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# 15th Annual Bass FORMS Conference

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February 25 – February 27, 2021

15th Annual Bass FORMS Conference

Jindal School of Management at the University of Texas at Dallas

800 W Campbell Road JSOM

Richardson, TX 75080

## Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference (UTD FORMS)

### Please note:

- This will be a virtual conference held via Microsoft TEAMS. **Downloading the TEAMS application is required. Chrome or Firefox browser is recommended.**
- A conference link will be provided to all registered participants the week of the conference.
- Presentations will be delivered on U.S. Central Standard Time (CST).

**Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference** is a marketing conference that intends to foster high-quality research in quantitative approaches to marketing and provide a forum for a stimulating exchange of ideas.

The 15th Bass FORMS Conference will take place on February 25 at 9:30 a.m. CENTRAL STANDARD TIME (CST) and conclude at 2:00 p.m. CST on February 27, 2021.

## Room Link Guide

Please use the links below to find your appropriate session in MS Teams.

MS Teams Room Links by Day

**Day**      **Room 1**      **Room 2**

Day 1 [Day 1, Room 1](#) [Day 1, Room 2](#)

Day 2 [Day 2, Room 1](#) [Day 2, Room 2](#)

Day 3 [Day 3, Room 1](#) [Day 3, Room 2](#)

Session videos can be viewed by clicking on the schedule tabs below. Thank you.

## Keynote Speaker



## Pradeep Chintagunta

The keynote speaker this year will be Prof. Pradeep Chintagunta, the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing, Booth School of Business, University of Chicago.

You can find Dr. Pradeep Chintagunta's CV and information about his research here:

<https://www.chicagobooth.edu/faculty/directory/c/pradeep-k-chintagunta>

## Conference Details

## Registration

Registration begins December 1, 2020. The registration will be as follows:

- **Faculty registration:** \$50
- **PhD Student registration:** \$30

[Register](#)

## Cancellation Policy

- **Cancellation by Feb 14, 2021:** Refund less a \$10 processing fee.
- **Cancellation on or after Feb 15, 2021:** No refunds.

## Speaker and Committee

### Selection Committee consists of:

Person name	University
Junhong Chu	National University of Singapore
Paul Ellickson	University of Rochester
Oded Koenigsberg	London Business School
Dina Mayzlin	University of Southern California
Amin Sayedi	University of Washington
Nanda Kumar	Conference Chair University of Texas at Dallas
Kelly Kaar	Conference Coordinator University of Texas at Dallas

## Schedule – Day 1

### Room 1

[Join Room 1, Day 1](#)

9:30 a.m. – 10 a.m.

Welcome remarks by Dr. Varghese Jacob, Vice Dean, Naveen Jindal School of Management – [Join Room 1, Day 1](#)

[Watch Video](#)

10 a.m. – 11 a.m.

**[“Privacy Rights and Data Security: GDPR and Personal Data Driven Markets“](#)**

**Authors:** Tony Ke, K. Sudhir

**Discussant:** Rajeev Tyagi, UC Irvine

11 a.m. – 12 p.m.

**[“Advertising Content and Viewer Attention: The Role of Ad Formats“](#)**

**Authors:** Anthony Dukes, Qihong Liu

**Discussant:** Linli Xu, University of Minnesota

12 p.m. – 1 p.m.

**[“Motivating Bold Actions“](#)**

**Authors:** Fei Long, Kinshuk Jerath

**Discussant:** Rob Waiser, London Business School

1 p.m. – 2 p.m.

**Lunch Break with Keynote Speaker Dr. Pradeep Chintagunta – [Join Room 1, Day 1](#)**

2 p.m. – 3 p.m.

**[“Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design”](#)**

**Authors:** Ryan Dew, Asim Ansari, Olivier Toubia

**Discussant:** Dinesh Puranam, USC

[Watch Video](#)

**3 p.m. – 4 p.m.**

**“Attention and Inattention to Baseball Telecasts: Implications for Content (Re-) Design”**

**Authors:** Xiao Liu, Matthew Shum, Kosuke Uetake

**Discussant:** Tat Chan, Wash U, St. Louis

**4 p.m. – 5 p.m.**

**“Design and Evaluation of Personalized Free Trials”**

**Authors:** Hema Yoganarasimhan, Ebrahim Barzegary, Abhishek Pani

**Discussant:** Atanu Lahiri, UTD

## **Room 2**

[Join Room 2, Day 1](#)

**9:30 a.m. – 10 a.m.**

**Welcome remarks by Dr. Varghese Jacob, Vice Dean, Naveen Jindal School of Management – [Join Room 1, Day 1](#)**

[Watch Video](#)

**10 a.m. – 11 a.m.**

**“Recommendations Systems: Beyond Matching Products to Buyers”**

**Authors:** Pedro M. Gardete, Carlos D. Santos

**Discussant:** Tongil (TI) Kim, UTD

**11 a.m. – 12 p.m.**

**“Threats to Privacy versus Saving Money: A Multi-Period Panel Study of Consumer Choices in the Automobile Insurance Industry”**

**Authors:** Miremad Soleymanian, Charles B. Weinberg, Ting Zhu

**Discussant:** Yanhao Wei, USC

**12 p.m. – 1 p.m.**

**“The revenue impact of seat pricing and competition in the movie theater market”**

**Authors:** Gihwan Yi, Min Kim, Hoe Sang Chung

**Discussant:** Pranav Jindal, UNC

[Watch Video](#)

**1 p.m. – 2 p.m.**

**Lunch Break with Keynote Speaker Dr. Pradeep Chintagunta – [Join Room 1, Day 1](#)**

**2 p.m. – 3 p.m.**

**[“The A/B Test Deception: Divergent Delivery, Response Heterogeneity, and Erroneous Inferences from Online Advertising Field Experiments”](#)**

**Authors:** Michael Braun, Eric M. Schwartz

**Discussant:** Brett Hollenbeck, UCLA

[Watch Video](#)

**3 p.m. – 4 p.m.**

**“Close Enough? A Large-Scale Exploration of Non-Experimental Approaches to Advertising Measurement”**

**Authors:** Brett R. Gordon, Robert Moakler, Florian Zettelmeyer

**Discussant:** Carl Mela

**4 p.m. – 5 p.m.**

**[“Field Experimental Evidence on the Effects of Information and Pricing on Residential Electricity Conservation”](#)**

**Authors:** Jesse Burkehardt, Kenneth Gillingham, Praveen K. Kopalle

**Discussant:** Bryan Bollinger, NYU

[Watch Video](#)

**Schedule – Day 2**

## **Room 1**

[Join Room 1, Day 2](#)

**10 a.m. – 11 a.m.**

**[“A Theory of Irrelevant Advertising: An Agency-Induced Targeting Inefficiency”](#)**

**Authors:** Jiwoong Shin, Woochoel Shin

**Discussant:** Mohmmad Zia, Chapman University

[Watch Video](#)

**11 a.m. – 12 p.m.**

**“Prominent Retailer and Intra-Brand Competition”**

**Authors:** Ruitong Wang, Yi Zhu, George John

**Discussant:** Chuan He, University of Colorado

**12 p.m. – 1 p.m.**

**“Finding All  $\epsilon$ -Good Arms in Stochastic Bandits“**

**Authors:** Blake Mason, Lalit Jain, Ardhendu, Tripathy, Robert Nowak

**Discussant:** Ashwin Venkataraman, UTD

**1 p.m. – 2 p.m.**

**Lunch Break**

**2 p.m. – 3 p.m.**

**“Educational Inequality and Reservation Policy in Developing Markets”**

**Authors:** Weining Bao, Jian Ni, Shubhranshu Singh

**Discussant:** Bobby Zhou, University of Maryland

[Watch Video](#)

**3 p.m. – 4 p.m.**

**“Spatial Distribution of Supply and the Role of Market Thickness: Theory and Evidence from Ride Sharing”**

**Authors:** Soheil Ghili, Vineet Kumar

**Discussant:** Upender Subramanian, UTD

**4 p.m. – 5 p.m.**

**“Are Coarse Ratings Fine? Application to Crashworthiness Ratings”**

**Authors:** Siqi Liu, Bhoomija Ranjan, Benjamin Reed Shiller

**Discussant:** Max Joo, UC Riverside

**Room 2**

[Join Room 2, Day 2](#)

**10 a.m. – 11 a.m.**

**“How do people update beliefs? Evidence from the laboratory”**

**Authors:** Andrew T. Ching, Tanjim Hossain, Shervin Shahrokhi Tehrani, Clarice Yulai Zhao

**Discussant:** Song Lin, HKUST

[Watch Video](#)

**11 a.m. – 12 p.m.**

**“Learning to Set Prices”**

**Authors:** Yufeng Huang, Paul B. Ellickson, Mitchell J. Lovett

**Discussant:** Nitin Mehta, Toronto

**12 p.m. – 1 p.m.**

**“Gender (Still) Matters in Business School”**

**Authors:** Aradhna Krishna, A. Yesim Orhun

**Discussant:** Xiaolin Li, LSE

**1 p.m. – 2 p.m.**

**Lunch Break**

**2 p.m. – 3 p.m.**

**“Voice Analytics of Online Influencers – Soft Selling in Branded Videos”**

**Authors:** Serim Hwang, Xiao Liu, Kannan Srinivasan

**Discussant:** Khai Chiong, UTD

[Watch Video](#)

**3 p.m. – 4 p.m.**

**“Product Recall and Strategic Interactions between Firm and Regulator: A Discrete Game Model”**

**Authors:** Khimendra Singh, Rajdeep Grewal

**Discussant:** Daneil Goetz, Toronto

**4 p.m. – 5 p.m.**

**“Video Influencers: Unboxing the Mystique”****Authors:** Prashant Rajaram, Puneet Manchanda**Discussant:** Zhenling Jiang, Wharton**Schedule – Day 3****Room 1**[Join Room 1, Day 3](#)**10 a.m. – 11 a.m.****“Are Political and Charitable Giving Substitutes? Evidence from the United States”****Authors:** Richard Perez-Truglia, Maria Petrova, Andrei Simonov, Pinar Yildirim**Discussant:** Hernan A. Bruno, University of Cologne[Watch Video](#)**11 a.m. – 12 p.m.****“TV Advertising and Online Sales: The Role of Inter-temporal Substitution”****Authors:** Anja Lambrecht, Catherine Tucker, Xu Zhang**Discussant:** Seshadri Tirunillai, Univ of Houston**12 p.m. – 1 p.m.****“Transferring Information Between Marketing Campaigns to Improve Targeting Policies”****Authors:** Artem Timoshenko, Marat Ibragimov, Duncan Simester, Jonathan Parker, Antoinette Schoar**Discussant:** Davide Proserpio, USC**1 p.m. – 2 p.m.****“Inference Theory from Synthetic Control Methods for Nonlinear Trending Data of Unknown Form: Does the Lifting of Shelter-in-Place Keep Covid-19 Manageable?”****Authors:** Kathleen T. Li, Venkatesh Shankar**Discussant:** Sungjin Kim, Shidler College of Business[Watch Video](#)**2 p.m. – 2:15 p.m.**



## Closing Remarks – [Join Room 1, Day 3](#)

### Room 2

[Join Room 2, Day 3](#)

10 a.m. – 11 a.m.

**[“Do Suspense and Surprise Drive Entertainment Demand? Evidence from Twitch.tv”](#)**

**Authors:** Andrey Simonov, Raluca Ursu, Carolina Zheng

**Discussant:** Matt McGranaghan, University of Delaware

[Watch Video](#)

11 a.m. – 12 p.m.

**[“Brand Preference Formation in the Craft Beer Industry”](#)**

**Authors:** Bart J. Bronnenberg, Jean-Pierre Dubé, Joonhwi Joo

**Discussant:** Elisabeth Honka, UCLA

12 p.m. – 1 p.m.

**[“Mordenizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused Approaches”](#)**

**Authors:** Stephen J. Anderson, Leonardo Iacovone, Sreya Kankanhalli, Sridhar Narayanan

**Discussant:** Tong Guo, Duke

[Watch Video](#)

1 p.m. – 2 p.m.

**[“Hospital Competition and Quality: Evidence from the Entry of High-Speed Train in South Korea”](#)**

**Authors:** Hyesung Yoo, Maria Ana Vitorino, Song Yao

**Discussant:** Ying Xie, UTD

2 p.m. – 2:15 p.m.

Closing Remarks – [Join Room 1, Day 3](#)

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