

Workshop March 13				
Day	Time	Presenter	Title	
Friday	7:30 to 8:30	Breakfast		
	8:30 to 9:30	Seshadri Tirunillai	Comparison of AI Methods: Past, Present, and Future	
	9:30 to 9:45	Break		
	9:45 to 10:45	Dinesh Puranam	Sentiment and Attribute from Text	
	10:45 to 11:00	Break		
	11:00 to 12:00	Lan Luo	Deep Learning of Images	

Conference March 13				
Day	Time	Authors	Title	Affiliation of Sub Author
Friday	12:00 to 1:00	Lunch & Registration		
			Review of AI Tech Applications	
	1:00 to 1:40	Parris, Bowers, Wang	Technology and Digital Revolutions in Marketing: Review and A Foundation for Future Research	Oklahoma
		Chen	Artificial intelligence in Marketing: A comprehensive literature network review	Texas A&M Kingsville
	1:40 to 1:55	Break		
			AI Discrimination & Adoption	
	1:55 to 3:20	Liu, Yildirim, Zhang	AI Resistance and Price Discrimination	Wharton
		Ukanwa, Rust	AI Discrimination in Service	USC

		Luo , Qin, Fang, Qu	Impact of Artificial Intelligence Coach on Sales Agent Performance: A Field Experiment	Temple
		Sood , Kumar, Gupta	Fostering Adoption of AI Service Technologies Across Countries	GSU, MICA
	3:20 to 3:35	Break		
			AI in Selection & Prediction	
	3:35 to 5:00	Vossler, Chi, Lv	FLINK: Feature Selection in Causal Inference with Knockoffs	USC
		Lu, Fan , Lv, Noble	DeepPINK: Reproducible Feature Selection in Deep Neural Networks	USC
		Lee , Johnson, Tellis	Can AI OutPredict Surveys: Micro-Geo Predictions of US Presidential Election	Miami
		Miller	AI for Capital Project Management	USC
	5:00 to 7:00	Reception		

Conference March 14				
Saturday	7:30 to 8:30	Breakfast & Registration		
			Deep Learning Applications	
	8:30 to 9:45	Johnson , Ogihara, Ren, Lee	A Deep Neural Network System for the Analysis and Prediction of Ad Effectiveness	Miami
		Kim, Kim, Joo , Che	A Hybrid Approach to Counterfactual Demand Predictions Using Deep Learning	UC Riverside
		Rubera , Grossetti, Cillo	A better picture: how computer vision can help market segmentation	Bocconi
		Zhang , Luo	Can User-Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp	USC
	9:45 to 10:00	Break		
			AI Applications	
	10:00 to 11:40	Munoko , Cho, Brown-Liburd	Reading between the lines: An ensemble machine learning approach to fraud detection	Rutgers

		Bowers, Parris	Delivering on the Promises of AI Driven Personalization	Oklahoma
		Park, Puranam	Valence and certainty on perceived helpfulness: Interpretable deep learning on consumer reviews	USC
		Alantari, Deng, Currim, Singh	Comparison of Models for Automated Text-based Sentiment Analysis of Online Consumer Reviews	UC Irvine
		Bellet, Borah, Dubois	When Veblen Meets Big Data: A Search-Based Index of Brand Conspicuous Value	Insead
	11:40 to 12:00	Break		
			AI in Innovation	
	12:00 to 1:15	Miric, Jia, Huang	Comparing Machine Learning and Keyword Methods for Classification in Management Research: Patents	USC
		Chen, Liu, Proserpio, Troncoso	Product2Vec: Understanding Product-Level Competition Using Representation Learning	USC
		Novak, Hoffman	Reifying Space of Personal Automation Practices: An Empirical Approach Grounded in Assemblage Theory	George Washington
		Teodoridis, Lu, Furman	Measuring Changes in the Direction of Innovation: A Machine Learning Approach	USC
	1:15 to 2:15	Lunch		
			AI in Creativity	
	2:15 to 3:30	Hong, Wei, Tellis	Does the Similarity Pattern among Crowdfunding Projects Help Design a Winning Project	USC
		Bell, Pescher, Tellis, Füller	Can AI Do Ideation? Testing Alternate Algorithms for Idea Screening in Crowdsourcing Contests	Oxford
		Chaudhry, Wang	How trailer design elements predict box office performance	Temple
		Burnap, Hauser	Identifying “Design Gaps” in Market: Demand Models over Data-Driven Feasible Design Spaces	MIT

	3:30 to 3:45	Break		
			AI Adoption	
	3:45 to 4:45	Jia , Luo, Fang, Xu	Can AI Substitute or Complement Managers? Outcomes for Transformational and Transactional Managers	USC
		Clegg , Hofstetter, de Bellis, Schmitt	Perceptions of AI: How Disclosing Algorithm Type Can Shape Users' Adoption of New Technologies	Lucerne
		Blanas	Distinct Effects of Information and Communication Technologies on the Age-Skill Composition of Labour	Bank of Belgium
	4:45 to 7:00	Reception		