Hotel Accommodations
College Park Marriott
3501 University Blvd., East
Hyattsville, MD  20783
301-985-7300

Directions for Walking to Van Munching Hall from the Hotel (10 minutes)
From the hotel, cross Campus Drive and turn left, walking about toward the University of Maryland campus. When you get to The Domain, at the circle, cross Mowatt Lane and turn right. Van Munching Hall will be on your left. You should enter the building just past Rudy’s (the building’s coffee shop).

The cocktail reception and poster session on Thursday will be in the Executive Dining Room, 2517 Van Munching Hall. The breakfast and presentations on Friday will be in 1528 Van Munching Hall.

Directions to the Mowatt Lane Garage
If you are driving to campus and need to park in our garage, please refer to the last page of the program for directions on using the “pay-in-advance” parking machines. If you drive to the hotel, you may wish to leave your car at the hotel and walk to campus. The parking PIN code for the garage will be: 219-19679.

WiFi codes for use on campus will be available when you check in on Thursday and/or on Friday.
Schedule of Events

**Thursday, May 5**
5:00 – 7:00 p.m.

Welcome Reception and Poster Presentations
Executive Dining Room, 2517 Van Munching Hall

**Poster Presentations:**

"Why is Honest, How is Dishonest? The Effect of Construal Level on Dishonest Consumer Behavior"
In Hye Kang, University of Maryland, College Park

"The Competition for Reputation"
Kalinda Ukanwa Zeiger, University of Maryland, College Park

"Red Flag! The Unintended Consequences of Flagging Fake Reviews"
Jared Watson, University of Maryland, College Park

"How Picky People Make Decisions"
Andong “Anne” Cheng, Penn State University

"Modeling Dynamics in Intrinsic Preferences for Competing Brands"
Amirali Kani, Penn State University

"Alumni Donations: Mechanisms for Social Multiplier of Marketing"
Manpreet Gill, Penn State University

"To Host, or Be a Guest, That is The Question: Investigating the effect of asymmetric resource investments on the enjoyment of social experiences"
Aleksandra Kovacheva, University of Pittsburgh

"When Beauty Isn’t Skin Deep: Cosmetic Contagion and Consumers’ Aversion to Ugly Foods"
Lauren Grewal, University of Pittsburgh

"When Exploding Deals create Competitive Consumers: The Consequences of Time-Based Scarcity Tactics"
Jillian Hmurovic, University of Pittsburgh
Friday, May 6
Location: 1528 Van Munching Hall

8:00 – 8:30 a.m.
Breakfast: outside of 1528 Van Munching Hall

8:30 – 8:45 a.m.
Opening Remarks: P.K. Kannan, University of Maryland, College Park

8:45 – 9:45 a.m.
“Mental imagery in marketing communication”
Luca Cian, University of Virginia, Darden School of Business

10:00 – 11:00 a.m.
“The Role of Mobile Devices in the Online Customer Journey”
P.K. Kannan, University of Maryland, College Park

11:15 a.m. – 12:15 p.m.
“The Effect of Customer Participation in Outsourced NPD ON NPD Project Performance: The Role of Relationship Multiplexity”
Johanna Slot, Penn State University

12:30 – 1:30 p.m.
Lunch: Executive Dining Room, 2517 Van Munching Hall

1:45 – 2:45 p.m.
“Temporal Product Bundling: Manifestations and Relative Effectiveness”
R. Venkatesh, University of Pittsburgh

3:00 – 4:00 p.m.
“Persuasive Experts do it with Disclosure! The Perverse Impact of Conflict of Interest Disclosures in the Blogging Context”
Debora Thompson, Georgetown University

4:00 – 4:05 p.m.
Closing Remarks
Abstracts:

“Mental imagery in marketing communication”
Luca Cian, University of Virginia, Darden School of Business

Mental imagery is a familiar aspect of most people’s everyday life (Marks 1999). Defining and measuring it, however, is challenging (Kosslyn, Thompson, and Ganis 2006). Paivio (1969) was among the first to demonstrate the fundamental importance of imagery in memory and information processing, and to show that this construct can be experimentally manipulated. Since then, imagery has been studied extensively within consumer behavior literature. However, the vast majority of research has focused either on static visual imagery (the mental representation of static and fixed objects; e.g., Petrova and Cialdini 2005), or on how to facilitate and induce visual imagery of an attribute (e.g., McGill and Anand 1989). In this presentation, I will focus on a less studied, but not less important, aspect of mental imagery: dynamic imagery (i.e., the ability of static images to convey movement). In a series of studies, I show how dynamic imagery can have downstream consequences in marketing and public policy. Ultimately, I hope that this presentation will spur further exploration of this topic.

“The Role of Mobile Devices in the Online Customer Journey”
P.K. Kannan, University of Maryland, College Park

The widespread use of mobile devices has important consequences for the online customer journey. The preferred device depends on the device’s advantages and disadvantages and on the shopping goals of the customer. Using clickstream data from a large online retailer, the authors find that when a customer goes from a more mobile device (e.g., smartphone) to a less mobile device (e.g., personal computer), the conversion rate increases significantly. This effect of device switching on conversion is stronger for customers who have less experience with the online retailer. It is also stronger when customers interact in two consecutive sessions with the same product, especially when this product is higher priced and when these two sessions are closer to each other in time. The findings illustrate the importance of focusing not just on the conversion rates of individual devices per se but on the multiple devices customers use in their paths to purchase. Such a focus helps managers identify critical moments when the conversion rate more than doubles, as this study’s simulation shows.
In business markets, firms increasingly participate in new product development (NPD) activities that they outsource to suppliers. Such customer participation can be complicated because the customer may simultaneously be a competitor, supplier, or partner to the supplier firm. Analyzing 140 NPD projects executed by a contract R&D organization in the aerospace industry, we find that customer-as-supplier multiplexity decreases project performance. Customer-as-competitor multiplexity likewise decreases project performance, but only in the customer’s eyes. Customer-as-partner multiplexity increases project performance for emergent but not for engineered partnerships. Thus, customer participation in NPD has a dark side when customer and supplier compete for market share (i.e. when they compete in the same product market) or for rents (i.e. when the customer also acts as a supplier to its supplier) in other ties.

Bundling in this era of eCommerce and high technology is a potent and widespread selling tool. In a generalization of traditional bundling strategies, and motivated by real world examples, this paper examines the relative effectiveness of temporal bundling. We consider a firm that sells to a market of myopic and strategic consumers, and a selling season consisting of two stages. Our results show that temporal pure bundling is optimal under low marginal costs; temporal pure components is optimal under high marginal costs given a large proportion of myopic consumers; and a hybrid strategy consisting of a premium-priced bundle in the first stage and discounted individual products in the second stage is optimal under moderate marginal costs when most consumers are strategic. These temporal strategies dominate traditional mixed bundling except when the market is comprised entirely of strategic consumers. Finally, while temporal mixed bundling is weakly superior to other temporal strategies, the latter are much easier to implement, as shown by real-world uses, and suffice to capture most of the profits. Related interesting pricing implications are also discussed.
Consumers are frequently faced with information that discloses something that they might otherwise overlook as they make their consumption decisions. Recently, in the domain of social and digital media, the U.S. Federal Trade Commission has mandated that bloggers should explicitly disclose any potential conflicts-of-interests (COIs), including incentives or payments to review a product or service. The rationale is that disclosure will alert readers to the potential COI and allow them to adjust for any biasing influence. In this research, we document a novel effect of COI disclosures. In the domain of online blogging, we find that disclosure of COI can increase (rather than decrease) trust in the advice giver, enhancing persuasion. Trust can be enhanced because knowing that a blogger is sponsored by a company signals expertise of the blogger as someone who has relevant and valuable information about the product. It also provides a peripheral cue that the blogger is respected and established in his/her domain. We test whether disclosing that a blog’s post was sponsored by a particular company or brand, compared to the absence of such disclosure, increases the persuasiveness of the blogger’s recommendation, making readers more likely to share the blog. In addition, we explore three potential moderators that may attenuate the effect of COI disclosures: the location of the disclosure in the blog post (e.g., in the beginning vs. at the end of the post), consumers’ individual differences in trust propensity, and consumers’ deliberation on the content of the disclosure. Our results suggest that COI disclosures increase trust in the blogger and willingness to share the blog post with others (compared to non-disclosure). Placing the disclosure in the beginning of a blog post and encouraging consumers to deliberate on the disclosure attenuate this effect. Overall, our results suggest that COI disclosures help bloggers appear less biased and more like experts. These findings are in direct contrast to earlier research in medical and financial decision-making domains, which show that advice recipients lose trust in advice givers in the presence of COI disclosures.
Driving Directions to the Mowatt Lane Garage
and Directions for the Pay-In-Advance Parking Machines

If you need driving directions that will take you to the Mowatt Lane Garage, you may find them here: http://www.rhsmit.umd.edu/about-us/directions-smith.

NOTE: For GPS, our street address is 7699 Mowatt Lane, College Park, MD 20742.

Please note that if you arrive on Thursday, May 5 after 4:00 p.m., parking is free, and you may park on levels 1 – 4. You will only need this information for parking all day Friday, May 6.

Visitor Parking is on Levels 5 and 6 - Be sure to park BEYOND the "Pay Parking Starts Here" sign (as you approach the top level) and DO NOT park in "Lot 19." If you do not see a 3 digit space number as you pull into the parking space, you are NOT in the visitor parking, and you will receive a ticket.

Parking PIN Code: 219-19679

1. After parking in a designated visitor space, identify the 3 digit space number and remember it or write it down. It is on the wall as you pull into the space.

2. At the machine, press any key to activate, and enter your 3 digit space number.

3. Choose parking option 1 for new parking.

4. Select "OTHER" to get to the screen for paying with a PIN code.

5. Choose 5 or more hours for all day.

6. The screen will prompt you for your validation number. Enter the 8 digit PIN number shown above and press OK.

7. After a moment, press OK again to get a receipt. Keep the receipt until after you leave, just in case you need to prove that you paid.

8. Come into Van Munching Hall for the MARC program. If you have any problems or questions with the parking validation, please e-mail me at ccron@rhsmith.umd.edu or you may call my cell phone at 301-704-8777.