



2024 HONG KONG JOINT SCHOOL MARKETING CONFERENCE
Session on Consumer Behavior

Sponsored by
Department of Marketing, The Hong Kong University of Science and Technology

PROGRAM

Saturday, March 23, 2024

8:30-9:00am

Registration, HKUST Main Campus Lecture Theatres LT-F & LT-G (near lifts 25-26), Clear Water Bay, Kowloon

9:00-9:45am

"Limiting Those Who Can Buy It All: Consumers Give Non-Versatile Gifts to Financially Unconstrained Recipients"

Lingrui Zhou (The University of Hong Kong)

9:45-10:30am

"Pairing Up with Anthropomorphized Artificial Agents: Leveraging Employee Creativity in Service Encounters"

Rocky Chen (Hong Kong Baptist University)

10:30-10:45am

15-minute break

10:45-11:30am

"Getting Less from More: Do More Options Lead to Inevitable Dissatisfaction in an Unreliable World?"

Edward Lai (The Hong Kong Polytechnic University)

11:30-12:15pm

"Algorithms Are Gendered: How Algorithm-Masculinity Associations Affect Consumer Decisions"

Sang Kyu Park (The Hong Kong University of Science and Technology)

12:15-2:00pm

Conference Lunch
China Garden

2:15-3:00pm

Keynote Speech

"Does Using a Pink Product Make Men more Supportive of Women? How Product Usage Influences Perspective-Taking"

Jaideep Sengupta (The Hong Kong University of Science and Technology)

3:00-3:45pm

"Expressing Passion for Luxury Enhances Perceived Authenticity"

SungJin Jung (The Chinese University of Hong Kong)

3:45-4:00pm

15-minute break

4:00-4:45pm

"My Face, My Choice: Facial Payment Makes People Less Happy About Others Making the Same Purchase Decisions"

Clark Cong Cao (Lingnan University)

4:45-5:30pm

"Meet the Editors with Amna Kirmani (University of Maryland) and Jaideep Sengupta (HKUST)"

5:45-7:00pm

Faculty Reception at UniBistro



2024 HONG KONG JOINT SCHOOL MARKETING CONFERENCE
Session on Quantitative Modeling

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PROGRAM

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8:30-9:00am

Registration, HKUST Main Campus Lecture Theatres LT-F & LT-G (near lifts 25-26), Clear Water Bay, Kowloon

9:00-9:45am

"One stone two birds: Uncover the Role of Buy-Now-Pay-Later in Retail Channel Power Rebalance"

Vincent Peng Zhang (The University of Hong Kong)

9:45-9:55am

Discussant: Mandy Hu (The Chinese University of Hong Kong)

9:55-10:40am

"Dynamic Social Product Design and Fashion Classics"

Chenxi Liao (The Chinese University of Hong Kong)

10:40-10:50am

Discussant: June Shi (The Hong Kong University of Science and Technology)

10:50-11:05am

15-minute break

11:05-11:50am

"Donors, Buyers and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-up"

Lu Yan (The Hong Kong Polytechnic University)

11:50-12:00pm

Discussant: Huazhong Zhao (City University of Hong Kong)

12:15-2:00pm

Conference Lunch

China Garden

2:00-2:45pm

Keynote Speech

"Empowerment and Inclusion of Micro Retail Entrepreneurs"

Ganesh Iyer (University of California Berkeley)

2:45-3:30pm

"Overreporting or Underreporting? The Influences of Retailers' Selective Data Disclosure"

Zibin Xu (City University of Hong Kong)

3:30-3:40pm

Discussant: Song Lin (The Hong Kong University of Science and Technology)

3:40-3:55pm
15-minute break

3:55-4:40pm
"Leveraging Influencer Networks for Successful Event Marketing"
Victor Yiewi Li (Lingnan University)

4:40-4:50pm
Discussant: Flora Gu (The Hong Kong Polytechnic University)

4:50-5:35pm
"Modeling Consumer Sequential Search with Refinement under Non-Compensatory Preference Rule"
Jia Liu (The Hong Kong University of Science and Technology)

5:35-5:45pm
Discussant: Hui Li (The University of Hong Kong)

5:45-7:00pm
Faculty Reception at UniBistro