

TPM26

ESADE Business School

Ramon Llull University

Barcelona

6-8 June 2026

TPM26

Welcome to the 2026 TPM Conference (TPM26) hosted by ESADE in Barcelona. Founded in 1958, ESADE is a globally recognized academic institution known for its commitment to academic excellence, innovation, and social impact. As part of Ramon Llull University, ESADE brings together a diverse international community across its business and law schools.

We invite you to join us in Barcelona to engage with and learn from thought leaders presenting cutting-edge research and state-of-the-art techniques that provide valuable insights for both academic research and practice.

Conference co-chairs,



Verena Schoenmueller



Ioannis Evangelidis

AGENDA

Date	Time	Activity	Venue
Saturday, June 6th	20.00 - 22.00	Welcome cocktail	Jardí de l'Abadessa Restaurant (Carrer de l'Abadessa Olzet, 26)
Sunday, June 7th	08.15 - 09.00	Registration	ESADE – building 3 (Av. d'Esplugues, 92,96) Garden
	09.00 - 09.45	Welcome to TPM & Tribute to Donald Lehmann (Schmidt, Schoenmuller, Evangelidis)	ESADE – building 3 (Av. d'Esplugues, 92,96) Sala Polivante
	9.50 – 11.10	Sessions S1	Rooms: 0010, 0011, 0014
	11.10 - 11.40	Coffee break breakfast	ESADE – building 3 (Av. d'Esplugues, 92,96) Rooftop
	11.40 – 13.00	Sessions S2	Rooms: 0010, 0011, 0014
	13.00 - 14.30	Lunch	ESADE – building 3 (Av. d'Esplugues, 92,96) Sala Polivante
	14.30 - 15.00	JACR Special Issue Workshop	Room: 0014
	15.00 - 16.20	Sessions S3	Rooms: 0010, 0011, 0014
	16.20 - 16.50	Coffee break (only tea & coffee)	ESADE – building 3 (Av. d'Esplugues, 92,96) Sala Polivante
	16.50 - 18.10	Sessions S4	Rooms: 0010, 0011, 0014
	19.00	Coach pick-up and transfer to restaurant	
	20.00-22.30	Dinner	Bastian Beach



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	23.00	Coach pick-up and transfer Stop 1: Pau Claris Street (Pl. Catalunya) Stop 2: Esade Pedralbes	
Monday, June 8th	08.30 - 09.00	Arrival (tea & coffee)	ESADE – building 3 (Av. d'Esplugues, 92,96) Rooftop
	09.00 - 10.20	Sessions M1	Rooms: 0010, 0018, 1016
	10.20 - 10.50	Coffee break (breakfast)	ESADE – building 3 (Av. d'Esplugues, 92,96) Rooftop
	10.50 - 11.50	Sessions M2	Rooms: 0010, 0018, 1016
	12.00 - 13.30	Closing lunch (cocktail)	ESADE – building 3 (Av. d'Esplugues, 92,96) Rooftop

SATURDAY, JUNE 6

Welcome Cocktail at El Jardí de l'Abadessa: 20:00-22:00

Carrer de l'Abadessa Olzet, 26, Les Corts, 08034 Barcelona

Welcome to Barcelona! We will kick off the conference with a cocktail at El Jardí de l'Abadessa (Carrer de l'Abadessa Olzet, 26, Les Corts, 08034 Barcelona). Set within a beautiful 1,000 m² garden, this restaurant has been one of Barcelona's best-kept secrets for over 25 years. It is conveniently located near the ESADE campus.

The evening will feature a set menu with vegetarian options available. It will be a great opportunity to connect with fellow attendees and enjoy a relaxed, peaceful atmosphere.



SUNDAY, JUNE 7

Registration: 08.15 - 09.00 (Garden)

ESADE – building 3, Av. d'Esplugues, 92,96

Welcome & Tribute to Donald Lehmann: 09.00 - 09.45 (Sala Polivante)

ESADE – building 3, Av. d'Esplugues, 92,96

We will open the conference with brief remarks from the conference chairs, Verena Schoenmuller and Ioannis Evangelidis. This will be followed by a tribute to the late Donald Lehmann, delivered by Bernd Schmidt.

Conference sessions will begin immediately afterward. Presentations are organized into thematic tracks, with 3–4 presentations in each of the 2–3 parallel sessions. This format allows approximately 20 minutes per presentation, depending on the moderator's preference for Q&A and discussion. Presenters are indicated in bold, and the final presenter in each session will serve as the session moderator.

S1 Parallel Sessions: 9.50 - 11.10

ESADE – building 3, Av. d'Esplugues, 92,96

Track A	Track B
Session S1A (Room: 0010) LLMs and Generative Methods	Session S1B (Room: 0011) Identity, Bias, and Perception
From Reviews to Actionable Insights: An LLM-Based Approach for Attribute and Feature Extraction (Khaled Boughanmi)	Seller Identity and Price Penalties in Retail: Field Evidence from South Africa (Iris Steenkamp)
Generative Grounded Theory GGT (Shuyi Hao)	Face–Brand Associations: Theoretical, Practical, and Ethical Implications for Brand Management (Claire Linares)
Leveraging LLMs to Improve Experimental Design: A Generative Stratification Approach (George Gui)	Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives (Dionne Nickerson)
Unlocking Customer Diversity: A Novel Approach to More Accurately Capture Customer Heterogeneity in Synthetic Market Insights (Alexander Junod)	



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Track C
Session S1C (Room: 0014) Platforms and Market Structure
Competing with the Platform: Complementor's Value Appropriation Response to Platform-Owner Entry (Shayan Abbasi)
Local Bias Global Platforms (Tommaso Bondi)
When Serving Customers Hurts Partners (Xi Lin)
Supplier Responses to Recommendations: Evidence from a B2B E-Commerce Platform (Yixing Chen)

Coffee break breakfast: 11.10 - 11.40 (Rooftop)

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S2 Parallel Sessions: 11.40 - 13.00

ESADE – building 3, Av. d'Esplugues, 92,96

Track A	Track B
Session S2A (Room: 0010) Personalization and Targeting	Session S2B (Room: 0011) Sustainability and ESG
Incrementality Prediction: Synergizing Past Experiments for Intervention Personalization (Ta-Wei Huang)	The Environmental Crisis: Citizens or Consumers? (Helena Palumbo)
Optimizing Multi-Stage Personalization in the Customer Journey (Yu Song)	Beyond the Thermometer: The Contextual Effect of Temperature Deviations on Green Consumption (Rajkumar Venkatesan)
Personalizing Two Interdependent Marketing Decisions (Yunhao Huang)	When Less Enforcement Feels Stronger: Autonomy in Promoting Environmental Behavior (Dikla Perez)
Decision-Aware Segmentation (Ke Li)	Employee Online ESG Chatter: What Employees Say About ESG and Why It Matters (Arnd Vomberg)

Track C
Session S2C (Room: 0014) Advertising and Attention
The Dollar Value of Better Ad Content (Tsung-Yiou Hsieh)
Interactive Creative Effectiveness in Rewarded Mobile Advertising: Evidence from Large Scale Campaign Data (Yusuf Oc)
Ephemeral versus Permanently Accessible Ad Content in Mobile Retargeting (Keyvan Karimipour)
Visual Framing as a Reputation Recovery Mechanism: Interpretable Machine Learning and Generative Field Experiments (Jefferson Xiao)

Lunch: 13.00 - 14.30 (Sala Polivante)

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JACR Special Issue Development Workshop: 14.30 - 15.00 (Room 0014)

ESADE – building 3, Av. d'Esplugues, 92,96

Prof. Bernd Schmidt and Prof. Ana Valenzuela will host a workshop on the upcoming *Journal of the Academy of Consumer Research* (JACR) special issue on “AI in the Consumer Marketplace.” The workshop aims to introduce the special issue and provide feedback on papers that may be considered for submission: <https://www.journals.uchicago.edu/journals/jacr/forthcoming-13.3>.

S3 Parallel Sessions: 15.00 - 16.20

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Track A	Track B
Session S3A (Room: 0010) AI Interfaces and Customer Interaction	Session S3B (Room: 0011) Analytics and Market Decisions
Spoken the Unspoken Need Aware LLM for Customer Service Automation (Yuxin Guo)	Improving Small Business Credit Scoring with Customer Relationship Data (Daniel Blaseg)
Towards Intelligent Shopping Assistant: How Can LLM-based Chatbots Transform Online Shopping? (Song Lin)	Identifying Central Individuals Without Social Network Information (Luca Lazzaro)
	Cash or Card A Large Scale Field Experiment to Change How People Pay (Chuck Howard)
	Product Reformulation A Suitable Substitute (Youngeun Lee)

Track C
Session M1C (Room: 0014) Engagement and Customer Lifecycle
The Churn Dynamics of Young Brands (Barak Libai)
Can Multi-Level Effort-Reward Structures With Pinch Points Increase User Engagement (Yashar Bashirzadeh)
Unboxing Customer Signals: Product Returns, Service Pauses, and Lifetime Value in Subscription Retailing (Ohad Volvovitch)
When Joint Effort Pays: Mitigating Customer Churn Through Sales Collaboration in B2B Markets (Yeolim Bella Yoon)

Coffee break: 16.20 - 16.50 (Sala Polivante)

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S4 Parallel Sessions: 16.50 - 18.10

ESADE – building 3, Av. d'Esplugues, 92,96

Track A	Track B
Session S4A (Room: 0010) Generative AI Applications	Session S4B (Room: 0011) Privacy, Data, and Trust
Generative AI Music Design Through Controlled Similarity to Historical Styles (Haihao Guo)	Optional Granular Control and Privacy Decisions: Evidence from Apple's App Tracking Transparency (ATT) (Alexander Bleier)
Large Language Models Enable Design of Personalized Decoy Nudges Across Cultures (Vladimir Maksimenko)	How Using AI Suppresses Consumer Disclosure and Word of Mouth (David Finken)
Deconstructing the Roles of Brand Design and Consistency in Consumer Choice With Generative AI (Jungeun Lim)	Data Preferences in Firm Learning: Evidence from an Online Auction Platform (Xiaojie Li)
Generative AI and Firm Productivity: Field Experiments in Online Retail (Dante Donati)	

Coach Pick-Up and Transfer to Restaurant: 19.00

ESADE – building 3, Av. d'Esplugues, 92,96

Dinner at Bastian Beach: 20.00 - 22.30

Passeig del Mare Nostrum, 14, Ciutat Vella, 08039 Barcelona



We will close a long day with a dinner by the beach at Bastian Beach (Passeig del Mare Nostrum, 14, Ciutat Vella, 08039 Barcelona). San Sebastián Beach in Barcelona, inspired by its namesake in San Sebastián, is a year-round beach club blending gastronomy, sophistication, and the essence of the Mediterranean. The evening will feature a set menu with vegetarian options available. It will be a great opportunity to connect with fellow attendees and enjoy a relaxed atmosphere by the beach.

Coach Pick-Up and Transfer to Pau Claris Street (between Ronda de Sant Pere and Pl. Catalunya) and Esade Pedralbes: 23.00

MONDAY, JUNE 8

Arrival (tea & coffee): 08.30 - 09.00 (Rooftop)

ESADE – building 3, Av. d'Esplugues, 92,96

M1 Parallel Sessions: 09.00 - 10.20

ESADE – building 3, Av. d'Esplugues, 92,96

Track A	Track B
Session M1A (Room: 0010) Search, Reviews, and Decision-Making	Session M1B (Room: 0018) Brand Experience and Emerging Technologies
Generative Search: Evidence from a Large-Scale Field Experiment(Yuting Zhu)	The Role of Augmented Reality Brand Experience in the Formation of Brand Stereotypes Brand Identification and Loyalty (Krati Dubey)
When Historical Return Information Helps or Harms: Evidence on Purchase and Return Behavior in Online Retailing (Sybilla Merian)	Unintended Consequences of Augmented Reality for Luxury Brands (Lucas Nann)
What Gets Attention? The Consumption of Individual Online Reviews During Product Search (Jasmine Gould)	Empathetic Machines and Consumer Journeys (Alena Kostyk)
The Return Window Dilemma: Impact on Customer Purchase and Return Behavior (Ella Mao)	Status Self Threat and Compensatory Consumption Interplay (Nima Ostovan)

Track C
Session S3C (Room: 1016) Creator Economy and Platform Governance
Designing Inclusive Platforms: Experimental Evidence From Pinterest (Madhav Kumar)
Private Messaging in the Creator Economy (Yanting He)
Navigating Content Strategy in the Face of Platform Moderation: The Case of YouTubes' Borderline Policy (Shervin Shahrokhi Tehrani)

Coffee break with breakfast: 10.20 - 10.50 (Rooftop)

ESADE – building 3, Av. d'Esplugues, 92,96

M2 Parallel Sessions: 10.50 - 11.50

ESADE – building 3, Av. d'Esplugues, 92,96

Track A	Track B
Session M2A (Room: 0010) Service Operations, and Engagement	Session M2B (Room: 0018) Policy, Health, and Society
When and Where to Invest in Service Level: Evidence from a Large-Scale Field Experiment (Eunkyung An)	How Short Term Rental Regulations Reshape Urban Spending: Evidence from New York City's Restaurant Sector (Kaihang Zhao)
Aligning Incentives on Digital Platforms: The Impact of No-Show Penalties on Usage and Retention (Narine Yegoryan)	Crisis Rewrites Loyalty: Conservative Shifts to Generics in Sexual Health Pharmaceuticals (Ting Tse Chen)
	Motivating Media Literacy in High-Stakes Environments: A Field Experiment in Ukraine (Daniel Mirny)

Track C
Session M2C (Room: 1016) Measurement and AI Judgment
Can AI Predict Randomness? People Believe AI Can Predict Chance-Based Gambling (Yue Zhang)
Binary versus Select-All-That-Apply: How Response Format Affects Acquiescence in Consumer Surveys (Arnaud Monnier)
Digitalization Fails to Improve the Efficiency of Patient Flow in Overcrowded Outpatient Clinics: A Large-Scale Field Experiment (Siliang (Jack) Tong)

Lunch (cocktail format) and end of Conference: 12.00 - 13.30 (Rooftop)

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