

USC Marshall

School of Business

2021 AIM (Artificial Intelligence in Management)

Virtual Workshop and Conference

May 14-15, 2021

CONFERENCE PROGRAM

Pre-Conference Schedule May 1, 2021

[Schedule will be updated closer to conference program]

Conference Co-Chairs:

Gerard J. Tellis, Florenta Teodoridis, Milan Miric
*Marshall School of Business, University of Southern California
Los Angeles, CA*

Sponsored By:

USC Marshall Institute for Outlier Research in Business (iORB)
USC Marshall Center for Global Innovation (CGI)
Inform's Society of Marketing Science (ISMS)
Marketing Science Institute (MSI)

PROGRAM OVERVIEW

All times in PST (Pacific Standard Time) zone

Friday, May 14, 2021

PRE-CONFERENCE AI WORKSHOP [Plenary 8am to 11:50am]

- ⇒ 8:00 to 8:50am – **Seshadri Tirunillai**. Overview and Introduction to AI Tools.
- ⇒ 9:00 to 9:50am – **Dinesh Puranam**. Text Analytics.
- ⇒ 10:00 to 10:50am – **Milan Miric**. Image Analytics.
- ⇒ 11:00 to 11:50am – **Ciprian Corneanu**. Video Analytics with Tawny.

Break Between Workshop and Conference: Presenters can pre-test Zoom Link

AIM CONFERENCE – DAY 1 [Plenary 1:00pm to 1:55pm]

- ⇒ 1:00 to 1:10pm – **Welcome Remarks from Prof. Gerrard Tellis (Conference Co-Chair)**
- ⇒ 1:10 to 1:15pm – **Welcome Remarks from Dean Geoff Garrett**
- ⇒ 1:15 to 1:55pm – **Plenary Panel Moderated by Dean Geoff Garrett**
 - John DeVine, *VP of Global Operations, Facebook*
 - Joe Ucuzoglu, *CEO, Deloitte US*
 - Sue Siegel, *CEO/Board Director/VC, Technology, Healthcare & Business*

TRACK #AF

TRACK #BF

- ⇒ 2:00 to 3:00pm - **AF.1. AI & Consumer Behavior**
- ⇒ 3:10 to 4:10pm - **AF.2. Adoption of AI**
- ⇒ 4:20 to 5:20pm - **AF.3. AI & Human Capital**

- ⇒ 2:00 to 3:00pm - **BF.1. Text Analytics**
- ⇒ 3:10 to 4:10pm - **BF.2. Image Analytics**
- ⇒ 4:20 to 5:20pm - **BF.3. Video Analytics**

Virtual Conference Drinks / Happy Hour

Saturday, May 15, 2021

AIM CONFERENCE – DAY 2 [Plenary 8:00am to 8:50pm]

- ⇒ 8:00 to 8:50am – **Plenary Industry Lectures**
 - Anima Anandkumar, *Director of Machine Learning at NVIDIA*
 - Manju Devadas, *Founder & CEO Pluto 7 Data*
 - Miquel Farre, *Senior Technology Manager, Walt Disney Company*

TRACK #AS

TRACK #BS

- ⇒ 9:00 to 10:00am - **AS.1. Innovation**
- ⇒ 10:10 to 11:10am - **AS.2. Creativity**
- ⇒ 11:20 to 12:20pm - **AS.3. AI in Services**

- ⇒ 9:00 to 10:00am - **BS.1. Using AI for Prediction**
- ⇒ 10:10 to 11:10am - **BS.2. AI in Mobile Apps**
- ⇒ 11:20 to 12:20pm - **BS.3. Recommender Systems**

- ⇒ 12:20 to 12:30pm – **Closing Remarks (Prof. Gerrard Tellis)**

Virtual Conference Drinks / Happy Hour

PRESENTER GUIDELINES

- The presentations are **10 minutes with 5 min for the authors to respond to Q&A.**
- The chat function will be enabled and participants are encouraged to list their questions in the chat during the presentation. After the presentation, we encourage the speaker to quickly respond to the questions in the chat. If you have co-authors that will be attending the conference, we encourage you to invite them to join and they may respond to some of these questions on the authors behalf during the talk.
- We hope that this structure will provide the authors with a greater chance to talk about their paper, while also receiving more focused feedback.
- There will be a session chair moderating each session as well as a student worker to help manage the zoom call. If you have any concerns about scheduling or foresee any conflicts, please reach out to the conference organizers. If you encounter any issues on the day of the conference please reach out to your specific session chair [contacts and emails will be listed on updated conference program].
- For presenters to test out their screen sharing / audio, we will have an open zoom room from 12 to 1pm on Friday May 14, 2021. This is optional and for the benefit of presenters. Presenters can join this zoom room which will be occupied by one of the conference organizers and can try out sharing their screens.
- **Zoom links and login information will be shared with the final conference presentations a few days before the conference.**

DETAILED PROGRAM – DAY 1(Friday) – TRACK A

SESSION AF.1. AI & CONSUMER BEHAVIOUR (2:00 to 3:00PM)

1. *Consumption Variety in Food Recommendation.* Daiva Nielsen, **Nathan Yang**, Laurette Dube, Barbel Knauper, Yabo Ling & Jian-Yun Nie
2. *Fact or Opinion: Investigating the Effect of Headlines on News Engagement.* Annie Ding, **Shane Wang**
3. *Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Consumer-Smart Object Relationships, and Task Delegation.* **Anouk Bergner**, Jochen Hartmann, Christian Hildebrand
4. *The impact of augmented reality technology on consumers' responses; the mediating role of customer experience.* **Sandra Habil**, Sara El-deeb

SESSION AF.2. ADOPTION OF AI (3:10 to 4:10PM)

1. *Measuring Human Adaptation to AI in Decision Making: Application to Evaluate Changes after AlphaGo.* **Minkyu Shin**, Jin Kim, Minkyung Kim.
2. *The Impact of Forced Intervention on AI Adoption.* **Xinyu Cao**, Dennis Zhang
3. *Organizing Workers and AI for a Less Oppressive Future of Work.* **Amber Young**, Ann Majchrzak, Gerald Kane.
4. *Double-Edged Effects of Artificial Intelligence for Emotional Labor: The Joint Moderating Role of Emotion Valence and Consumer Contexts.* Xueming Luo, **Yuqian Chang**, Zheng Fang, He Peng, Jaakko Aspara

SESSION AF.3. AI & HUMAN CAPITAL (4:20 to 5:20PM)

1. *High Competence and Low Bias? Effects of Artificial Intelligence Coaches on Employee Performance.* Nan Jia, Xueming Luo, **Marco Shaojun Qin**, Zheng Fang.
2. *Female Advantage from Cognitive AI.* **Ming-Hui Huang**, Roland T. Rust, and Saurabh Mishra.
3. *Conversational Dynamics: When Does Employee Language Matter?* **Yang Li**, Grant Packard, Jonah Berger
4. *Is It Time to Name Your Best Nonhuman Friends? How Sound Symbolism Mitigates Resistance to Artificial Intelligence.* **Stella Tavallaee**, Jayati Sinha

DETAILED PROGRAM – DAY 1(Friday) – TRACK B

SESSION BF.1. TEXT ANALYTICS (2:00 to 3:00PM)

1. *Optimal Freemium Pricing of Digital Content: Field Experiment and Text Analytics.* Yongjun Li; Hanbing Xue, Yangfeng Ji, **Natasha Zhang Foutz.**
2. *An Empirical Comparison of Machine Learning Methods for Text-based Sentiment Analysis of Online Consumer Reviews.* **Huwail J. Alantari,** Imran S. Currim, Yiting Deng, Sameer Singh.
3. *Do Online Ratings Accurately Reflect Quality? Price, Reviewed Quality, and Reviewer Expertise in Yelp Restaurant Reviews.* **Sajeev Nair,** S. Siddarth, Gerard J. Tellis.
4. *Automated Text Analysis in Marketing: Past Contribution and Future Opportunities.* **Denise Parris,** Josh Bowers, Qiong Wang, Danny McRae.

SESSION BF.2. IMAGE ANALYTICS (3:10 to 4:10PM)

1. *Measuring Advertising Creativity and Predicting Consumer Evaluation toward the Advertising: Explainable Artificial Intelligence Approach.* **Hyunsang Son.**
2. *Category Learning through Experiential Product Images.* **Liu Liu,** Natasha Zhang Foutz, Masakazu Ishihara.
3. *When are Images Not Enough? A Machine-learning Approach to Understand the Effect of Multimedia Stimulus.* Jingcun Cao, **Xiaolin Li,** Lingling Zhang.
4. *Can User-Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp.* **Mengxia Zhang.**

SESSION BF.3. VIDEO & AUDIO ANALYTICS (4:20 to 5:20PM)

1. *Video Influencers: Unboxing the Mystique.* **Prashant Rajaram,** Puneet Manchanda
2. *What makes sales pitches work? Using Multi-Modal Video Data to Uncover Success Factors.* **Ishita Chakraborty,** Khai Chiong, Howard Dover, Norris Bruce, K. Sudhir.
3. *Your Voice Matters! Impact of Acoustic Features on Effectiveness of Marketing Communication.* **Jingjing Li,** Qi Zhang; Cheng Zhang, Natasha Zhang Foutz.
4. *First Law of Motion: Influencer Video Advertising on TikTok.* **Jeremy Yang,** Juanjuan Zhang, Yuhan Zhang.

DETAILED PROGRAM – DAY 2 (Saturday) – TRACK A

SESSION AS.1. INNOVATION (9:00 to 10:00AM)

1. *AI vs. Human Evaluation: Impact of Assessment Agent on Users' Idea Contribution and Innovation in Crowdsourcing.* Yang (Alison) Liu, **Kenneth G. Huang.**
2. *The Distinct Effects of Information Technologies and Communication Technologies on Skill Demand.* **Sotiris Blanas.**
3. *"Love the shape, but hate the weight": Aspect-Based Sentiment Analysis to Identify Product Innovation Opportunities.* **Francesc Busquet,** Anouk Bergner.
4. *Could Machine Learning Be A General-Purpose Technology? A Comparison of Emerging Technologies Using Data from Online Job Postings.* Avi Goldfarb, Bledi Taska, **Florenta Teodoridis.**

SESSION AS.2. CREATIVITY (10:10 to 11:10AM)

1. *Machine Learning for Creativity: Using Similarity Networks to Help Design Crowdfunding Projects.* **Jihoon Hong,** Yanhao "Max" Wei, Gerard Tellis.
2. *Can AI do Ideation?* Jason Bell, **Christian Pescher,** Gerard J. Tellis, Johann Füller.
3. *AI Assistance, Employee Creativity, and Job Performance: Evidence from a Field Experiment.* **Nan Jia,** Xueming Luo, Han Chen, Zheng Fang.
4. *Mapping the Evolution of Market Structure.* **Maximilian Matthe,** Daniel M. Ringel, Bernd Skiera

SESSION AS.3. AI IN SERVICES (11:20 to 12:20PM)

1. *Algorithmic Discrimination in Service.* **Kalinda Ukanwa,** Roland T. Rust.
2. *Improving Services with Information-Seeking Argument Mining.* Bernd Skiera, **Shunyao Yan,** Johannes Daxenberger, Marcus Dombois, Iryna Gurevych.
3. *Learning from Driving Behaviors: A Deep Learning Approach for Predicting Retail Visits and the Privacy Tradeoffs of Tracking Consumers.* **Unnati Narang,** Fernando Luco.
4. *Machine Learning Inference for Heterogeneous Effects of Product Attributes.* Fan Feng, **Lingling Zhang,** Vithala R. Rao

DETAILED PROGRAM – DAY 2 (Saturday) – TRACK B

SESSION BS.1. USING AI FOR PREDICTION (9:00 to 10:00AM)

1. *Social Determinants of Health: Insights from Location Big Data.* **Meghanath Macha**, Beibei Li, Natasha Zhang Foutz.
2. *Corporate Crisis Prediction: A Machine Learning Approach.* **Lars Gemmer**, Marc Fischer, Samuel Stäbler.
3. *DEEPPSENSE: A Deep Neural Network System for the Analysis and Prediction of Ad Effectiveness.* **Joseph Johnson**, Mitsunori Ogihara, Gang Ren and Hyunhwan Lee.
4. *Reading between the lines: A machine learning approach to fraud detection.* **Ivy Munoko**, Soohyun Cho, Helen Brown-Liburud.

SESSION BS.2. AI IN MOBILE APPS (10:10 to 11:10AM)

1. *Improved Retention Analysis in Freemium Role-Playing Games by Jointly Modeling Players' Motivation, Progression and Churn.* **Gourab Mukherjee**, Bikram Karmakar, Peng Liu, Hai Che, Shantanu Dutta.
2. *Predicting Mobile App Drop: A Scalable Machine Learning Approach.* Unnati Narang, Shreya Shankar, **Venkatesh Shankar**
3. *Sequential Targeting for Mobile App Retention with Multitask Deep Reinforcement Learning.* **Fanglin Chen**, Xiao Liu, Bo Tang.
4. *The Impact Of Post-Launch Continuous Product Development Activities On User Engagement In Digital Products: Evidence From The Mobile Application Industry.* **Yongseok Kim**, Deepa Chandrasekaran, Richard Gretz, Yeonjoo Park, Suman Basuroy.

SESSION BS.3. RECOMMENDER SYSTEMS (11:20 to 12:20PM)

1. *Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments.* **Panagiotis Adamopoulos**, Anindya Ghose, Alexander Tuzhilin.
2. *How Does Competition Affect Exploration vs. Exploitation? A Tale of Two Recommendation Algorithms.* H. Henry Cao, Liye Ma, **Z. Eddie Ning**, Baohong Sun.
3. *Salesforce Automation: A Cold-Start-Proof Recommender System.* Saiquan Hu, Juanjuan Zhang, **Yuting Zhu**.