
THE THIRD
ARTIFICIAL INTELLIGENCE IN MANAGEMENT
CONFERENCE

March 16–17, 2023
Los Angeles, CA

Marshall School of Business
University of Southern California

Conference webpage:

<https://www.marshall.usc.edu/posts/3rd-ai-in-management-conference>

Conference Co-Chairs:

Milan Miric, Hyo Kang, and Gerard J. Tellis

Sponsored By:

USC Marshall Center for Global Innovation (CGI)
USC Marshall Institute for Outlier Research in Business (iORB)
Informs Society of Marketing Science (ISMS)
Marketing Science Institute (MSI)

PROGRAM OVERVIEW

All times in PST (Pacific Standard Time) zone

Day 1 – March 16th, 2023 (Thursday, “T”)

Fertitta Hall (JFF) LL105

12:00–1:00pm: **Conference Registration and Lunch**

1:00–1:10pm: **Welcome Remarks**

1:10–2:00pm: **Plenary Keynote: Riitta Katila (Stanford)**

Management Research and AI: New Opportunities

PARALLEL TRACK #T.1

PARALLEL TRACK #T.2

Fertitta Hall (JFF) 240

Fertitta Hall (JFF) 241

2:15–3:15pm: **T.1.A. AI & Innovation**

2:15–3:15pm: **T.2.A. ML Based Pricing**

3:30–4:30pm: **T.1.B. ML Applications in Strategy**

3:30–4:30pm: **T.2.B. Recommender Systems**

4:45–5:30pm: **T.1.C. ML as a Research Tool**

4:45–5:30pm: **T.2.C. Social Media, Online Reviews, News & Disinformation**

5:45pm: Conference Dinner (*Greenleaf* at USC Village)

Day 2 – March 17th, 2022 (Friday, “F”)

Fertitta Hall (JFF) LL105

8:00– 9:00am: **Breakfast**

9:00– 9:30am: **Plenary Keynote: Ramandeep S. Randhawa (USC)**

ChatGPT and The Future of Education

9:30–10:30am: **Plenary Keynote: Lan Luo (USC & Amazon)**

When Hollywood Meets A.I.:

The Use of Machine Learning in Creative Industries

PARALLEL TRACK #F.1

PARALLEL TRACK #F.2

Fertitta Hall (JFF) 240

Fertitta Hall (JFF) 241

10:45–11:45am: **F.1.A. AI & Human Decision Making I**

10:45–11:45am: **F.2.A. Platform Design and Consumer Targeting**

12:00– 1:00pm: **F.1.B. AI & Human Decision Making II**

12:00– 1:00pm: **F.2.B. Consumer Decisions**

Fertitta Hall (JFF) LL105

1:15pm: Lunch and Wrap Up

DETAILED PROGRAM FOR PARALLEL TRACKS

Day 1: March 16th, 2023 (Thursday, “T”)

Session 1. 2:15–3:15pm

SESSION T.1.A. AI & INNOVATION (JFF 240)

- Supplier resource sharing and digital industry development.**
Stephen Michael Impink
- Deep Capital for Deep Learning.** Daniel Rock, Prasanna Tambe, Zhiwei Wang
- Competitive Scientific Labor Market and Firm-level Appropriation Strategy in Artificial Intelligence Research.** Nur Ahmed
- Finding Diamonds in the Rough: Data-Driven Opportunities and Pharmaceutical Innovation.** Matteo Tranchero

SESSION T.2.A. ML BASED PRICING (JFF 241)

- Consumer Aversion to Algorithm-Driven Price Volatility: Empirical Investigation of Airbnb.** Jiaqi Shi, Jinan Lin, Tingting Nian, Mingyu Joo
- Does Machine Learning Amplify Pricing Errors in Housing Market? Economics of ML Feedback Loops.** Nikhil Malik, Emaad Manzoor
- NFT Digital Artwork Pricing Using Image Analytics and Auction Models.**
Chi Zhang, Venkatesh Shankar, Xiaohui Zhang
- Economic Value of Visual Product Characteristics.**
Ankit Sisodia, Vineet Kumar, Alex Burnap

Session 2. 3:30–4:30pm

SESSION T.1.B. ML APPLICATIONS IN STRATEGY (JFF 240)

- Acquisition or IPO? Strategic Orientation in the Market for Startup Acquisitions.**
Jorge Guzman, Max Wang
- How are Startups Shaping the Future of Work? The Role of AI Translators.**
Matthias Qian
- Emotions in New Venture Teams: Using Artificial Emotional Intelligence to Measure Affective Traits and Performance Implications in Entrepreneurial Groups.** Paul Momtaz
- Exploring the development of a management concept through vocabulary: Adaptation and commitment in the case of the agility concept.** Jinah Ryu

SESSION T.2.B. RECOMMENDER SYSTEMS (JFF 241)

- Expanding Knowledge Graphs with Humans in the Loop.**
Emaad Manzoor, Jordan Tong, Sriniketh Vijayaraghavan, Rui Li
- Contextual Set-Based Music Recommendations Using Interlocked Hypergraph Convolutional Neural Networks.**
Khaled Boughanmi, Asim Ansari, Yang Li
- Advertising as Information for Ranking E-Commerce Search Listings.**
Joonhyuk Yang, Navdeep Sahni, Harikesh Nair, Xi Xiong
- The Economics of Recommender Systems: Evidence from a Field Experiment on MovieLens.**
Guy Aridor, Duarte Goncalves, Daniel Kluver, Ruoyan Kong, Joseph Konstan

Session 3. 4:45–5:30pm

SESSION T.1.C. ML AS A RESEARCH TOOL (JFF 240)

- Visualizing the Implicit Model Selection Tradeoff.**
Zezen (Dawn) He, Yaron Shaposhnik
- Using Natural Language Processing as Regulatory Technology: Evidence from Coinbase.** Jiyeon An
- Causal Bandits: Online Decision-Making in Endogenous Settings.**
Jingwen Zhang, Yifang Chen, Amandeep Singh

SESSION T.2.C. SOCIAL MEDIA, ONLINE REVIEWS, NEWS & DISINFORMATION (JFF 241)

- Fact or Opinion: Investigating the Effect of Headlines on News Engagement.**
MengQi (Annie) Ding, Bingqing Li, Xin (Shane) Wang
- Mitigating Gender-Based Algorithmic Bias in Social Media Advertising for Social Issues and Politics.** Soogand Alavi, Ying Xie
- Invisible Moderation: Algorithmic Governance of Value Divergence on a User-Generated Content Platform.** Hui Sun, Renwen Zhang

DETAILED PROGRAM FOR PARALLEL TRACKS

Day 2: March 17th, 2023 (Friday, “F”)

Session 1. 10:45–11:45am

SESSION F.1.A. AI & HUMAN DECISION-MAKING – PART I (JFF 240)

1. **Why providing humans with interpretable algorithms may, counterintuitively, lead to lower decision-making performance.**
Timothy DeStefano, Katherine C. Kellogg, Michael Menietti, Luca Vendraminelli
2. **Judgmental Bot: Conversational AI in Online Mental Health Screening.**
Mohammad Rahimi, Antino Kim, Sezgin Ayabakan, Alan Dennis
3. **Can AI Do Ideation? A Theory-Based Model for Idea Screening in Crowdsourcing Contests.** J. Jason Bell, Christian Pescher, Gerard J. Tellis, Johann Fueller

SESSION F.2.A. PLATFORM DESIGN AND CONSUMER TARGETING (JFF 241)

1. **The Blind Men and the Elephant: Introducing Machine-Learning-Based Data Fusion Methods for Analyzing Multimodal Data and An Application of Measuring Trustworthiness.** Xueming Luo, Nan Jia, Zheng Fang
2. **Balancing User Privacy with Predictive Insights in Mobile Location Data.**
Tal Shoshani, Peter Pal Zubcsek, David A. Schweidel
3. **The Impact of Consumer Mobility and Store Flux on Store Visits and In-Store Coupon Redemptions.** Sanjana Surange, Venky Shankar
4. **The Effects of In-app Payment Introduction on Omnichannel Shopping and Mobile App Usage.** Taotao Ye, Venkatesh Shankar, Daniel McCarthy

Session 2. 12:00– 1:00pm

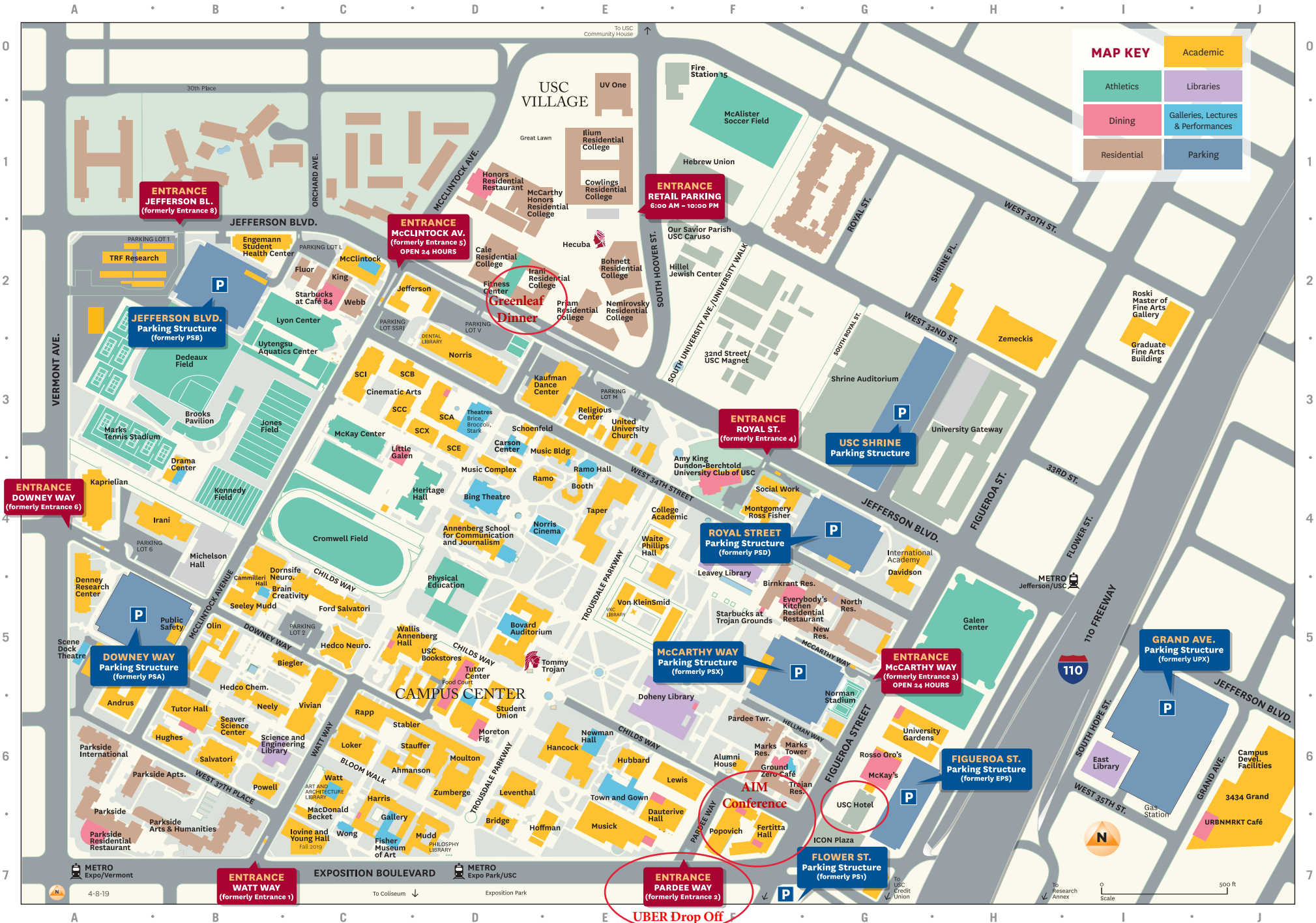
SESSION F.1.B. AI & HUMAN DECISION-MAKING – PART II (JFF 240)

1. **Biased Programmers? Or Biased Data? A Field Experiment in Operationalizing AI Ethics.** Bo Cowgill, Fabrizio Dell’Acqua, Samuel Deng, Daniel Hsu, Nakul Verma, Augustin Chaintreau
2. **An Ecological Model of Task Disruption: Partial Automation of Jobs through Artificial Intelligence and its Impact on Work, Occupations, and Organizations.** Matissa Hollister, Arvind Karunakaran, Lisa Cohen
3. **Explainable AI Helps Bridge the AI Skills Gap: Evidence from a Large Bank.** Selina Carter, Jonathan Hersh

SESSION F.2.B. CONSUMER DECISIONS (JFF 241)

1. **How Post-Purchase Service Triggers E-WOM.**
Salar Nozari, Ying Xie, Shervin Shahrokhi Tehrani
2. **Extracting and Identifying Sales-Related Product Attributes: A Machine Learning Approach.** Zijing Hu, Venky Shankar
3. **Visualized Emotions: A Model for Extracting Emotional Loading of Marketing Images.** Eugene Pavlov, Natalie Mizik

*. The presenting author’s name is underlined.



MAP KEY

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Athletics
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