PAUL E. GREEN MARKETING CAMP

FRIDAY, FEBRUARY 2, 2024

AGENDA

9.00 – 10.00	Breakfast
10:00 – 10:15	Opening Remarks: **Eric Bradlow** Chair & Professor of Marketing The Wharton School, University of Pennsylvania & **VithalaRao** Deane W. Malott Professor of Management, Emeritus Cornell University, SC Johnson College of Business
10:15 – 11:30	**Uma Karmarkar** Associate Professor co-appointed between the Rady School of Management & the School for Global Policy and Strategy University of California, San Diego
11:30 – 1:00	Lunch
1:00 – 2:15	**Ashlee Humphreys** Professor, Medill School of Journalism, Media, and Integrated Marketing Communications & Professor of Marketing Kellogg School of Management, Joint Appointment, Northwestern University
2:15 – 2:45	Break
2:45 – 4:00	**David Schweidel** Rebecca Cheney McGreevy Endowed Chair and Professor of Marketing Goizueta Business School, Emory University
4:00 – 6:30	Reception

Wharton UNIVERSITY of PENNSYLVANIA MARKETING DEPARTMENT

10:15 AM – 11:30 AM

Uma Karmarkar
Associate Professor co-appointed between the Rady School of Management & the School for Global Policy and Strategy
University of California, San Diego

Sequential Information Preferences in Uncertain Decision-Making

Although choice can seem like an instantaneous action, decision-making often unfolds dynamically with sequential processing of multi-attribute information. For example, in uncertain choices, individuals may have their attention caught first by the possible outcome, or by the likelihood that the outcome will occur. Research on primacy-related effects suggests that the first piece of information people encounter in a decision will be more memorable and impactful (e.g. Anderson, 1973; Hogarth and Einhorn, 1992; Tavassoli and Lee 2004; Weber et al. 2007), even changing the qualitative nature of a person's decision criteria (e.g., Karmarkar et al. 2015). Along these lines, "priming" perception of a risky gamble by first revealing the possible reward has been shown to increase its perceived value (Lopes and Ekberg, 1980; Millroth, Guath and Juslin, 2019). These findings support the idea that firms can influence consumer decisions by choosing to prioritize specific information, but do not speak to individuals' own preferences for information flow. In this project we ask, given more flexibility, which type of information would decision-makers choose to learn about first in uncertain decisions? And does this self-selected sequence impact the nature of their eventual choice?

1:00 PM – 2:15 PM

Ashlee Humphreys
Professor, Medill School of Journalism, Media, and Integrated Marketing Communications
& Professor of Marketing, Kellogg School of Management (Joint Appointment)
Northwestern University

All the News That's Fit to Capitalize: Person-brands and the Dynamics of Market Creation in Online Journalism

Gillian Brooks, Kings College, London; Ashlee Humphreys, Northwestern University

How do person-brands shape early markets? In an ethnographic study of the early online news market, the authors find that person-brands shape norms, values, and practices in early markets by crafting a unique organizational identity, cultivating founding myths, and building resonance

with early followers. While prior research in marketing has noted the value of person-brands due to their social embeddedness, the authors show how person-brands mobilize their social and cultural capital across the field to structure norms, values, and practices in a market, yielding valuable resources that benefit their firms and imprinting a path for future market development. These findings yield insights to managers as to how to manage the organizational identity, founding myths, and audience resonance built by person-brands at an early stage in the market and guide managers as to how to carry forward these competitive advantages as the market further develops.

2:45 PM – 4:00 PM

David Schweidel
Rebecca Cheney McGreevy Endowed Chair and Professor of Marketing
Goizueta Business School, Emory University

Generative AI in Marketing: Opportunities and Risks

While there is considerable interest in generative AI, questions still remain as to how marketers can take advantage of the emerging technology and the challenges that they face in doing so. In these two projects, we demonstrate the risks that marketers face, as well as the opportunities that generative AI affords. Focusing on the creation of visual content, I first present research demonstrating an automated workflow that makes use of consumer perceptions and existing ad content to produce new visual content for online display advertising that has been found to outperform the ad content used by brands. In the second study, we examine consumer perceptions related to the mimicking of artistic styles through generative AI and their views on artist compensation. Combining deep learning models and conjoint analysis, we demonstrate that invoking artists' styles improves perceptions of the art and willingness to pay. We also find that willingness to pay is affected by how contributing artists will be compensated.

- PAPER: Automated Alignment: Guiding Visual Generative AI for Brand Building and Customer Engagement
- PAPER: Generative AI and Artists: Consumer Preferences for Style and Fair Compensation