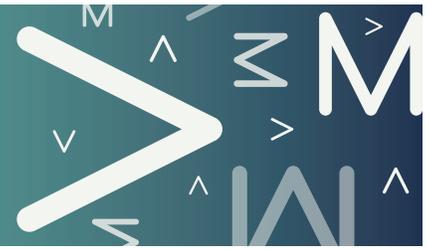


2020 AMA Summer Academic Conference



Master Class Sessions

Included with conference registration.

Tuesday, August 18

8:15-9:30 a.m. CDT | Tools Master Class: Writing and Responding to Peer Reviews

The peer review process—both writing reviews for academic journals and responding to reviews of your own work—is fundamental to building scientific knowledge. In this session, learn why you should invest time doing reviews. You'll leave understanding how to write a constructive review and how to respond effectively to reviews of your own work.

Presented by Rebecca Hamilton

Rebecca Hamilton is the Michael G. and Robin Psaros Chair in Business Administration, Professor of Marketing and Marketing Area Coordinator at Georgetown University's McDonough School of Business. She received her PhD from the MIT Sloan School of Management in 2000 and was on the faculty at the University of Maryland's Robert H. Smith School of Business from 2000-2014. Professor Hamilton's research examines the effects of contextual factors - including the social environment, stage of decision making and presentation format - on consumer decision making. She has served as Co Editor of the Journal of Marketing Research from 2016-2020, Associate Editor for the Journal of Consumer Research and Journal of the Academy of Marketing Science, and on the Editorial Review Boards of the International Journal of Research in Marketing, Journal of Interactive Marketing, and Journal of Marketing. Professor Hamilton enjoys teaching consumer behavior classes to undergraduate, MBA and executive MBA students.

9:45-11:00 a.m. CDT | Topic Master Class: Understanding, Measuring and Managing Shoppability

In this Master Class you'll learn how to quantify "shoppability"—the capacity of the retail environment to translate consumer demand into purchase—using a combination of attitudinal and behavioral measures. By analyzing customers' perceptions of the shopping experience and how they interact with the store environment, marketers can identify specific product categories and brands that are underperforming and make changes to product organization, shelf placement and value communication to realize each category's full sales potential. The presentation will summarize findings from recent laboratory and field experiments that measure category and brand shoppability and highlight approaches for improving shopper engagement and eliminating barriers to purchase. The session will demonstrate a variety of tools for assessing the quality and productivity of the customer experience, including online surveys, virtual reality simulations, customer tracking, eye tracking and biometrics.

Presented by Raymond R. Burke

Raymond R. Burke is the E.W. Kelley Professor at Indiana University's Kelley School of Business, and founding director of the School's Customer Interface Laboratory, a state-of-the-art facility for investigating how customers interact with new retail environments and technologies. His research focuses on understanding the influence of point-of-purchase factors on consumer shopping behavior. His articles have appeared in various journals, including the Harvard Business Review, Journal of Consumer Research, Journal of Marketing, and Marketing Science. Ray teaches the MBA Applied Marketing Research and PhD Advanced Shopper Research courses, and was named by Poets & Quants as one of the world's best bschool professors. Prior to joining IU, he served on the faculties of the Harvard Business School and Wharton. He has consulted for several leading companies in consumer goods and service industries, and his virtual shopping technology has been used by market research firms around the world.

11:15 a.m.-12:30 p.m. CDT | Topic Master Class: Cultural Analysis In The Marketplace

This session outlines the framework and rationale for using cultural analysis in marketing and innovation work. We will explore definitions, ideas, and applications through case studies and discussion. In the process, the class will offer an opportunity to be reflexive about the roles of planners and managers in marketing communications and market development.

Presented by Rita Denny

Rita Denny applies an anthropological framework to consumer behavior across the globe, calling on linguistic, semiotic and symbolic traditions for interpreting attitudes, perceptions and practices. Rita's work has supported strategic development of products, services and brands as well as communications strategies for Fortune Global 500 companies, government agencies and public institutions. She is currently the executive director of EPIC. Rita holds a Ph.D. in anthropology from the University of Chicago and is a Lake Michigan swimmer.

12:45-2:00 p.m. CDT | Tools Master Class: Gathering Contextual Data

This session will introduce you to web scraping. By writing a simple automated program, you can query web servers, request data, and parse it to extract the information you need. First, we will focus on web scraping mechanics: request information from a web server, performing basic handling of the server's response, and interacting with sites in an automated fashion. Second and as time allows, we'll explore a variety of more specific methods to fit any web scraping scenario you may encounter.

Presented by Jörn Boehnke

Jörn Boehnke's research focuses on the dynamics of marketing, pricing and consumer behavior in online platforms. These platforms foster direct interaction between retailers and their customers, reducing search costs and allowing consumers to compare many different items at once. Boehnke employs a variety of modern statistical tools to process and analyze these rich data, allowing him to gain insights into consumer behavior in today's online world. Boehnke is also a visiting research fellow at the Center for Mathematical Sciences and Applications at Harvard University. Prior to joining the Graduate School of Management, he was a postdoctoral fellow at Harvard University and at the Harvard Law School. He holds a PhD and an M.A. in economics from the University of Chicago, a Diploma in mathematics, and a Diploma in physics from Leipzig University.

2:15-3:30 p.m. CDT | Tools Master Class: Automated Text Analysis

This session presents an overview of automated text analysis, providing integration of linguistic theory with constructs commonly used in consumer research, guidance for choosing amongst methods, and advice for resolving sampling and statistical issues unique to text analysis.

Presented by Ashlee Humphreys

Ashlee Humphreys is an associate professor at Medill. Trained as a sociologist, she examines core topics in consumer behavior and marketing strategy. Her research investigates the role of legal and cultural institutions in creating markets, the influence of language on consumer judgments of legitimacy, and the process of consumer co-creation. Humphreys is the author of "Social Media: Enduring Principles" (Oxford UP 2016), and her work has been published in the Journal of Marketing, the Journal of Consumer Research and Sociology Compass. She also serves as an associate editor at the Journal of Consumer Research.

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8:15-9:30 a.m. CDT | Career Master Class: Writing a Good Case: the Traps, the What and the How

This hands-on session aims to offer a platform to help get you started and write an effective business case study. We will discuss what makes a good case, why you should (or should not) consider writing a case as well as how the case method can meaningfully help educators to meet their learning goals. To do so, we will take a deep dive into selected recent award-winning cases, share best in class tips regarding how to initiate a case (e.g., contact and develop a relationship with a company). Finally, given we teach in an increasingly digital world, we will also discuss formats that encourage case adoption by educators around the world both in face-to-face platform as well as in a digital format. A significant portion of the session will be dedicated to answering questions from the audience.

Presented by David Dubois

David Dubois is an Associate Professor at INSEAD. His research and teaching help professionals and organizations to unlock valuable customer insights from advanced data analytics. He is also a global expert on luxury and fashion brand management. David's work on digital consumer behavior, analytics-driven customer insights, social influence, social media behavior, word-of-mouth and luxury consumption has appeared in top academic journals. A passionate educator, David was in among the top 40 bestselling case authors worldwide in 2018 and 2019. He won the 2017 and 2018 best marketing case awards by the Case Center for his work on L'Oréal Paris' big data and analytics strategy and the customer experience makeover at AccorHotels and the 2019 EFMD case competition for his case on Air Liquide's customer-centric digital transformation. A global citizen, David grew up in France and has lived in the USA (Chicago) and Japan. He currently lives in Singapore with his wife and two kids.

9:45-11:00 a.m. CDT | Career Master Class: Teaching MOOCs

This session will share best practices for teaching Massive open online course or MOOCs.

Presented by Aric Rindfleisch

Aric Rindfleisch is John M. Jones Professor of Marketing, and Executive Director of the Illinois MakerLab at the University of Illinois at Urbana-Champaign. He received a PhD from the University of Wisconsin-Madison and an MBA from Cornell University. He has also served as a faculty member at the University of Wisconsin-Madison, University of Arizona, Tilburg University, and Korea University and worked for J. Walter Thompson-Japan, Millward Brown, and the US Army. Professor Rindfleisch is an award-winning scholar and serves as an editor and review board member for several leading marketing journals. He has also won several teaching awards, including being recently named by Princeton Review as one of "The Best 300 Professors" in America,

9:45-11:00 a.m. CDT | Tools Master Class: Using MTurk for Research

This Master Session will primarily discuss the most common source for online data collection in marketing academia, Mechanical Turk, with a brief discussion of other tools (e.g., TurkPrime) and platforms (e.g., Prolific, Positly, etc.) available to enhance data collection online. We will discuss (1) the current trends and opinions of marketing academics towards online data collection, (2) common issues (both myths and facts) with online data collection, and (3) best practices and solutions to address many of these issues. While the session will discuss current research on these topics, it will also be an interactive discussion where attendees will be encouraged to ask questions, share their experiences, and provide insights as well. No prior knowledge of Mechanical Turk or online data collection is required, but some background knowledge may be beneficial.

Presented by Joe Goodman

Joe Goodman is an Associate Professor of Marketing at The Ohio State University's Fisher College of Business. His research interests include consumer happiness and well-being with material and experiential purchases; how consumers manage large product assortments; and the role of crowdsourcing tools, such as Mechanical Turk, in marketing research. His research has appeared in the requisite journals (JCR, JMR, JCP, JBDM, JACR, OBHDP) and he has taught various courses at all levels. He joined Fisher in 2016 and received his PhD in Marketing from The University of Texas at Austin. Prior to being a Buckeye, Goodman was on the faculty at the University of South Carolina and Washington University in St. Louis, where he co-founded the CB Research Lab. He enjoys traveling, running, acting like his kids, Europe '72, and consuming in the natural habitat.

11:15 a.m.-12:30 p.m. CDT | Career Master Class: Making the Transition from Academia to Industry

The transition from marketing academia to industry is a daunting process filled with uncertainty, randomness, and unforeseen challenges. However, it also presents a host of new and different opportunities that may fit you better than a purely academic career. In this session, we will talk about potential industry options open to marketing researchers, as well as discuss the day-to-day industry experience, the benefits and challenges of pursuing these paths, how to approach the job search process in general, and common misconceptions about research in non-academic settings.

Presented by Isaac Dinner and Annie Wilson

Annie Wilson is a Behavioral Experimentation Researcher at Vanguard. Her research focuses on using experimentation techniques to understand the psychology of investment-related behaviors and to improve financial decision-making and well-being. Annie received her PhD in marketing from Harvard Business School and her BA in Psychology and English from Georgetown University. Annie only recently moved from academia to industry, but is looking forward to discussing her experience so far and providing insight from her recent job search process.

Isaac Dinner is Director of Econometric Modeling and Marketing Analytics at Indeed, and an operating partner at Builders VC. Previously, he was a faculty member at UNC-Chapel Hill and IE Business School. His research has been published in Marketing Science, Journal of Marketing Research, International Journal of Research in Marketing, Journal of International Business Studies, Journal of Experimental Psychology: Applied and the Harvard Business Review. He received a PhD in Marketing and MA in Statistics and at Columbia, and an SB in mathematics from the MIT. He is very excited to talk about the many differences and similarities between marketing academia and industry.

12:45-2:00 p.m. CDT | Topic Master Class: Gentle Primer to Machine Learning

This Master Class provides an introduction to machine learning (ML) for a non-technical audience. A brief overview of commonly used ML methods will be covered, followed by a discussion about how these methods can be integrated into (behavioral) marketing research.

Presented by Nathan Yang

Nathan Yang is an Assistant Professor in Marketing at the Cornell Dyson School of Applied Economics and Management. Previously, he was an Assistant Professor in Marketing at McGill Desautels Faculty of Management and Affiliate Professor at McGill Bessadoun School of Retail Management. His research interests are in behavioral analytics, empirical industrial organization, (mobile) health and wellness, and retail strategy. He completed his PhD in Economics at the University of Toronto.

2:15-3:30 p.m. CDT | Tools Master Class: Theory Construction

The purpose of this session is to help participants develop a deeper appreciation for theory and the theory construction process. To that end, it will focus on the following questions:

1. What is the purpose of a theory?
2. What are the key components of a theory?
3. What are the structures of arguments for supporting different types of theoretical propositions (e.g., main effects, interaction effects)?
4. How is theory construction different from theory application?
5. What are the characteristics of an impactful theory?
6. How does the theory construction process work?

Presented by Ajay K. Kohli

Ajay K. Kohli is Regents' Professor and Gary T. and Elizabeth R. Jones Chair, Georgia Tech. His research focuses on market orientation, customer solutions, and sales management. He is a former Editor-in-Chief of the Journal of Marketing, and currently serves as Associate Editor, Journal of Marketing, and Area Editor, International Journal of Research in Marketing. He serves on the AMA Board of Directors, and is VP Global Relations, EMAC. He has received three honorary doctorates from Norwegian Business School, University of St. Gallen and Corvinus University. He is an AMA Fellow, EMAC Fellow, and ISBM Fellow. He has received several career awards including the AMA/McGraw-Hill/Irwin award, the Paul D. Converse award, and the IIMC Distinguished Alumnus award. He has received several "best paper" awards including the Sheth Foundation / Journal of Marketing award (twice), the ISBM-David T. Wilson-Sheth Foundation award, the Alpha Kappa Psi award, and the AMA SERVSIG award.

8:15-9:30 a.m. CDT | Tools Master Class: Addressing Endogeneity in Market Response Models: An Applied Workshop on Best Practices and New Developments

Many marketing researchers that use non-experimental data are struggling with the proper identification of causal effects of independent variables (e.g., management decisions) on dependent variables (e.g., demand, firm performance). The reason is that the identification of a causal effect depends on the untestable assumption that the error term of a model is uncorrelated with the independent variables. If this assumption is not met, the independent variable(s) may be endogenous and the parameter estimates are potentially biased.

The topic of endogeneity has received considerable attention, and it is probably the most frequently encountered challenge in a review process at an academic journal in marketing and beyond. Against this background, the workshop will familiarize participants with the problem of endogeneity and potential remedies. It will cover the opportunities and challenges associated with traditional approaches (e.g., Instrumental Variable estimation) as well as more recent developments (e.g., Gaussian Copulas). The workshop will also cover how the data structure (e.g., panel data) can be utilized to address the problem. Because the literature on endogeneity is often quite technical, this workshop aims at providing a hands-on approach to this topic.

Presented by Dominik Papies

Dominik Papies is a Professor of Marketing at the School of Business and Economics at the University of Tübingen in Germany. His substantive research interests focus on how digitization and new technology affect markets and business models. In the methodological domain, Dominik Papies studies the boundaries of established and the potential of new methods of addressing endogeneity in market response models. His research has been published in the top-tier journals of the field (e.g., Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science; Information Systems Research). His work has been funded, among other, by the German Research Foundation (DFG) and the Marketing Science Institute.

9:45-11:00 a.m. CDT | Tools Master Class: Single Paper Meta-analysis

A typical behavioral research paper features multiple studies of a common phenomenon that are analyzed solely in isolation. Because the studies are of a common phenomenon, this practice is inefficient and forgoes important benefits that can be obtained only by analyzing them jointly in a single-paper meta-analysis (SPM). To facilitate SPM, we introduce metaanalytic methodology that is user-friendly, widely applicable, and specially tailored to the SPM of the set of studies that appear in a typical behavioral research paper. Our SPM methodology provides important benefits for study summary, theory testing, and replicability that we illustrate. We advocate that authors of typical behavioral research papers use it to supplement the single-study analyses that independently examine the multiple studies in the body of their papers as well as the “qualitative meta-analysis” that verbally synthesizes the studies in the general discussion of their papers. We illustrate an easy-to-use website that implements our SPM methodology.

Presented by Blake McShane

Blake McShane joined the marketing faculty at the Kellogg School of Management in 2010. He has developed and applied statistical methodology to topics ranging from optimizing internet ad-serving algorithms to forecasting home runs in baseball. His specific research interests include Bayesian hierarchical modeling, statistical learning, and generalized Markov models. More generally, he seeks to develop statistical methods to accommodate the rich and varied data structures encountered in business problems and to use these methods to glean insight about individual behavior so as to test and supplement existing theories. Blake earned his PhD and MA in Statistics, MA and BA in Mathematics, and BS in Economics from the University of Pennsylvania.

11:15 a.m.-12:30 p.m. CDT | Career Master Class: 10 Tips for (Academic) Writing Success

Poor research will not get published. But even good research will not be accepted for publication by a good academic journal or read by scholars if it is not written in an attractive, engaging manner. In this workshop, we will investigate how to make your writing more attractive.

Participants will be asked to locate two journal articles that they have encountered: One journal article you found attractive to read or get engaged with/. (What was the ONE THING about it you liked the most?)

One journal article you found difficult to read or become engaged with. (What was that ONE THING that made it uninviting, difficult or simply annoying to read?)

Using these articles as a base, we will the develop 10 principles participants can deploy immediately to make their writing better (and increase their publication chances)

Presented by Gary L. Lilien

Gary L. Lilien is Distinguished Research Professor of Management Science at Penn State and is cofounder of the Institute for the Study of Business Markets (ISBM). He is the author or co-author of more than twenty books (including Marketing Models with Phil Kotler, Marketing Engineering and Principles of Marketing Engineering), as well as over 100 professional articles. He was departmental editor for Marketing for Management Science; is on the editorial board of the Journal of Marketing and the International Journal for Research in Marketing; is on the Advisory Board of the Journal of Marketing Research and is former Editor in chief of Interfaces. His awards and honors include three honorary doctorates, Fellows in INFORMS, ISMS, AMA and EMAC and both the AMA and EMAC Distinguished Scholar Award. The ISMS-MSI Practice Prize for the best applied work in marketing science globally was renamed the Gary Lilien ISMS-MSI Practice Prize in his honor.

12:45-2:00 p.m. CDT | Tools Master Class: Eye Movement Recording and Analysis

This masterclass provides an overview of the neuro-physiological foundations of eye movements, the collection of eye movement data using eye tracking equipment, metrics to summarize eye movement data, and frameworks and methods for the analysis of eye movements in marketing.

Presented by Michel Wedel

Michel Wedel is the Pepsico Chaired Professor of Consumer Science at the Robert H. Smith School of Business, and a Distinguished University Professor, at the University of Maryland. He holds the Henri Theil Visiting Chair in Marketing and Econometric at the Econometric Institute of the Erasmus University. Wedel has improved the understanding of consumer behavior and marketing decision making through the development and application of statistical and econometric methods. He is a pioneer and leading expert in the development of methods for response-based market segmentation, and for the analysis of eye movements to improve visual marketing. Wedel published three books, eight software packages, around 180 peer reviewed articles, and over 20 book chapters. He has been ranked the third most productive marketing researcher in the world by the Journal of Marketing. His work has been cited close to 25,000 times. Wedel's work has received several best paper awards, amongst which twice the MSI/Paul Root award from the Journal of Marketing. He received the Muller award for outstanding contributions to the social sciences from the Royal Dutch Academy of the Sciences, and the Churchill, Parlin, Lavidge, Converse, and McGraw-Hill awards for lifetime contributions from the American Marketing Association, and the Weaver lifetime achievement award from INFORMS. The University of Groningen awarded him with the Emmius medal for scientific accomplishments. He is a fellow of the American Statistical Association, the American Marketing Association, and the Institute for Operations research and Management Science. Wedel is a twelve-time winner of the Smith School Teaching Excellence award and was named a Distinguished Scholar-Teacher by the University of Maryland.

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