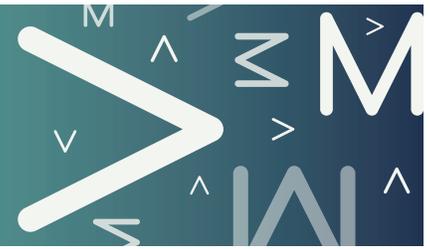


2021 AMA Summer Academic Conference



Expert Workshop Sessions

Included with conference registration. All sessions are at 8:00 to 9:15 a.m. Central

Wednesday, August 4

Conducting Engaging Synchronous Online Courses

The pandemic has meant that many professors have found themselves moving some courses to a synchronous online format. Unfortunately, the result for most has been much less engaged—and as a result much less happy—students. Simply transferring your in-person lecture to a virtual environment won't work. While there is no shortage of advice regarding how to make online courses better, following it seldom results in highly engaging courses for students.

This workshop will show how to leverage online videoconferencing tools and platforms to create engaging, interactive, and effective online courses. Making great online courses is not a difficult process. However, it requires planning, preparation, and leveraging the capabilities of technology. Participants will learn real tools you can use to make the learning experience more engaging for students and more rewarding to you. Participants will also receive a technical breakdown and guidebook for making the most of your synchronous online courses.

Presented by Timothy Keiningham, St. John's University

Timothy Keiningham is J. Donald Kennedy Endowed Chair in E-Commerce at the Tobin College of Business, St. John's University. He received the AMA's Christopher Lovelock Career Contributions to the Services Discipline Award, and best article awards from the Journal of Marketing (twice), Journal of Service Research, Journal of Service Management (twice), Journal of Service Theory and Practice (twice), and the Citations of Excellence "Top 50" Award from Emerald Management Reviews. He was named one of the Top 50 Undergraduate Business Professors by Poets & Quants.

Casual Inference

The Causal Inference session will cover an introduction of causal inference and popular methods such as the Difference-in-Differences and the Synthetic Control methods as well as recent developments.

Presented by Kathleen Li, University of Texas

Kathleen (Kathy) Li is an assistant professor in the marketing department of the McCombs School of Business, the University of Texas at Austin. She is a quantitative modeler whose research interests are both methodological and substantive. The methodological stream of her research includes developing and improving econometric methods for policy evaluation and the asymptotic theory necessary for inference. The substantive stream of her research lies in emergent consumer behavior on the Internet and its interaction with offline environment, and how this affects patterns of demand for different products. Both research streams are reflected in her dissertation titled "Three Essays on Estimating Average Treatment Effects in Quasi-Experimental Panel Data." Her research has been published in the Journal of the American Statistical Association and the Journal of Econometrics. She received her MS and PhD in marketing from The Wharton School at the University of Pennsylvania and her BA in Economics, Mathematics and Statistics from Rice University.

Making the Transition from Academic 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 generally approach the job search process, and common misconceptions about research in non-academic settings.

Presented by Isaac Dinner, Indeed, and Annie Wilson, Vanguard

Annie Wilson is a Lecturer of Marketing at The Wharton School of the University of Pennsylvania and a former Senior Behavioral Scientist at Vanguard. Her research focuses on consumer minimalism, resource scarcity and financial decision-making. Annie received her PhD in marketing from Harvard Business School and her BA in Psychology and English from Georgetown University. Annie is a recent graduate and is looking forward to discussing her experience 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 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 excited to talk about the many differences and similarities between marketing academia and industry.

Addressing Endogeneity Part 1 | Causality, Endogeneity and Econometric Approaches

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 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. This workshop aims at providing a hands-on approach. We will place an emphasis discussing when endogeneity indeed poses a real threat as compared to settings in which endogeneity is less likely to be a real threat to the validity of the findings.

This workshop is particularly intended for applied researchers, either PhD students or early-career faculty.

Presented by Dominik Papies, University of Tuebingen and Peter Ebbes, HEC Paris

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 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.

Peter Ebbes holds a Ph.D. in economics and marketing from the University of Groningen. His research focuses on understanding aspects of consumer behavior through data sources now commonly collected by many companies. In his research he develops novel statistical methods to accommodate the increasing complexity of the consumer marketplace and the growing richness of available data sources. Insights from his studies help to improve marketing decision making, particularly concerning segmentation, targeting and pricing activities. Peter's work has been published in *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Quantitative Marketing and Economics (QME)*, *International Journal of Research in Marketing (IJRM)*, *Psychometrika* and other journals. Among others, he is the winner of the 2011 IJRM Best Paper award and winner of the 2020 Sheth Foundation/*Journal of Marketing* Award. His teaching interests include marketing research and analytics, marketing models, and business analytics. Prior to joining HEC Paris in 2012, he taught at the Ohio State University and Penn State University.

How to Craft a Great Manuscript for Research

Publishing in the very top journals may seem like a daunting task and yet, it is a skill and an art that can be learned and trained. While it may not sound intuitive there is a set of rules, norms and expectations that should be safeguarded when 'producing' a manuscript. The goal of this session is to present and to discuss some of the key dimensions that are important during the writing and reviewing process when one targets the top journals.

Presented by Werner Reinartz, University of Cologne

Werner Reinartz is Chaired Professor of Marketing at the University of Cologne and the Director of the Center for Research in Retailing (IFH), Germany. Professor Reinartz holds a Ph.D. in Marketing from the University of Houston (1999). His research interest and expertise focus on the subjects of marketing strategy, retailing, customer relationship management (CRM) and B2B marketing. His work in these domains has been recognized with major academic awards such as the AMA Doctoral Dissertation Award, the Don Lehmann Award for the Best Dissertation-Based Research Paper, twice the MSI/Paul Root Award, the Varadarajan Award for Early Career Contributions, the Sheth Foundation/Journal of Marketing Award, and the ISBM-David T. Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing. He is one of the highest-cited researchers in marketing outside the US and is regularly listed amongst the top-economists in Germany. Werner is currently co-editor at the *International Journal of Research in Marketing* and has been longstanding area editor and ERB member for many top marketing journals.

Experimental Methods: Social Media Field Experiments

Experiments are a mainstream of social science research because they all us to unambiguously determine causal effects. But despite strong internal validity, lab or survey experiments often lack ecological validity, in that they are far removed from relevant real-world behaviors. Social media platforms such as Twitter offer a powerful set of approaches for conducting field experiments that are both internally and ecologically valid - for example, using direct messages or ads to target users with interventions, and then monitoring their subsequent behavior, or following users with accounts whose characteristics are randomly varied and observing follow-back rates. In this workshop, I will describe recent advances in social media field experiments, and how you can use these tools in your research.

Presented by David G. Rand, MIT

David Rand is the Erwin H. Schell Professor and Professor of Management Science and Brain and Cognitive Sciences at MIT. Bridging the fields of cognitive science, behavioral economics and social psychology, David's research combines behavioral experiments and online/field studies with mathematical/computational models to understand human decision-making. His work focuses on illuminating why people believe and share misinformation and "fake news"; understanding political psychology and polarization and promoting human cooperation. His work has been published in peer-reviewed journals such *Nature*, *Science*, *PNAS*, *the American Economic Review*, *Psychological Science*, *Management Science*, *New England Journal of Medicine*, and the *American Journal of Political Science*, and has received widespread media attention. He has also written for popular press outlets including the *New York Times*, *Wired*, and *New Scientist*. He was named to *Wired* magazine's Smart List 2012 of "50 people who will change the world," chosen as a 2012 Pop!Tech Science Fellow, awarded the 2015 Arthur Greer Memorial Prize for Outstanding Scholarly Research, chosen as fact-checking researcher of the year in 2017 by the Poyner Institute's International Fact-Checking Network, and awarded the 2020 FABBS Early Career Impact Award from the Society for Judgment and Decision Making, and selected as a 2021 Best 40-Under-40 Business School Professor by Poets & Quants. Papers he has coauthored have been awarded Best Paper of the Year in Experimental Economics, Social Cognition and Political Methodology.

Responsible Research: Marketplace Equity, Fairness, Access and Power

Across the globe consumer and community collectives continue to encounter inequities and disparities due to their race, gender, religion, sexual orientation and other protected classes. In this workshop, we will explore best practices of how to conduct responsible research that drives real impact to improve consumer wellbeing.

(Continued) Responsible Research: Marketplace Equity, Fairness, Access and Power

Presented by Sterling A. Bone

Sterling A. Bone is Professor of Marketing and Director of the Huntsman Sales Academy at the Jon M. Huntsman School of Business at Utah State University. He is also part of Center for Services Leadership (CSL) Global Faculty at the W. P. Carey School of Business, Arizona State University.

Currently his research is focused on alleviating disparities in the marketplace for financial services among racial and gender diverse consumers. Other topics include transformative service research and customer experience management.

His research has appeared in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Public Policy & Marketing*, *Harvard Business Review*, and other notable journals. His research has been featured or highlighted in the *Wall Street Journal*, *The New York Times*, *The Washington Post* and numerous other media outlets and has been presented before the U.S. House of Representatives Financial Service Committee, the Congressional Oversight Commission, the Department of Justice and the Consumer Financial Protection Bureau.

Addressing Endogeneity Part 2: Advanced Approaches in Addressing Endogeneity

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. This 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. This workshop aims at providing a hands-on approach to this topic. We will place an emphasis discussing when endogeneity indeed poses a real threat as compared to settings in which endogeneity is less likely to be a real threat to the validity of the findings.

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Machine Learning and AI for Marketing

AI and machine learning have evolved from being technologies limited to a few major tech companies and hardcore academic researchers to something every business can and should be implementing as a key growth strategy.

In this session, Professor Raj Venkatesan will provide insights featured in his new book, *The AI Marketing Canvas*, including a growth framework for business and marketing leaders to implement and harvest the power of AI. It features a practical five-stage model called the “AI Marketing Canvas”. We’ll also cover examples and best practices of global brands that have successfully implemented AI in their marketing strategy and learn how to assess the success of your AI marketing strategy.

This session is not about how to write the computer science code for AI models, nor is it about tactics/lists of the dozen or so things AI can do (create chatbots, recommendation systems etc). It’s a hands-on guide that shows marketing leaders how to go from “zero to hero” with AI in marketing, and discuss important implications for your team, talent, training, people and culture.

Presented by Rajkumar Venkatesan, University of Virginia

Rajkumar Venkatesan is the Ronald Trzcinski Professor of Business Administration at the Darden Business School at the University of Virginia. Raj has written about and taught quantitative marketing to MBA and executive education students worldwide. At Darden he has taught a course on marketing analytics for more than ten years, and a course on marketing technology products for five years. His experience in these courses he translated into the books *Cutting Edge Marketing Analytics*, published by Pearson Education in 2014 and *AI Marketing Canvas* in 2021. He has published extensively in the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Academy of Marketing Science*, *International Journal of Research in Marketing*, *Harvard Business Review*, and *California Management Review*. He serves as an Associate Editor for *Journal of Marketing*, *International Journal of Research in Marketing*, and *Journal of Academy of Marketing Science*. More than 250,000 individuals have participated in his Coursera course on marketing analytics.

Opportunities and Challenges in B2B Marketing

This workshop addresses opportunities and challenges associated with conducting academic research in the B2B marketing field. It will feature four presentations, addressing trends and theories in B2B marketing, industry collaboration, and opportunities and advice for publishing B2B marketing research. Stefan Wuyts, Kenneth H. Wathne, Erik A. Mooi and Rajdeep Grewal will serve as presenters and share their insights and perspectives, each focusing on one of these themes. The participants will then be invited to engage in scholarly discussion with the aim of identifying future opportunities for B2B Marketing research.

Presented by Stefan Wuyts, Pennsylvania State University and Kenneth Wathne, University of Stavanger, BI Norwegian Business School

Kenneth H. Wathne is Professor of Marketing at University of Stavanger Business School. He is also Adjunct Professor of Marketing at BI Norwegian Business School. Wathne earned his Ph.D. at the Copenhagen Business School. His research focuses on marketing strategy and interorganizational relationships. He is a winner of the American Marketing Association’s Louis W. Stern Award, awarded to an outstanding article published in a widely recognized and highly respected refereed journal which has made a significant contribution to the literature on marketing and channels of distribution. Wathne is an incoming Area Editor at the *International Journal of Research in Marketing*, and currently serves on the Editorial Review Board of the *Journal of Marketing*, *Journal of Retailing*, *Journal of Business-to-Business Marketing*, *Journal of Personal Selling & Sales Management*, and *AMS Review*.

Prior to joining Penn State in 2018, Stefan Wuyts was a member of the faculty at Koç University (Turkey) and Tilburg University (the Netherlands). He earned his Ph.D. at Erasmus University Rotterdam (the Netherlands). His research interests include B2B marketing, innovation and interorganizational relationships. His recent research focuses on complex interorganizational forms, network governance, and the impact of (digital) technology on business markets. Stefan coauthored *Social Networks and Marketing* (Relevant Knowledge Series, Marketing Science Institute) and *The Connected Customer – The Changing Nature of Consumer and Business Markets* (Routledge). His research appeared in *Journal of Marketing* (JM), *Journal of Marketing Research*, *International Journal of Research in Marketing* (IJRM), *Journal of the Academy of Marketing Science* (JAMS), *Journal of Operations Management*, and *Journal of Management*. He serves as Associate Editor for JM, IJRM, and JAMS, and received Outstanding Reviewer (JM, IJRM) and Area Editor (JAMS) Awards.

Privacy Research in Marketing As Social Responsibility

Issues of privacy can affect many aspects of people's lives, with implications for their personal, social, and financial well-being. The manner in which firms manage customer privacy also has major ramifications, with customers reporting greater desire to withhold information, and even engage in switching and negative word-of-mouth behaviors. In this session, the presenters will describe how marketing research has investigated privacy through consumer, marketer, and public policy lenses. They make the case that privacy is a critical component to a complete understanding of social responsibility in marketing.

Presented by Kelly Martin, Colorado State University and Kristen Walker, California State University Northridge

Kelly D. Martin is Professor of Marketing and Dean's Distinguished Research Fellow at Colorado State University. Her research interests involve marketing strategy and ethics, particularly in the areas of customer data privacy, political marketing strategy, and firm approaches to creating consumer well-being. She is coauthor of the book *The Intelligent Marketer's Guide to Data Privacy*. Her academic journal articles have been recognized for research impact as recipients of the MSI Robert D. Buzzell Award, the Thomas C. Kinnear/JPPM Award, the AMA/EBSCO Responsible Research in Business Award, and the Davidson/Journal of Retailing Award. She is joint Editor-in-Chief of the *Journal of Public Policy & Marketing* and serves on the editorial boards of the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, and *Journal of Retailing*. At Colorado State University, she serves as Codirector of the Center for Marketing and Social Impact.

Kristen Walker is a Professor of Marketing at California State University Northridge (CSUN). Her research interests merge public policy, technology and marketing to include interactive marketing, social media, retail environments, brand preference, Big Data, music industry administration and Internet privacy. Her article, "Surrendering Information Through the Looking Glass: Trust, Transparency and Protection" was awarded the 2018 Thomas Kinnear best paper award from JPPM and recognized by the AMA-EBSCO Responsible Research in Marketing. Highlighting the dangers for youth of surrendering information online, her grant work on privacy and vulnerable populations is funded by NSF and private foundations. She is an Associate Editor for the *Journal of Public Policy and Marketing (JPPM)*, serves on the ERB of the *Journal of Consumer Affairs*, *Journal of Consumer Marketing*, and the *Journal of Marketing Analytics* and recently co-edited the JPPM special issue, "Marketing and Public Policy in a Technology-Integrated Society."

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 Ajay Kohli, Georgia Institute of Technology

Ajay K. Kohli is Gary T. and Elizabeth R. Jones Chair, and Regents Professor at 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 SERV SIG award.

Text Mining Methods and Applications: Automated Text Analysis

In this workshop, we will cover the basics of text analysis, focusing on dictionary-based text analysis. We will discuss the research process from crafting a research question, to identifying and operationalizing constructs, running the analysis, and validating the results. An overview of all methods, ranging from dictionary-based to topic analysis and classification will be discussed before exploring dictionary-based analysis at a work-bench level.

Presented by Ashlee Humphreys, Associate Professor of Integrated Marketing Communications, Northwestern University

Ashlee Humphreys is a sociologist who examines core topics in consumer behavior and marketing strategy. She studies the role of institutions in markets and the influence of language on both consumer judgments of legitimacy and the broader process of legitimation. She 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 the *Journal of Marketing Research*. She serves as an Associate Editor for the *Journal of Marketing* and the *Journal of Consumer Research*.