

Marketing Research Forum 2019



28-29 November 2019

28 November- ABS Case Study Lecture Theatre 2080 and 2090, Level 2

29 November- The Refectory, Level 5

Abercrombie Building (H70)

Corner of Abercrombie Street and Codrington Street

The University of Sydney Business School

[Map](#) [Parking](#) [Public Transport](#)

The annual Marketing Research Forum is sponsored and presented by:

**Consumer Insights Research Group and Discipline of Marketing,
The University of Sydney Business School**

School of Marketing, The University of New South Wales

Marketing Department, University of Technology Sydney

Organising Committee:

Professor Donnel Briley

Dr. Steven Lu

Discipline of Marketing, The University of Sydney Business School

Professor John Roberts

Dr. Songting Dong

School of Marketing, The University of New South Wales

Associate Professor Christine Eckert

Dr. Ofer Mintz

Marketing Department, University of Technology Sydney

Program

Thursday 28 November 2019

8.45am- 9.00am **Registration**

9.00am-10.45am	Welcome and Keynote Address Case Study Lecture Theatre 2080
9.00am-9.15am	Welcome Professor Vince Mitchell Head of Marketing Discipline, The University of Sydney Business School Professor Elizabeth Cowley Deputy Dean, The University of Sydney Business School
9.15am-10.45am	Plenary Address 'Is Data the New Oil? Implications for the Future of Research in Marketing' Professor John Deighton Harvard Business School

10.45am – 11.15am **Morning Tea**

11.15am-12.45pm	Track 1: Quantitative Case Study Lecture Theatre 2080	Track 2: Behavioural Case Study Lecture Theatre 2090
	<p>'Adopting and Implementing Marketing Analytics: Hits and Misses.'</p> <p>Session Chair: Professor Gary L. Lilien UTS and Penn State University</p> <p>Panellists: Professor Peter Danaher Monash University</p> <p>Professor John Roberts University of New South Wales</p> <p>Professor Harald van Heerde University of New South Wales</p>	<p>'Discounts and Shoplifting in Self-Checkout Shopping & The Impact of Social Investments on Charitable Donations'</p> <p>Professor Shai Danziger Tel Aviv University</p>

12:45pm – 1:45pm **Lunch**

1.45pm-3.15pm	Industry Panel Discussion Case Study Lecture Theatre 2080
	<p>Emerging technologies are changing the practice of marketing in important ways. The session explores how researchers can address the complex problems industry faces due to these changes.</p> <p>Panellists: Nicholas Chu Professor of Practice, UNSW and CEO & Founder, Sinorbis Professor John Deighton Harvard Business School Professor John Roberts University of New South Wales Sudeep Gohil Partner, KPMG</p> <p>Moderator: Professor Pennie Frow The University of Sydney Business School</p>

3.15pm – 3.45pm **Afternoon Tea**

3.45pm-5.15pm	Publishing in the Premier Marketing Journals Case Study Lecture Theatre 2080
	<p>‘Publishing in the Premier Marketing Journals – Learnings from Both Sides of the Review Process’</p> <p>Professor Harald van Heerde SHARP Research Professor of Marketing at UNSW and Co-Editor, Journal of Marketing</p> <p>Professor John Roberts University of New South Wales</p>

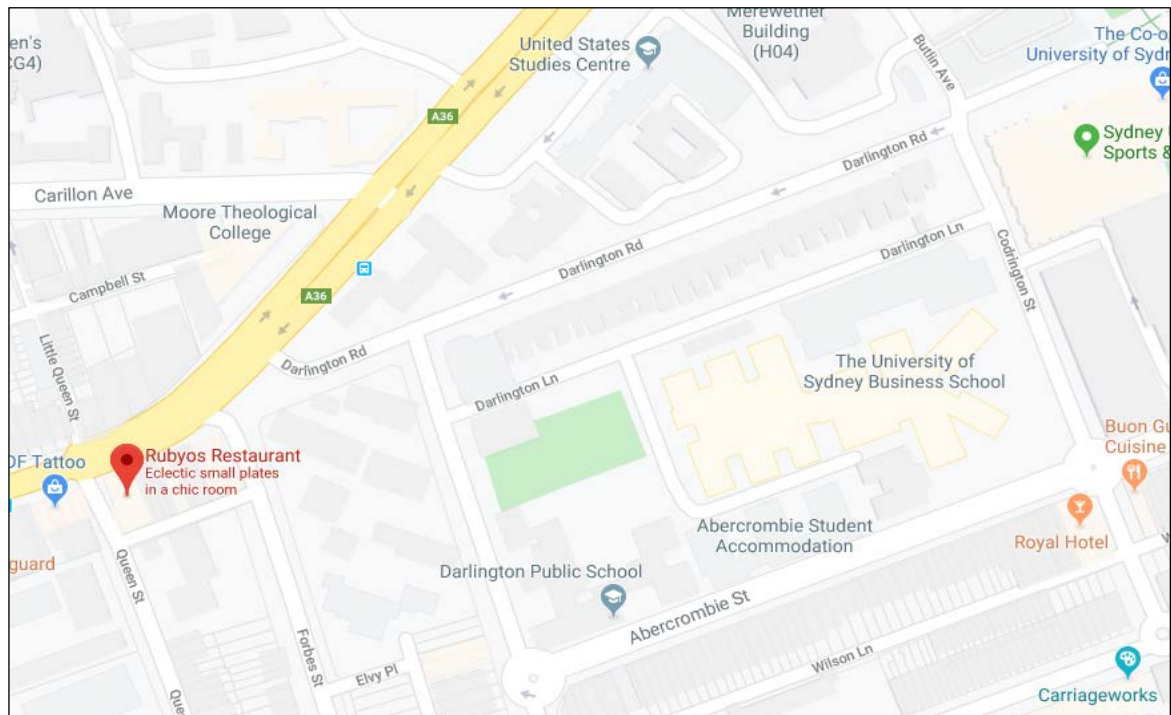
5.15pm **Forum Close**

6.00pm – 9.00pm

Forum Dinner-

Rubyos Restaurant

18-20 King St, Newtown NSW 2042



Friday 29 November 2019

8.45am- 9.00am **Registration**

9.00am-10.30am	Track 1: Quantitative The Refectory Room 5020 Level 5	Track 2: Behavioural Room 5040 Level 5
	<p>'Dynamic Structural Models of Consumer Demand'</p> <p>Professor Michael Keane University of New South Wales</p>	<p>'Value-Congruent Emotions and Their Effects on Promoting Sustainable Behaviors'</p> <p>Professor Hean Tat Keh Monash University</p>

10.30am – 11.00am **Morning Tea**

11.00am-12.30pm Paper development workshops				
Workshop 1 The Refectory	Workshop 2 Room 5040	Workshop 3 Room 4022	Workshop 4 Room 4120	Workshop 5 Room 5070
Moderator/Advisor: Eduardo Andrade	Moderator/Advisor: John Roberts Peter Danaher	Moderator/Advisor: Donnel Briley Shai Danziger	Moderator/Advisor: Hean Tat Keh	Moderator/Advisor: Gary L. Lilien
Paper1: 11.00am-11.45am	Paper1: 11.00am-11.45am	Paper1: 11.00am-11.45am	Paper1: 11.00am-11.45am	Paper1: 11.00am-11.45am
'Finding the Self in Chance Events'	'Artificial Intelligence and Data Disclosure: The Role of Consumer Emotions'	'Nudge for More Donation: How the Order of Donors' Personally Identifiable Information Influences Donation Amount'	'Awe, Fear or Mixed? The Curious Case of Threat-Awe'	'In search of balanced metrics. How brand attitudes impact online behaviour'
Amy Kim Donnel Briley	Tae Woo Kim Li Jiang Hyejin Lee Adam Duhachek	Li Yan Xue Wang Minjung Koo Hean Tat Keh	Srinwanti Chaudhury Nitika Garg Veronica Jiang	Kate Gunby
Paper 2: 11.45am-12.30pm	Paper 2: 11.45am-12.30pm	Paper 2: 11.45am-12.30pm	Paper 2: 11.45am-12.30pm	
'Glistening, Gleaming, Glittering, Gledede! Examining Phonesthemic Brand Name Priming'	'What Can We Learn from Online Movie Reviews? Capturing Viewers' Movie Experience through Machine Learning'	'The persuasiveness of power: How cultural mindsets influence effectiveness of marketing messages'	'Differential Framing Effects from Valence on Donation Behaviour'	
Stacey M. Baxter, Jasmina Ilicic Alicia Kulczynski Tina M. Lowrey	Steven Lu Madhumita Nanda Junbin Gao Ting Guo	Geetanjali Saluja	Nursafwah Tugiman	

12.30pm – 1.30pm **Lunch**

1.30pm-3.00pm	Track 1: Quantitative The Refectory Room 5020 Level 5	Track 2: Behavioural Room 5040 Level 5
	<p data-bbox="539 479 887 604">'Advertising Effectiveness for Multiple Retail-Brands in a Multimedia and Multichannel Environment'</p> <p data-bbox="539 638 836 701">Professor Peter Danaher Monash University</p>	<p data-bbox="986 479 1347 510">Politics, Policy and Marketing</p> <p data-bbox="986 544 1302 665">1.30pm-2.00pm 'Marketing of Politics' Professor Simon Jackman CEO, US Studies Centre</p> <p data-bbox="986 698 1469 853">2.00pm-2.15pm 'Consumer influence: How do liberals and conservatives differ?' Professor Donnel Briley The University of Sydney Business School</p> <p data-bbox="986 887 1461 1008">2.15pm-2.30pm 'Policy and consumer behaviour' Dr. Kiju Jung The University of Sydney Business School</p> <p data-bbox="986 1041 1461 1164">2.30pm-2.40pm 'Future research agenda' Professor Donnel Briley The University of Sydney Business School</p> <p data-bbox="986 1198 1165 1256">2.40pm-3.00pm Q&A</p>

3.00pm **Forum Close**