburg University, Netherlands), Siham El Kihal (Vienna University of Economics and Business) Oliver Emrich Johannes (Gutenberg-University Mainz, Germany), Thilo Pfrang (University of St. Gallen Switzerland)	Linking Luxury hotels customer satisfaction with experience economy model: A netnography approach using Structural Topic Model Vinay Ch (SRM University)

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	Regular Track 2 – A	Regular Track 2 – B
Venue	South I & II	West I & II
11:00-12:30	Consumer Value of Privacy: Evidence from an Online Retailer Ankit Sisodia (Purdue University) Mimansa Bairathi (University College London)	Sequential Search with Multi-Unit Demand Buyers Yue Li (School of Economics, Shandong University)
	Brands and Bands: Do Brand Names in Songs Help or Hinder Song Popularity? Sourindra Banerjee (University of Leeds, UK), Abhishek Borah (INSEAD, France), Brendon Rhodes (INSEAD, France), Raoul Kubler (ESSEC, France), Giovanni Luca Cascio Rizzo (University of Southern California, USA)	Do Soda Taxes Promote Healthy Consumption? Anita Rao (Georgetown University), Jaymo Kim (Tepper School of Business, Carnegie Mellon University), Oleg Urminsky (Booth School of Business, University of Chicago)
	Predicting Corporate Misbehavior: A Novel ESG Warning Measure Lars Gemmer (University of Cologne) Samuel Stäbler (Tilburg University Netherlands) Marc Fischer (University of Cologne)	Retiring the Store Flyer: Effects of Ceasing Print Store Flyers on Household Grocery Shopping Behavior Arjen van Lin (Tilburg University, the Netherlands) Kristopher Keller (Kenan Flagler Business School, University of North Carolina at Chapel Hill, US) Jonne Guyt (Amsterdam Business School, University of Amsterdam, the Netherlands)

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Day 2: May 16, 2025, Friday

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	Regular Track 3 – A	Regular Track 3 – B
Venue	South I & II	West I & II
13:30-15:00	Competition for Attention on Social Media Satheesh Seenivasan (Monash Business School, Melbourne, Australia), Bhoomija Ranjan (Monash Business School, Melbourne, Australia), Jason Weismueller (University of Western Australia, Perth, Australia), Paul Harrigan (University of Western Australia, Perth, Australia)	Spillover Effects in Search and Advertising for Umbrella-Branded Products Jason A Duan (University of Texas at Austin) Zhengwei (Harrison) Zhang (University of Texas at Austin) Garret P. Sonnier (University of Texas at Austin)
	Followers vs. Non-followers — Assessing the True Catalysts of Livestream Shopping Success Ruhai Wu (McMaster University), Liu Yang (Huazhong University of Science and Technology) Zhe Ji , (Thomas River University), Yang Pan (McMaster University)	Collaborative Marketing for MSMEs in India Rutuja Sabane (Entrepreneurship Development Institute of India)
	From Novelty to Narrative: Shaping Reviews of Competing Products Yogesh Joshi (Smith School of Business, University of Maryland), Michael Trusov (Smith School of Business, University of Maryland)	Learning from Informative Advertising Content Yewon Kim (Leavey School of Business, Santa Clara University); Kirthi Kalyanam (Santa Clara University)

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	Regular Track 4 – A	Regular Track 4 – B
Venue	South I & II	West I & II
15:30-17:00	Quantifying the Role of Nature vs. Nurture in the Spread of Toxicity on Social Media Ashwin Aravindakshan (University of California Davis) Jacob Brophy (University of California Davis) Jörn Boehnke (University of California Davis)	Dynamic Effects of Ad Content on Ad Liking Edlira Shehu (University of Groningen) Prasad A. Naik (University of California Davis) Daniel Zantedeschi (University of South Florida)
	From Posts to Perception: Assessing Sustainability Commitments and Brand Authenticity through Instagram Promotions Chandni Keswani (Shri Vaishnav Institute of Management and Science, Indore); Gunjali Trivedi (Medicaps University, Indore); Nitu Singh Sisodia (Prestige Institute of Management and Research, Indore) Shipla Raghuwanshi (Medicaps University, Indore); Deepti Sharma (Prestige Institute of Management and Research)	Experiment Design for Intervention Timing: The Case of Shopping Cart Conversion Arun Gopalakrishnan (Rice University) Young-Hoon Park (Cornell University)
	Financial Consequences of DEI – An Event Study Approach Sunil Singh (University of Nebraska–Lincoln) Revanth Raghupatruni (University of Nebraska–Lincoln) Thomas Dotzel (University of Nebraska–Lincoln)	Technology, Uncertainty, and Market Surfing J. Miguel Villas-Boas (University of California, Berkeley) Yunhao Huang (University of California, Berkeley)

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	Regular Track 5 – A	Regular Track 5 – B (AI-SIG)
Venue	South I & II	West I & II
10:00-11:30	Improving Uptake of Healthcare Subscription: Role of Influencer, Customer Testimonial, and Microcredit Vedha Ponnappan (IIM Udaipur) Prakash Satyavageeswaran (IIM Udaipur) Madhur Mohan (University of Georgia) Raghunath Rao (UT Austin)	AI Bias in B2B Contexts Shankar Ganesan (University of Notre Dame)
	The Impact of Inter-Departmental Proximity on Joint Sales in Retail Stores Praveen K. Kopalle (Tuck School of Business, Dartmouth College, USA) Laxminarayana Yashaswy Akella (Tuck School of Business, Dartmouth College, USA), Stephanie Noble (University of Tennessee, USA), Jens Nordfalt (School of Management, University of Bath, UK), Dhruv Grewal (Babson College, USA)	Is an AI-generated Image worth a Thousand Words? Field and experimental evidence on value from regulatory fit Frank Mathmann (Queensland University of Technology) Ashish S. Galande (IIM, Udaipur) Sara Thaichon (Griffith University)
	Supplementing the core: Effect of facilitating and supporting services on future uptake of services Madhur Mohan (University of Georgia) Prakash Satyavageeswaran (IIM, Udaipur) Vedha Ponnappan (IIM Udaipur) Sundar Bharadwaj (University of Georgia)	Using GenAI to Study Search Pranav Jindal (Indian School of Business) Raluca Ursu (NYU Stern) Anocha Aribarg (University of Michigan)

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	Regular Track 6 – A	Regular Track 6 – B
Venue	South I & II	West I & II
12:00-13:00	<p>Consumer Observational Learning among Brands and Generics considering Strategic Supply in the Pain OTC Category</p> <p>Mariana Carrera (Montana State University) Sofia Villas-Boas (University of California Berkeley)</p>	<p>The Effects of Opening of Off-Price Stores on Customer Behavior: Insights From a Dynamic Treatment Effects Model</p> <p>Rishika Rishika (Poole College of Management North Carolina State University); Harsha Kamatham (Asper School of Business University of Manitoba); Ram Janakiraman (Poole College of Management North Carolina State University)</p>
	<p>Tuning into the Hateverse: The Dynamics between Conspiracy Theories, Hate Speech, and Offensive Language Usage.</p> <p>Raoul Kubler (ESSEC Business School)</p>	<p>Unveiling the Compliments in Green Hotels: A text mining analysis on LEED certified Hotels</p> <p>Sourya Rongala (SRM University)</p>

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	Regular Track 7 – A	Regular Track 7 – B
Venue	South I & II	West I & II
14:00-15:30	A Bayesian Approach to Marginal Structural Models for Continuous Treatment: Application to Marketing Dynamics and Advertising Effects Norris I. Bruce (University of North Carolina, Chapel Hill)	The Dawn of The “Superhero Concept”: Implications For Prosocial Behaviour Bibek Guha Sarkar (Indian Institute of Management Calcutta Kolkata, India) Saravana Jaikumar (Indian Institute of Management Calcutta Kolkata, India)
	Does Ad Transparency Work? Evidence from Video Ads Anuj Kapoor (University of Missouri) Joonhyuk Yang (University of Notre Dame) Arjit Sachdeva (VDO.AI) Amitt Sharma (VDO.AI)	Did Illegal Shopping Stymie India’s Demonetization? Evidence from an Online Retailer Ankit Sisodia (Purdue University) K. Sudhir (Yale School of Management) Nitish Jain (London Business School)
	Credit Failures and Entrepreneurial Risk Aversion Przemyslaw Jeziorski (UC Berkeley)	Market Structure Mapping with Disentangled Visual Characteristics Ankit Sisodia (Purdue University) Vineet Kumar (Yale University)

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16:00-17:30	<p>Editors' session: Panel discussion (Venue: South I & II)</p> <p>Topic: Cracking the code: How to get your paper published in top-tier journals.</p> <p>Marc Fischer (Co-Editor, <i>Journal of Marketing</i>) Pranav Jindal (Associate Editor, <i>Marketing Science</i>) Praveen Kopalle (Department Editor: <i>POM</i>; Associate Editor: <i>JM, JR, IJRM</i>) J. Miguel Villas-Boas (Ex Associate Editor: <i>Marketing Science and Management Science</i>) Alok Saboo (Editorial Review Board, <i>JM, JMR</i>)</p> <p>MODERATOR: Raghunath Singh Rao (McCombs School of Business, University of Texas, Austin)</p>
17:30-18:00	<p>Improving Patient-Centered Hospital Care through Dynamic Modeling of Hidden Service Quality: Insights from HCAHPS Data</p> <p>Sanjeev Varki (University of South Florida) – MDC2026 Host</p>