

# Journal of Marketing Research Special Issue Preconference: Education and Marketing

## Thursday

| Time         | Title   | Authors   |
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| 1:30 to 3 PM | Using a Marketing Management Decision Support System to Unlock the Potential of Student Feedback  | Christine Mathies, UNSW Sydney<br>Mark Uncles, UNSW Sydney  |
|              | Information Shocks and Internet Silos: Evidence from Creationist Friendly Curriculum  | Ananya Sen, MIT<br>Catherine Tucker, MIT  |
|              | Broadband Internet Access: A Double-Edged Sword for K-12 Education?   | Yixing Chen, Texas A&M University<br>Vikas Mittal, Rice University<br>Shrihari Sridhar, Texas A&M University  |
| 1:30 to 3 PM | Understanding the Mechanism of Course Payment Intention in the Era of Online Learning   | Shengliang Zhang, University of Science and Technology of China<br>Lidong Meng, University of Science and Technology of China<br>Chuang Wang, South China University of Technology<br>Xiaodong Li, Anhui Polytechnic University |
|              | Customer or Producer? Student as a Co-Creator of the Learning Experience  | Praveen Aggarwal, University of Minnesota Duluth<br>Amiya K. Basu, Syracuse University  |
|              | The Student as Consumer: Does Implicit Lay Belief, Product Attribute and Temporal Orientation Influence Evaluation of Educational Alternatives? | Rajat Roy, Bond University<br>Vik Naidoo, University of Sydney  |

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| 1:30 to 3 PM | Diffusion of Multigeneration Higher Education Products in Emerging and Developed Economies | Hyeong-Tak Lee, University of Iowa<br>Sriram Venkataraman, University of North Carolina at Chapel Hill  |
|              | Marketplace Literacy Education and Consumer Coping Behaviors                               | Madhu Viswanathan, University of Illinois at Urbana-Champaign<br>Saravana Jaikumar, Indian Institute of Management Calcutta<br>Arun Sreekumar, University of Illinois at Urbana-Champaign<br>Shantanu Dutta, University of Southern California<br>Adam Duhachek, Indiana University |

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| 1:30 to 3 PM | Peer Effects in Private Supplementary Tutoring: Evidence from China                    | Yiting Deng, University College London<br>Shilan Feng, Peking University<br>Yongdong Liu, University College London<br>Ya Tan, Peking University   |
|              | The Impact of Peer Influence on Academic Performance: A Three-Stage Co-Evolution Model | Dan Ding, National University of Singapore<br>Prasanta Bhattacharya, Agency for Science, Technology and Research<br>Tuan Q. Phan, National University of Singapore<br>Xuesong Lu, East China Normal University |

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| 1:30 to 3 PM | Impact of Highly Able Peers on Technology Enabled Learning and Education Performance                            | Deepa Mani, Indian School of Business<br>Sundar Bharadwaj, University of Georgia<br>Sreevathsan Sridhar, Indian School of Business   |
|              | The Effects of Digital Textbooks on Students' Academic Performance, Learning Skills, and Digital Addiction      | Stephanie Lee, University of Washington<br>Ju-Ho Lee, KDI School of Public Policy and Management<br>Youngsik Jeong, Jeonju National University of Education  |
| 3:30 to 5 PM | Funding Mechanisms for Higher Education: A Marketing Perspective  | Gila E. Fruchter, Bar-Ilan University<br>Eitan Gerstner, Israel Institute of Technology<br>Daniel Halbheer, HEC Paris<br>Thomas Reutterer, WU Vienna University of Economics and Business                                |
|              | Adapting to Market Transformations: How Traditional Religious Schools Remain Competitive in a Marketizing Field | Rodrigo Castilhos, SKEMA Business School<br>Pierre-Yann Dolbec, Concordia University<br>Marcelo J. Fonseca, Unisinos<br>Guilherme Trez, Unisinos   |
|              | How to Market an MBA: A Field Study Testing the Roles of Social Media Platforms, Goals, and Reference Networks  | Nita Umashankar, San Diego State University<br>Abhijit Guha, University of South Carolina<br>Dhruv Grewal, Babson College<br>Brett P. Matherne, Georgia State University<br>Timothy R. Bohling, Georgia State University |
|              | Satisfy Your Students by Offering Them an Ordinarily Positive Class Experience                                  | Yu Chen, State University of New York Farmingdale  |
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| 3:30 to 5 PM | Enabling Class Preparedness: Online Adaptive Reading Technology and Its Impact on Academic Performance and Student Engagement | Anthony Francescucci, Ryerson University<br>Julie Kellershohn, Ryerson University<br>Fathima Zahara Saleem, Ryerson University |
|              | Engaged Learning in the Marketing Capstone Course   | Darrell E. Bartholomew, Pennsylvania State University Harrisburg   |
|              | Human Touch in the Online World: The Role of Empathy in Student Engagements in MOOCS  | Aravinda Garimella, University of Illinois at Urbana-Champaign<br>Abhishek Borah, INSEAD<br>Ming Fan, University of Washington |
|              | Pay, Pain, and Gain: Can Payment Boost User Engagement in MOOCs?  | Ali Goli, University of Chicago<br>Pradeep K. Chintagunta, University of Chicago<br>S. Sriram, University of Michigan          |

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| 3:30 to 5 PM | Leveraging Digital Media to Enhance Higher Education Performance: A Field Study  | Tim Bohling, Georgia State University<br>V. Kumar, Georgia State University<br>Divya Ramachandran, Georgia State University<br>Bharath Rajan, Georgia State University |
|              | The Effects of Mobile Use in Online Higher Education: Evidence from Massive Open Online Courses                        | Mi Hyun Lee, Northwestern University<br>Sang-Pil Han, Arizona State University<br>Sunghoon Kim, Arizona State University<br>Sungho Park, Arizona State University      |
|              | Testing Theories of Goal Progress and Knowledge Accumulation in Online Learning  | Tong (Joy) Lu, Carnegie Mellon University<br>Eric T. Bradlow, University of Pennsylvania<br>J. Wesley Hutchinson, University of Pennsylvania                           |
|              | Employer Branding: Examining the Relationship Between Employer of Choice for Business Students and Branding Activities | Othman Althawadi, Qatar University   |

Dinner/Reception 5:30

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# Friday

8 to 9:30 AM

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| The Impact of Self-Disclosure on Learner Persistence and Retention in Massive Open Online Courses                               | Unnati Narang, Texas A&M University<br>Manjit Yadav, Texas A&M University<br>Aric Rindfleisch, University of Illinois at Urbana-Champaign                                  |
| Strategic Manipulation of University Rankings, the Prestige Effect, and Student University Choice                               | James A. Dearden, Lehigh University<br>Rajdeep Grewal, University of North Carolina at Chapel Hill<br>Gary L. Lilien, Pennsylvania State University                        |
| Online Modular Gamified Training of Salespersons: Self-Selection into Participation and Performance                             | Siddharth Shekhar Singh, Indian School of Business<br>Ravi Sen, Texas A&M University<br>Sharad Borle, Rice University  |
| Coaching, Commodification and Consumption: The Role of Test Preparation Services in Marketization of Education and the Educated | Samvet Kuril, Indian Institute of Management Ahmedabad<br>Ankur Kapoor, Indian Institute of Management Ahmedabad<br>Prateek Shah, Indian Institute of Management Ahmedabad |

8 to 9:30 AM

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| Well Endowed? Estimated and Ideal Wealth Inequality of College and University Endowments | Martin V. Day, Memorial University of Newfoundland<br>Michael I. Norton, Harvard Business School |
| Students "Comment" on Text Posts: A Content Analysis of Higher Education Facebook Pages  | S. Paige Gardiner, Utah Valley University<br>Dustin Harding, Utah Valley University              |
| How Do Prospective Students Weight Credence and Experiential Cues in College Choice?     | Claire-Lise Ackermann, Rennes School of Business<br>Adrian Palmer, Henley Business School        |
| The Language of Entrepreneurship: An Exploratory Gender-Coding Study                     | R. Garcia, University of Denver<br>K. Annett-Hitchcock, North Carolina State University          |

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| 8 to 9:30 AM | The Consequences of Student Diversity in MBA Programs: Alleviation, Amelioration, or Acquisition? | Mariya Topchy, University of Connecticut<br>Debanjan Mitra, University of Connecticut  |
|              | Intersectionality in the Business School Experience   | Laurel Steinfield, Bentley University<br>Patrick Goldner, Bentley University<br>Roma Gujarathi, Bentley University   |
|              | Tuition Myopia: Pernicious Mental Accounting in College Choice                                    | Haewon Yoon, Indiana University<br>Yang Yang, University of Florida<br>Carey K. Morewedge, Boston University   |
|              | Influence of Mother's Autonomy and Media Access on Children's Education                           | Meng-Hsien (Jenny) Lin, California State University Monterey Bay<br>Akshaya Vijayalakshmi, Indian Institute of Management Ahmedabad<br>Shwadhin Sharma, California State University Monterey Bay |

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| 8 to 9:30 AM | Recommendation for Education   | Chul Kim, City University of New York<br>William Rand, North Carolina State University<br>P.K. Kannan, University of Maryland   |
|              | Digitally Engaged Consumers: A Multi-Level Perspective of Higher Education Actors and Their Technology Readiness                       | Treasa Kearney, University of Liverpool<br>Roisin Vize, Dublin Institute of Technology<br>Taeshik Gong, Hanyang University, ERICA<br>Linda Alkire, Texas State University |
|              | Spaced versus Binge Learning: Applications for the Online Learning Environment   | Kathryn A. LaTour, Cornell University<br>Hayden N. Noel, University of Illinois at Urbana-Champaign   |
|              | The Effects of School Ranking on Innovation Adoption of Internal Stakeholders: The Case of Adoption of Eye-Tracker by US Psychologists | Kuan-Chou Ko, National Taiwan University<br>Jia-Shiuan Hsieh, National Taiwan University  |

Plenary Session - 10 AM to 10:45 AM  
 Dennis Epple, Thomas Lord University Professor of Economics,  
 Carnegie Mellon University

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| 11 AM to 12:30 PM | Satisfaction with Educational Experiences: The Role of Knowing How to Expand one's Knowledge                           | Haiyang Yang, Johns Hopkins University<br>Ziv Carmon, INSEAD<br>Michael I. Norton, Harvard University  |
|                   | Effect of Multiple Stakeholder Reputations on Organizational Outcomes: The Case of Higher Education                    | V. Kumar, Georgia State University<br>Ankit Anand, Georgia State University<br>Avishek Lahiri,   |
|                   | Excessive Spending on Private Education in South Korea: Motivation, Uniqueness and Implications on Consumer Well-Being | Sujin Song, Korea University<br>Young-Chul Kim, Sogang University  |
|                   | Self-Directed Learning in Education: A Motivational Perspective  | Pragya Mathur, City University of New York<br>Lauren Block, City University of New York<br>Ozge Yucel-Aybat, Pennsylvania State University Harrisburg<br>Eric M. Eisenstein, Temple University |
| 11 AM to 12:30 PM | Do Informative Promotional Campaigns for On-Shelf Nutritional Labeling Work?   | Bryan Bollinger, Duke University<br>David Hammond, University of Waterloo<br>Erin Hobin, Public Health Ontario<br>Eli Liebman, University of Georgia<br>Jocelyn Sacco, Cancer Care Ontario     |
|                   | Shadow Education: The Good, The Bad and The Evil   | Weining Bao, University of Technology Sydney<br>James Dearden, Lehigh University   |
|                   | Better School versus Right School? Heterogeneous Preferences in School Matching with Price Information                 | Nicolás Aramayo, University of Chile<br>Marcel Goic, University of Chile<br>Jian Ni, Johns Hopkins University  |
|                   | Selling as an Instructional Communication Pedagogical Technique  | Cindy B. Rippé, Flagler College<br>Suri Weisfeld-Spolter, Nova Southeastern University   |

Yuliya Yurova, Nova Southeastern  
University

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11 AM to 12:30 PM

Using Marketing Tools to Promote  
Educational Success: Nudging the  
Financially-Precarious Student

Jirs Meuris, University of Wisconsin-  
Madison  
Cait Lambertson, University of Pittsburgh  
Carrie Leana, University of Pittsburgh

Competition in Education: How the  
Presentation of Success Rates Affects  
Perceived Competitiveness and  
Performance

Ann E. Schlosser, University of Washington

The Impact of Early Decision College  
Admissions on Applicants' Welfare and  
Decision Making

Eric A. Greenleaf, New York University

Retail Education from the Student to the  
Store and Beyond: How New Teaching  
Formats and Methods Influence Students'  
Transformative Learning Process

Kristina Kleinlercher, University of St.  
Gallen  
Marc Linzmajer, University of St. Gallen  
Thomas Rudolph, University of St. Gallen