Quantitative Marketing and Economics Conference
hosted by the UCLA Morrison Center for Marketing and Data Analytics
October 8-9, 2021

All times listed are in Pacific Standard Time zone

Friday, October 8	
12:00 p.m. to 1:00 p.m.	Lunch (Box lunches available)
1:00 p.m. to 1:15 p.m.	Welcome
1:15 p.m. to 2:15 p.m.	Session 1
	Personalized Versioning: Product Strategies Constructed from Experiments on Pandora
	Ali Goli (U of Washington), David Reiley (Pandora), Hongkai Zhang (Pandora)
	Presenter: *Ali Goli*
	Discussant: *Avi Goldfarb (University of Toronto)*
2:15 p.m. to 3:15 p.m.	Session 2
	Pricing Frictions and Platform Remedies: The Case of Airbnb
	Yufeng Huang (Rochester)
	Presenter: *Yufeng Huang*
	Discussant: *Olivia Natan (University of California Berkeley)*
3:15 p.m. to 3:30 p.m.	Break (Refreshments available)
3:30 p.m. to 4:30 p.m.	Session 3
	Do Suspense and Surprise Drive Entertainment Demand? Evidence from Twitch.tv
	Andrey Simonov (Columbia), Raluca Ursu (NYU), Carolina Zheng (Columbia)
	Presenter: *Andrey Simonov*
	Discussant: *Yulia Nevskaya (Washington University in St. Louis)*
4:30 p.m. to 5:30 p.m.	Session 4
	Customer Retention Under Imperfect Information
	Yewon Kim (Stanford)
	Presenter: *Yewon Kim*
	Discussant: *Tulin Erdem (New York University)*
5:30 p.m. to 6:30 p.m.	Reception
6:30 p.m. to 8:00 p.m.	Conference Dinner

Saturday, October 9	
8:30 a.m. to 9:30 a.m.	Session 5
	[Millennials and the Take-Off of Craft Brands: Preference Formation in the U.S. Beer Industry](#) Joonhwi Joo (UTD), Bart Bronnenberg (Tilburg), JP Dube (Chicago Booth) *Presenter: Joonhwi Joo* *Discussant: Maria Ana Vitorino (INSEAD)*
9:30 a.m. to 10:30 a.m.	Session 6
	[Algorithmic Pricing and Competition: Empirical Evidence from the German Retail Gasoline Market](#) Daniel Ershov (Toulouse), Stephanie Assad (Queen's U), Rob Clark (Queen's U), Lei Xu (Bank of Canada) *Presenter: Daniel Ershov* *Discussant: Kanishka Misra (University of California San Diego)*
10:30 a.m. to 11:00 a.m.	Break (Refreshments available)
11:00 a.m. to 12:00 p.m.	Session 7
	[A/B Contracts](#) George Georgiadis (Northwestern), Michael Powell (Northwestern) *Presenter: George Georgiadis* *Discussant: Doug Chung (Harvard University)*
12:00 p.m. to 1:00 p.m.	Lunch (Box lunches available)
1:00 p.m. to 1:30 p.m.	Wittink Award Presentation and QME Update Navdeep Sahni (Chair), Brad Shapiro, Raph Thomadsen
1:30 p.m. to 2:30 p.m.	Session 8
	[Price Discrimination in International Airline Markets](#) Gaurab Aryal (U of Virginia), Charles Murray (Boston College), Jonathan Williams (UNC) *Presenter: Gaurab Aryal* *Discussant: Andrew Sweeting (University of Maryland)*
2:30 p.m. to 3:00 p.m.	Break (Refreshments available)

3:00 p.m. to 4:00 p.m.	Session 9
	One Size Fits All? The Value of Standardized Retail Chains
	Benjamin Klopack (Texas A&M)
	Presenter: *Benjamin Klopack*
	Discussant: *Brett Hollenbeck (University of California Los Angeles)*
4:00 p.m. to 5:00 p.m.	Session 10
	Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment
	Zhenling Jiang (Wharton), Max Wei (USC), Tat Chan (Wash U), Naser Hamdi (Equifax)
	Presenter: *Max Wei*
	Discussant: *Yesim Orhun (University of Michigan)*

Special Thanks To	
Conference Committee & Co-Chairs	Randy Bucklin *(UCLA, host and coordinating chair)*
	Brett Hollenbeck *(UCLA, co-chair)*
	Ella Honka *(UCLA, co-chair)*
	Bryan Bollinger *(NYU)*
	Dean Eckles *(MIT)*
	Przemyslaw Jeziorski *(UC Berkeley)*
	Thomas Otter *(Goethe University Frankfurt)*
	Stephan Seiler *(Imperial)*
	Katja Seim *(Yale)*
	Catherine Tucker *(MIT)*
	Pinar Yildirim *(Wharton)*
	Robert Zeithammer *(UCLA)*
	Georgios Zervas *(Boston University)*
Ad Hoc Reviewers	Paulo Albuquerque *(INSEAD)*
	Chris Conlon *(NYU)*
	Sylvia Hristakeva *(UCLA Anderson)*
	Kanishka Misra *(UC San Diego)*
	Harikesh Nair *(Stanford)*