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<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Speaker</th>
<th>Institution</th>
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<tbody>
<tr>
<td>8:40 AM</td>
<td>Introductions</td>
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<tr>
<td>8:40 AM - 8:45 AM</td>
<td>Non-environmental Outcome from Environmental Consciousness: A Dilemma in the Sharing Economy</td>
<td>Ying Lei, Peking University</td>
<td>Sameer Hasija, INSEAD</td>
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<tr>
<td>8:45 AM - 9:25 AM</td>
<td>Automation and Worker Welfare: Field Evidence from Supermarkets</td>
<td>Ivan Png, NUS</td>
<td>Pushan Dutt, INSEAD</td>
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<td>9:25 AM - 10:05 AM</td>
<td>I Will Buy Those Sunglasses Later: The Impact of Power Distance Belief on Choice Deferral</td>
<td>Ashok Lalwani, Indiana University</td>
<td>Andy J. Yap, INSEAD</td>
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<tr>
<td>10:05 AM - 10:45 AM</td>
<td>Value Dynamics Driving Consumer Preferences for Emerging Markets: Implications for Brand-Building Strategies</td>
<td>Rajeev Batra, University of Michigan</td>
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<td>11:45 AM - 12:10 PM</td>
<td>Act global, protect local: Hollywood movies in China</td>
<td>Chunhua Wu, UBC - Sauder</td>
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<td>12:10 PM - 12:35 PM</td>
<td>Inconvenience, Liquidity Constraints and the Adoption of Off-Grid Lighting Solutions</td>
<td>Bhavani Uppari, INSEAD</td>
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### SESSION 4: PARALLEL

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<tr>
<th>Time</th>
<th>Track A</th>
<th>Track B</th>
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</table>
| 2:05 PM - 2:30 PM | Dynamic Structural Model of Customer Learning on Mobile Pay  
                      Shaohui Wu, Tsinghua University | Entry Decisions of Firms On Business-to-consumer Platforms  
                      Ruobing Ling, NUS |
| 2:30 PM - 2:55 PM | Friction in Multi-Step Peer-To-Peer Transactions  
                      Chuang Tang, NUS | Selling Formats in Retailing in Developed and Emerging Markets:  
                      Direct versus Mediated Access  
                      Abhinav Uppal, Wharton |
| 2:55 PM - 3:20 PM | Exploring the phenomenon of online product non-returns-An emerging markets perspective  
                      Aishwarya Ramasundaram, IIM-Bangalore | Hybrid E-commerce Platform: When an Online Retailer Offers Own Delivery Service  
                      Banggang Wu, Tsinghua University |

### SESSION 5: PLENARY

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 3:40 PM - 4:20 PM | Collective Reputation in Trade: Evidence from the Chinese Dairy Industry  
                      Jie Bai, Harvard Kennedy School  
                      Discussant: Lin Ma, NUS |
| 4:20 PM - 5:00 PM | Why Communicating Product Safety isn’t Safe? Two Field Experiments in China’s Milk Powder Industry  
                      Juan Ma, INSEAD  
                      Discussant: Stephanie Lin, SMU |

### SESSION 6: PLENARY

<table>
<thead>
<tr>
<th>Time</th>
<th>Abstract</th>
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</table>
| 8:45 AM - 9:25 AM | Highways and Growth in Consumer Demand for Education: Insights from Rural India  
                      Rajesh Chandy, London Business School  
                      Discussant: Yang Nan, NUS |
| 9:25 AM - 10:05 AM | The Comprehensive Effects of Sales Force Compensation: A Dynamic Structural Analysis of Performance and Selection  
                      Doug Chung, Harvard Business School  
                      Discussant: Eunsoo Kim, NTU |
| 10:05 AM - 10:45 AM | The Future of Private Label Markets: A Global Convergence Approach  
                      Anirban Mukherjee, INSEAD |

### SESSION 7: PARALLEL

<table>
<thead>
<tr>
<th>Time</th>
<th>Track A</th>
<th>Track B</th>
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</table>
| 11:05 AM - 11:30 AM | Impacts of Interaction Content on Consumer Engagement with Brands in Social Media  
                      Lei Liu, Tsinghua University | The Impact of Audience Size on Viewer Engagement in Live Streaming: Evidence from a Field Experiment  
                      Yao Dai, NUS |
| 11:30 AM - 11:55 AM | What Makes Content Sharing an Effective Promotional Strategy on Social Media Platforms?  
                      Angela Liu, Tsinghua University | In-Consumption Social Listening with Unstructured Data: The Case of Live Comments and Movie Appreciation  
                      Qiang Zhang, HKUST |
SESSION 8: PARALLEL

TRACK A

11:55 AM - 12:20 PM
Driving towards Purchase: Investigating Consumers’ Dynamic Search Patterns on an Automobile Mobile App
Jincun Cao, Indiana University

12:20 PM - 12:45 PM
Targeting Display Ads, Search Ads, and Spillovers
Xing Zhang, Fudan University

TRACK B

11:55 AM - 12:20 PM
Effects of International Marketing Joint Venture Formations in Emerging Markets on Consumer Brand Attitudes
Kiran Pedada, ISB

12:20 PM - 12:45 PM
Weakness makes you more attractive: Role of Brand Authenticity and Power Distance Belief
Qichao Zhu, Tsinghua University

LUNCH

SESSION 9: PLENARY

1:45 PM - 2:25 PM
Digital Piracy, Extrinsic Incentives, and Writer Efforts
Xiaolin Li, UT-Dallas
Discussant: Junhong Chu, NUS

2:25 PM - 3:05 PM
Can Friends Seed More Buzz and Adoption?
Vineet Kumar, Yale School of Management
Discussant: Thua Phan, NUS

3:05 PM - 3:45 PM
Marketing to the Poor While Balancing Social and Financial Objectives: Evidence from Entry and Expansion of Microfinance Enterprises in Bangladesh
Jarrod Vassallo, University of Sydney Business School
Discussant: Sadat Reza, NTU