

Program (This version: June 14, 2012)

- Location: 102 Shunde Building, Tsinghua SEM (<http://tinyurl.com/tsinghua-sem-map>)
- Timing: 30 minutes for presenters, 10 for discussants and 5 for open discussion

Thursday, June 21

9:00 – 9:10	Welcome and Introductory Remarks
9:10 – 10:40	<p><u>Session 1: Strategic Aspects of Ad Placement</u></p> <ul style="list-style-type: none"> ➤ Kaifu ZHANG (Cheung Kong Graduate School of Business) "Contextual Advertising" Discussant: Martin PEITZ (University of Mannheim) ➤ Woochoel SHIN (University of Florida) "Raising Rival's Cost: Competitive Bidding Strategy in Keyword Search Advertising" Discussant: Ruqu WANG (Tsinghua SEM & Queen's University)
10:40 – 11:00	Coffee Break
11:00 – 12:30	<p><u>Session 2: Privacy and Regulation</u></p> <ul style="list-style-type: none"> ➤ Stephen BRUESTLE (University of Virginia) "Imperfect Targeted Advertising and Privacy Regulations" Discussant: Rick HARBAUGH (Indiana Kelley School of Business) ➤ Khim-Yong GOH (National University of Singapore) "Privacy Externalities and 'Opt Out': Theory and Evidence from Do Not Call" Discussant: Brian VIARD (Cheung Kong Graduate School of Business)
12:30 – 14:00	Lunch Break
14:00 – 15:30	<p><u>Session 3: Marketing and Development</u></p> <ul style="list-style-type: none"> ➤ K. SUDHIR (Yale School of Management) "Do Sympathy Biases Affect Charitable Giving: The Persuasive Effects of Advertising Content" Discussant: Maggie Wenjing LIU (Tsinghua SEM) ➤ Yubo CHEN (Tsinghua SEM & University of Arizona) "Implicit Social Interactions in the Developed versus Emerging Markets: The Impact of Global Financial Crisis" Discussant: Xinzheng SHI (Tsinghua SEM)
15:30 – 15:50	Coffee Break
15:50 – 16:35	<p><u>Session 4: Industrial Organization of Advertising</u></p> <ul style="list-style-type: none"> ➤ Simon ANDERSON (University of Virginia) "A Sheening Theory of Advertising" Discussant: Alexander WHITE (Tsinghua SEM)

Friday, June 22

9:00 – 10:30	<p><u>Session 5: Transparency and Consumer Search</u></p> <ul style="list-style-type: none"> ➤ Chengsi WANG (University of New South Wales) "Advertising, Search and Transparency Policy" Discussant: Ming GAO (Tsinghua SEM) ➤ Maarten JANSSEN (University of Vienna) "Triple Marginalization and Consumer Search" Discussant: Liang GUO (Hong Kong University of Science and Technology)
10:30 – 10:50	Coffee Break
10:50 – 12:20	<p><u>Session 6: Credibility in Advertisement</u></p> <ul style="list-style-type: none"> ➤ Juanjuan ZHANG (MIT) "(De)marketing to Savvy Consumers" Discussant: Xi WENG (Peking U. Guanghua School of Management) ➤ Rick HARBAUGH (Indiana Kelley School of Business) "Biased Recommendations" Discussant: Yossi SPIEGEL (Tel Aviv U. Recanati Graduate School of Business Administration)
12:20 – 14:30	Lunch Break
14:30 – 16:00	<p><u>Session 7: Measurement of Ads' Effectiveness</u></p> <ul style="list-style-type: none"> ➤ Wes HARTMANN (Stanford Graduate School of Business) "Do Super Bowl Advertisements Affect Brand Shares?" Discussant: Jean-Pierre DUBE (University of Chicago Booth School of Business) ➤ Ginger Z. JIN (University of Maryland & NBER) "Optimal Aggregation of Consumer Ratings: An Application to Yelp.com" Discussant: Angela Xia LIU (Tsinghua SEM)
16:00 – 16:10	Closing Remarks

Contact info

Organizers:

Simon ANDERSON (sa9w@virginia.edu)

Alex WHITE (white.alex@gmail.com)

Secretary:

Ms. Yu WANG (wangy36@sem.tsinghua.edu.cn)

Grad Student Volunteers:

Mr. Hanwei HUANG (huanghanwei@gmail.com)

Ms. Susan JIA (jjiasx.10@sem.tsinghua.edu.cn)

Ms. Yatang LIN (yatang.lin@gmail.com)

清华经管学院
Tsinghua SEM



Hosted by Tsinghua School of Economics and Management and the National Institute for Fiscal Studies

List of Papers

(in alphabetical order – presenters' names in **bold**)

1. **Anderson, Simon P.**, Federico Ciliberto and Jura Liaukonyte. “A ‘Sheening’ Theory of Advertising”.
2. **Bruestle, Stephen**. “Imperfect Targeted Advertising and Privacy Regulations”.
3. **Chen, Yubo**, Qi Wang, Jinhong Xie and Jurui Zhang. “Implicit Social Interactions in the Marketplace in the Developed versus Emerging Markets: The Impact of Global Financial Crisis”.
4. Chung, Wonsuk and **Rick Harbaugh**. “Biased Recommendations”.
5. Dai, Weijia, **Ginger Jin**, Jungmin Lee and Michael Luca. “Optimal Aggregation of Consumer Ratings: An Application to Yelp.com”.
6. **Hartmann, Wes** and Daniel Klapper. “Do Superbowl Advertisements Affect Brand Shares?”.
7. Hui, Kai-Lung, I.P.L. Png and **Khim-Yong Goh**. “Privacy Externalities and “Opt Out”: Theory and Evidence from Do Not Call”.
8. **Janssen, Maarten** and Sandro Shelegia. “Triple Marginalization and Consumer Search”.
9. **Shin, Woochoel**. “Raising Rival’s Cost in Keyword Search Advertising: Theory and Evidence”.
10. **Sudhir, K.**, Subroto Roy and Mathew Cherian. “Do Sympathy Biases Induce Charitable Giving? The Persuasive Effects of Advertising Content”.
11. **Wang, Chengsi**. “Advertising, Search and Transparency Policy”.
12. Jeanine Miklos-Thal and **Juanjuan Zhang**. “(De)marketing to Savvy Consumers”.
13. **Zhang, Kaifu** and Zsolt Katona. “Contextual Advertising”.

List of Participants

Name	Affiliation	Email
Simon ANDERSON	University of Virginia	sa9w@virginia.edu
Stephen BRUESTLE	University of Virginia	sdb8g@virginia.edu
Yubo CHEN	Tsinghua SEM & University of Arizona	yubochen@eller.arizona.edu
Jean-Pierre DUBE	U. of Chicago Booth School of Business	Jean-Pierre.Dube@chicagobooth.edu
Ming GAO	Tsinghua SEM	gaom@sem.tsinghua.edu.cn
Khim-Yong GOH	National University of Singapore	gohky@comp.nus.edu.sg
Liang GUO	Hong Kong U. of Science and Technology	mkguo@ust.hk
Rick HARBAUGH	U. of Indiana Kelley School of Business	riharbau@indiana.edu
Wes HARTMANN	Stanford Graduate School of Business	hartmann_wes@gsb.stanford.edu
Maarten JANSSEN	University of Vienna	maarten.janssen@univie.ac.at
Ginger JIN	University of Maryland & NBER	ginger@umd.edu
Angela Xia LIU	Tsinghua SEM	liux@sem.tsinghua.edu.cn
Maggie Wenjing LIU	Tsinghua SEM	liuwenjing@sem.tsinghua.edu.cn
Martin PEITZ	University of Mannheim	martin.peitz@googlemail.com
Xinzheng SHI	Tsinghua SEM	shixzh@sem.tsinghua.edu.cn
Woochoel SHIN	University of Florida	woochoel.shin@warrington.ufl.edu
Yossi SPIEGEL	Tel Aviv U. Recanati School of Business	spiegel@post.tau.ac.il
K. SUDHIR	Yale School of Management	k.sudhir@yale.edu
Brian VIARD	Cheung Kong Graduate School of Business	brianviard@ckgsb.edu.cn
Chengsi WANG	University of New South Wales	chengsi.wang@unsw.edu.au
Ruqu WANG	Tsinghua SEM	wangrq2@sem.tsinghua.edu.cn
Xi WENG	Peking U. Guanghua School of Management	wengxi125@gsm.pku.edu.cn
Alexander WHITE	Tsinghua SEM	awhite@sem.tsinghua.edu.cn
Juanjuan ZHANG	MIT	jjzhang@mit.edu
Kaifu ZHANG	Cheung Kong Graduate School of Business	kaifu.zhang@insead.edu