

## ***Journal of Marketing Research Special Issue on Mitigation in Marketing***

### **Workshop Agenda**

- All times shown are **US and Canada CENTRAL TIMES**
- There are two concurrent sessions labeled A and B. Sessions labeled A are chaired by Maureen Morrin and Vikas Mittal. Sessions labeled B are chaired by Peter Danaher and Sachin Gupta.
- A Zoom link will be sent to participants who register for the workshop

### **Monday September 20, 2021**

**6:00 – 6:15 am** Welcome to the workshop

#### **6:15 – 7:30 am Session 1A**

1. *Title:* Fostering an Interdependent Self-Construal to Reduce Food Waste Under Resource Abundance  
Authors: Huachao Gao; Michael He Jia
2. *Title:* Corporate Social Marketing and Profitability: Evidence from a Use in Moderation Campaign in a Mobile Game  
Authors: J. Andrew Petersen; Yashar Bashirzadeh; Stacey L. Malek; Amanda Pruski Yamim; Ali Nadalizadeh
3. *Title:* No Time to Waste? A Temporal Perspective on Food Waste  
Authors: Jenny van Doorn, Marit Luiting-Drijfhout, Koert van Ittersum

#### **6:15 – 7:30 am Session 1B**

4. *Title:* The Effect of Major External Events on Online Community Dynamic  
Authors: Martina Pocchiari; Yaniv Dover
5. *Title:* Paywall and Content Polarization  
Authors: Shun Yao Yan
6. *Title:* The Negative Consequences of Product Removal: A Dual Perspective from Manufacturer and Retailer  
Authors: Wanyu Li; Yu Ma; Laurette Dubé

#### **7:30 – 8:45 am Session 2A**

7. *Title:* Robotics and Its Power Dynamics: Mitigating Unintended Consequences of Human-Robot Collaboration in Healthcare Services  
Authors: Martin Mende
8. *Title:* Going Public: How Stock Market Listing Changes Corporate Social Irresponsibility  
Authors: Suyun Mah; Rebecca J. Slotegraaf; Girish Mallapragada
9. *Title:* Mitigating the Effects of Racial Bias in Financial Services  
Authors: Maura L. Scott; Sterling A. Bone; Glenn L. Christensen; Anneliese Lederer

**7:30 – 8:45 am          Session 2B**

10. *Title:* Charitable Donation and Market Expansion: The Case of Walmart  
Authors: Andrew Ching; Strahil Lepoev; Mitsukuni Nishida
11. *Title:* Debunking Misinformation in Advertising  
Authors: Tong Guo; Jessica Fong; Anita Rao
12. *Title:* Moving Toward Equity, Diversity, and Inclusion: Bias Mitigation in Artificial Intelligence Algorithms  
Authors: Amir Sepehri; Reihane Boghrati; Jonah Berger

**Tuesday September 21, 2021**

**4:00 – 5:15 pm          Session 3A**

13. *Title:* Does it Hurt or Protect? The Effect of Affective Commitment on Unethical Behavior toward Transgressing Brands  
Authors: Nitika Garg; Rahul Govind; Wayne D. Hoyer; Jatinder Jit Singh
14. *Title:* When Green Equals Stop: How Sustainability Symbolism Mitigates Preference for Indulgent Consumption  
Authors: Michael Giebelhausen; HaeEun Helen Chun; Stacey G. Robinson
15. *Title:* Talk or Not Talk about Our Recall? Role of Firm's Social Media Communication in Recall Completion  
Authors: Anindita Charkravarty; Elham Yazdani; Kaushik Jayaram

**4:00 – 5:15 pm          Session 3B**

16. *Title:* BEAT Unintended Bias in Personalized Policies  
Authors: Eva Ascarza; Ayelet Israeli
17. *Title:* Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales  
Authors: Ali Goli; Simha Mummalaneni; Pradeep K. Chintagunta; Sanjay K. Dhar
18. *Title:* What Distorts What We See in Online Reviews? Assessing the Sources of Reporting Bias in Review Ratings and Comments  
Authors: Masakazu Ishihara; Hiroshi Kumakura

**5:15 – 6:30 pm          Session 4A**

19. *Title:* The Charisma Bias: How Vigilance can Help and Hurt Disadvantaged Consumers  
Authors: Bryce Pyrah; Chelsea Galoni
20. *Title:* When the Number of Food Units Is More Important Than Their Size: Mitigating Overconsumption and the Social Units Effect in Food Choice  
Authors: Lane Peterson; Maura L. Scott; Martin Mende; Brennan Davis; My (Myla) Bui
21. *Title:* Beyond “Smart” Products: Warmth Mitigates Decreased Support for Poorly Performing Anthropomorphic Products  
Authors: Jenny G. Olson; James A. Mourey

**5:15 – 6:30 pm          Session 4B**

22. *Title:* Diamond in the Rough? Product Defect Detection and Summarization from User Generated Contents  
Authors: Xuan Zhang; Zhilei Qiao; Natasha Z. Foutz; Wenqi Shen; Weiguo Fan
23. *Title:* The Unintended Effects of Brand Activism on Social Media: Evidence from A Natural Experiment of Black Lives Matter  
Authors: Xueming Luo; Marco Shaojun Qin; Yang Wang; Eric Yu Kou
24. *Title:* The Impact of E-Cigarette Policies on Product Switching and Cessation  
Authors: Shiqi Wang

**6:30 – 7:45 pm          Session 5A**

25. *Title:* A Framework of Brand Crises in Social-Media: The Overlooked Role of Consumer Polarization  
Authors: Sayan Gupta; Vanitha Swaminathan
26. *Title:* Mitigating the Impact of Natural Disasters on Salesperson-Customer Relationships within Business Markets  
Authors: Phillip Wiseman; Michael Ahearne; Seshadri Tirunillai; Irene Nahm
27. *Title:* Managing and Mitigating Firm Risk Events  
Authors: Chen Jing; Dokyun Lee; Shuba Srinivasan; Susan Fournier

**6:30 – 7:45 pm          Session 5B**

28. *Title:* Consumer Response and Mitigation Policy toward Cybersecurity Crises: Evidence from Location Big Data  
Authors: Junyuan Ke; Weiguang Wang; Natasha Zhang Foutz
29. *Title:* Return on Safety Training  
Authors: Yixing Chen; Kyuhong Han; Taehoon Im; Sonam Singh; Shrihari Sridhar; Vikas Mittal

**7:45 – 8:00 pm          Closing Remarks**