

# CHINA INDIA INSIGHTS CONFERENCE

**June  
2024**



**HKU  
BUSINESS  
SCHOOL**  
港大經管學院

**20  
June  
Thursday**

**Reception  
18:00 – 21:00**

**iCube@HKU  
Two Exchange Square,  
Central**

**21  
June  
Friday**

**6 Plenary Talks &  
Parallel Sessions  
09:00 – 18:00  
Dinner  
18:00 -**

**Cyberport Campus of  
HKU Business School,  
Cyberport Four,  
100 Cyberport Rd,  
Telegraph Bay**

**22  
June  
Saturday**

**3 Plenary Talks &  
Parallel Sessions  
09:00 – 16:00**

**Networking Session:  
7:30-9:30pm**

**Tsim Sha Tsui**

**Day 1 - June 21, 2024 (Friday)**

9:00 – 9:10 @ LT, Lecture Theatre	<b>Opening Remarks:</b> <b>Hongbin Cai</b> , Dean of HKU Business School <b>K. Sudhir</b> , Yale School of Management		
<b>Session 1</b>	<b>Plenary session (chair: Tat Chan, Washington University in St. Louis)</b>		
9:10 – 9:50 Venue: LT	<b>Talk 1:</b> Greedy or Grateful? Asking for More Donations when Thanking Donors <b>Presenter:</b> Hortense Fong, Columbia Business School (30 minutes) <b>Discussant:</b> Shreya Kankanhalli, Cornell University (10 minutes)		
9:50 – 10:30 Venue: LT	<b>Talk 2:</b> Product Imitation and Consumer Demand: Evidence from the Chinese Movie Market <b>Presenter:</b> Andrew Ching, Johns Hopkins University (30 minutes) <b>Discussant:</b> Nan Chen, National University of Singapore (10 minutes)		
10:30 – 10:50	Coffee break (outside the LT)		
<b>Session 2</b>	<b>Plenary session (chair: Junhong Chu, The University of Hong Kong)</b>		
10:50 – 11:30 Venue: LT	<b>Talk 3:</b> Bargaining Power and Quantity Discounts to Retailers: Evidence from India's Pharmaceutical Industry <b>Presenter:</b> Enrico Pennings, Erasmus School of Economics (30 minutes) <b>Discussant:</b> Pranav Jindal, Indian School of Business (10 minutes)		
11:30 – 12:10 Venue: LT	<b>Talk 4:</b> The Value of Sharing Market Data through Data Analytics on Digital Platforms: Empower Small Businesses on Alibaba's Taobao Marketplace <b>Presenter:</b> Aishen Li, Tsinghua University (30 minutes) <b>Discussant:</b> Qiaowei Shen, Peking University (10 minutes)		
12:10 – 13:40	Lunch (the Chung's House at Cyberport)		
<b>Session 3</b>	<b>Parallel</b>		
	Track A (chair: Xinyu Cao) Venue: Classroom E	Track B (Chair: Shibo Li) Venue: Classroom F	Track C (chair: Dante Donati) Venue: Classroom G
13:40 – 14:05	Recommendation Algorithms on User-Generated Content in Social Networks: The Quantity-Quality Dilemma  <b>Presenter:</b> Ziwei Cong, Georgetown University	Transforming Market Dynamics and Consumer Preferences: The Impacts of AIGC on Human-Made Products in the Audiobook Industry  <b>Presenter:</b> Ning Wan, Peking University	Designing Marketplace Analytics for Sellers: Platform-offered vs. Third-party Providers  <b>Presenter:</b> Yi Liu, University of Wisconsin-Madison
14:05 – 14:30	Menu-Induced Preference Cannibalization: A Field Study on Designing Price Discount Schemes  <b>Presenter:</b> Xing Zhang, Sungkyunkwan University	Consumer Mall Visits and Purchases Under Mall-Wide Conditional Promotions: An Empirical Investigation  <b>Presenter:</b> Cheolho Song, Washington University in St. Louis	"Thank You for Sponsoring": The Impact of Disclosure on Social Media Marketing  <b>Presenter:</b> Wenyi Huang, Tsinghua University

**Day 1 - June 21, 2024 (Friday)**

14:30 – 14:55	Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach  <b>Presenter:</b> Xinyu Cao, Chinese University of HK	Feeling Controlled by a Robot? AI Autonomy and Consumer Purchase  <b>Presenter:</b> Shibo Li, Indiana University	Continuous Survey Sample Optimization Using Ad Platform APIs  <b>Presenter:</b> Dante Donati, Columbia Business School
14:55 – 15:15	Coffee break		
Session 4	Parallel		
	Track A (chair: Yuting Zhu) Venue: Classroom E	Track B (Chair: Bindan Zhang) Venue: Classroom F	Track C (chair: Xueming Luo) Venue: Classroom G
15:15 – 15:40	Catch Me if You Can: Disintermediation and Concealment in the Gig-Economy Grey Market <b>Presenter:</b> Yingkang Xie, Washington University in St. Louis	Consumer Withdrawal Management and Product Design  <b>Presenter:</b> Xiaoyan Xu, Southwestern University of Finance and Economics	Dynamic Pricing in the Resale House Market: The Effect of Buyer Visits and House Relisting <b>Presenter:</b> Zhe Lin, Xi'an Jiaotong-Liverpool University
15:40 – 16:05	Measuring Amount of Product Information in Images: Applications in Scalable Image Selection <b>Presenter:</b> Yuting Zhu, National University of Singapore	Creator Incentive: The Dual Aspects of Brand Collaboration  <b>Presenter:</b> Bindan Zhang Kellogg School of Management	Measuring Influencer Empathy with Multimodal Deep Graph Learning Model  <b>Presenter:</b> Xueming Luo, Temple University
16:05 – 16:25	Coffee break		
Session 5	Plenary session (chair: Dai Yao, Hong Kong Polytechnic University)		
16:25 – 17:05 Venue: LT	<b>Talk 5:</b> Is it More Expensive to be Poor? Evidence on the “Poverty Penalty” at the “Bottom of the Pyramid” from Indonesia and Thailand <b>Presenter:</b> Ahmed Khwaja, University of Cambridge (30 minutes) <b>Discussant:</b> Ralf J A Van Der Lans, Hong Kong University of Science and Technology (10 minutes)		
17:05 – 17:45 Venue: LT	<b>Talk 6:</b> Building and Managing Relationships with Farmers: Evidence from the Rwanda Coffee Sector <b>Presenter:</b> Iris Steenkamp, Bocconi University (30 minutes) <b>Discussant:</b> Rupali Kaul, INSEAD (10 minutes)		
18:30 -	Dinner at Tsui Hang Village (Central), 16-18 Queen’s Road Central		

## Day 2 - June 22, 2024 (Saturday)

<b>Session 6</b>	<b>Plenary session (Chair: Huazhong Zhao, City University of Hong Kong)</b>		
9:00 – 9:40 Venue: LT	<p><b>Talk 7:</b> Understanding the Evolution of User Multifaceted Preferences on Content Platforms  <b>Presenter:</b> Jia Liu, Hong Kong University of Science and Technology (30 minutes)  <b>Discussant:</b> Hui Li, University of Hong Kong (10 minutes)</p>		
9:40 – 10:20 Venue: LT	<p><b>Talk 8:</b> Learning to Create on Content-Sharing Platforms  <b>Presenter:</b> Wensi Zhang, Naveen Jindal School of Management, UTD (30 minutes)  <b>Discussant:</b> Sridhar Narayanan, Stanford GSB (10 minutes)</p>		
10:20 – 10:40	Coffee break		
<b>Session 7</b>	<b>Parallel session</b>		
	<b>Track A (chair: Yupeng Chen)</b> Venue: Classroom E	<b>Track B (chair: Ivy Dang)</b> Venue: Classroom F	<b>Track C (chair: Bo Zhou)</b> Venue: Classroom G
10:40 – 11:05	<p>Enhancing External Validity of Experiments with Ongoing Sampling Process   <b>Presenter:</b> Chen Wang, University of Hong Kong</p>	<p>Social Network and Product Characteristics Design in the Chinese Kids Smartwatch Market   <b>Presenter:</b> Qi Wu, Peking University</p>	<p>Exploring the Nexus of Board Committees, Corporate Governance, and ESG Performance in Indian Publicly Traded Companies   <b>Presenter:</b> Satish Kumar, Indian Institute of Management Lucknow</p>
11:05 – 11:30	<p>Effects of AI-Generated Content on Salesperson Performance and Turnover   <b>Presenter:</b> Guiyang Xiong, Syracuse University</p>	<p>Why Do More Free Samples Lead to Less Purchases in Digital Content Market: The Role of Information Structure   <b>Presenter:</b> Banggang Wu, Sichuan University</p>	<p>Gender Neutral Marketing   <b>Presenter:</b> Shuo Zhang, Shanghai Jiao Tong University</p>
11:30 – 11:55	<p>Should Referral Programs Reward Customers Based on the Performance of New Customers Whom They Refer?   <b>Presenter:</b> Yupeng Chen, Nanyang Technological University</p>	<p>A Structural Model of Shoppertainment Salesforce in Live-Commerce   <b>Presenter:</b> Ivy Dang, University of Hong Kong</p>	<p>Buy Now, Pay Later: Integrated Versus Disintegrated Consumer Installment Services   <b>Presenter:</b> Bo Zhou, University of Maryland</p>
12:00 – 13:30	Lunch (the Chung's House at Cyberport)		

**Day 2 - June 22, 2024 (Saturday)**

Session 8			
Parallel			
	Track A (chair: Shan Huang) Venue: Classroom E	Track B (chair: Zikun Ye) Venue: Classroom F	Track C (chair: Wei Miao) Venue: Classroom G
13:30 – 13:55	Physical Store Visits and Virtual Brand Perceptions: Marketing Structure Analysis with Customer Trajectories in Shopping Malls <b>Presenter:</b> Dai Yao, Hong Kong PolyU	Impact of Influencers and Microfinance in the Adoption and Valuation of Subscription-based Services <b>Presenter:</b> Vedha Ponnappan, IIM Udaipur	The Short-run and Long-run Impacts of Patent Regime Shifts: A Natural Experiment from the Chinese Pharmaceutical Industry 2005-2014 <b>Presenter:</b> Shixun Wang, Fuzhou University
13:55 – 14:20	Do Food Assistance Programs Result in Young Mothers' Consumption of Nutritious Food? <b>Presenter:</b> Prakash Satyavageeswaran, IIM Udaipur	Heterogeneous Preferences toward Video Ads: An Interpretable Deep Learning Approach with Multi-level Attentions <b>Presenter:</b> Zijun Tian, Washington University in St. Louis	Can Technology Transfers Save Innovation? Evidence from China <b>Presenter:</b> Zhangfeng Jin, Zhejiang University of Technology
14:20 – 14:45	Algorithmic vs. Friend-based Recommendations: Shaping User Engagement with Novel Information <b>Presenter:</b> Shan Huang, University of Hong Kong	Deep-Learning-Based Causal Inference for Large-scale Combinatorial Experiments: Theory and Empirical Evidence <b>Presenter:</b> Zikun Ye, University of Washington	"Doing Well by Doing Good: The Impact of the Apple's App Tracking Transparency Policy on Firm Performance" <b>Presenter:</b> Wei Miao, University College London
14:45 – 15:05	Coffee break		
Session 9			
Plenary session (chair: Mengze Shi, Hong Kong University of Science and Technology)			
15:05 – 15:45 Venue: LT	<b>Talk 9:</b> Shifting Consumers Towards Sustainable Technology to Reduce Environmental and Health Risks: The Case of Battery Choices by Electric Vehicle Owners in Bangladesh <b>Presenter:</b> Yewon Kim, Stanford GSB (30 minutes) <b>Discussant:</b> Tesary Lin, Boston University (10 minutes)		
15:45 – 16:00 Venue: LT	<b>Concluding remarks</b> <b>Sara Kim</b> (HKU Marketing Area Head) <b>Junhong Chu</b>		
19:30-21:30	<b>Networking Session Tsim Sha Tsui, Kowloon</b>		

- END of Program -