Conference Proceedings

Marketing Strategy Meets Wall Street Conference 2024

May 22 – 24, 2024

University of Cologne, KU Leuven

Cologne, Germany

UNIVERSITY OF COLOGNE

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Wednesday, May 22

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19:00 – 23:00	**Conference Opening at Traditional Zims Brauhaus (Heumarkt 77, 50667 Köln)**

Thursday, May 23

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07.30 – 08.30	**Registration (Room: First floor in front of Dreikönigssaal)**		
08.30 – 10.00	**1.1 Artificial Intelligence (Chair: Kerry Hudson, Room: Dreikönigssaal)** How did ChatGPT-4 Subscriptions Change Early Adopters' Other Digital Expenditures? (**Seung Hyun Kim**, Daniel Minh McCarthy, and Kenneth C. Wilbur) To 'Make' or 'Source' new product innovation assets integrated with emerging general-purpose-technology? Evidence from preannouncements of new products integrated with Artificial Intelligence (Manjunath Padigar, **Ljubomir Pupovac**, Abhishek Borah, and Ashish Sinha) Strategic Innovation Resources in the Age of AI: How Markets Value Invention, Efficiency, Commercialization, and Implementation Capabilities Following AI Adoption (**Kerry Hudson**)	**2.1 (e)WOM (Chair: Philip Pollmann-Fervers, Room: Quirinius)** The Dynamics of ESG-Related CorporateMisconduct and Online Employer Review Ratings (**Andreas Hamann**, Lars Gemmer, and Andreas Bayerl) Do Dimensions of Innovation Drive Market Cap? Using AI to Identify Dimensions of Innovation in Top Management's Communication (**Sajeev Nair**, Francesca Bonetti, Andrea Pescher, and Gerard Tellis) The Stock Market Impact of Deceptive Reviews (**Philip Pollmann-Fervers**, Marc Fischer, Alexander Edeling and Thomas P. Scholdra)	**"Selecting the Ideal Marketing KPI" by Schmalenbach Working Committee on Marketing Performance Analytics (Chair: Marc Fischer, University of Cologne, Room: Heribert)** Marketing to the CFO: Linking Marketing to the Drivers of Financial Value (**Jonathan Knowles**, Type2Consulting) Top-down Principles of Marketing KPI Selection (**Marc Fischer**, University of Cologne) Case Study on KPI Implementation in Sports Business (**Alexander Mühl**, Borussia Dortmund Football Club) Case Study on KPI Implementation in Utility Business (**Kristina Rodig**, E.ON)
10.00 – 10.30	**Coffee Break**		
10.30 – 12.00	**1.2 Climate Marketing & ESG (Chair: Adnan Yusuf, Room: Dreikönigssaal)** Climate Marketing Strategies and Firm Value (**Sakshi Sanjay Babar** and Sundar Bharadwaj) How ESG Reduces Risk: The Role of Consumers and Institutional Investors (**Ashwin Malshe**, Yi Yin, Anatoli Colicev, Yakov Bart, and Koen Pauwels) The Critical Role of Marketing Power in the Relationship between ESG Scores & Firm Value (**Adnan Yusuf** and Bernd Skiera)	**2.2 Marketing Leadership (Chair: Lily (Xuehui) Gao, Room: Quirinius)** Chief Marketing Officer Departures: Do Gender and Race Matter? (**Qiong Tang**, Sascha Raithel, and Xueming Luo) When Marketer Gets the Top Job: How Marketing CEOs Influence Firm's Product Market Strategy (**Shekhar Misra**, Ben Lee, and Christophe Haon) Power Your CMO to Generate Firm Value: A Perspective from AI Analytics (**Lily (Xuehui) Gao**, Qiong Tang, and Sascha Raithel)	**Advancements in Marketing Mix Modeling (Chair: Sascha Stürze, Analyx, Room: Heribert)** MMM in A Multi-country Context: Apples-to-apples Comparison of Media & Partnerships (**Konstantin Riedel**, Allianz) Data-driven Strategies: Leveraging A/B Testing and Media Mix Modeling to Measure Campaign Success (**Lisa Müller**, Lidl) From (Paid) Media to Marketing Mix Modeling (**Christian Geißler** and **Andrea Kühn**, Deutsche Bahn)

Thursday, May 23 (continued)

Time	Research Track 1	Research Track 2	Practitioner Track
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13.45 – 14.45	**Panel Discussion: The Era of AI and ESG Goals – Implications for Marketers, Investors, and Valuators | Dr. Anke Nestler (Senior Managing Director FTI Consulting), Susanne Bregy (CEO, German Impact Investment Association), Prof. Alina Sorescu (U Texas A&M), Prof. Dominique Hanssens (UCLA), Room: Dreikönigssaal)**		
15.00 – 16.30	**1.3 Text Analytics (Chair: Tarun Kushwaha, Room: Dreikönigssaal)** Forward-Looking Disclosure of Customer Metrics in IPO Prospectuses and IPO Performance (Simeng Han, **Emanuel Bayer**, and Bernd Skiera) Strategic Mindsets, Business Performance and Market Capitalization Across Developed and Emerging Markets (**Rajendra Srivastava**, Shankar Prakash and Vijay Shankar) Does Breaking News Break Investors' Attention? (Andre Martin, Eunho Park, Reo Song, and **Tarun Kushwaha**)	**2.3 Marketing & Firm Value (Chair: Alexander Edeling, Room: Quirinius)** The Impact of Brand-Related Information Disclosure on Financial Market Decision-Making (**Qiong Tang**, Sascha Raithel, Alexander Mafael, and Ashish Galande) Measuring Scalability and Deriving their Antecedents and Financial Consequences (**Johannes Roscher** and Bernd Skiera) Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis (**Alexander Edeling**, Inês Ferraz Teixeira, Alexander Mafael, and Yves Van Vaerenbergh)	**Leveraging the Value of Marketing (Chair: Shuba Srinivasan, Boston University, Room: Heribert)** Blended Workforce with AI Support for Brand Managers (**Carsten Hahn**, SAP) How to Predict E-com KPIs from Public Data: Shopify's GMV (**Maximilian Kaiser**, Grips) The Impact of Advertising On a Company's Stock Price (**Shuba Srinivasan**, BU; and **Dominique Hanssens**, UCLA) Pricing in Earnings Calls (Kai Bandilla and **Laurent Veyssie**r, Simon-Kucher, Paris)
16.30 – 17.00	**Coffee Break**		
17.00 – 18.30	**1.4 Sociopolitical Activism & News (Chair: Guiyang Xiong, Room: Dreikönigssaal)** The Dual Impact of Corporate Activism on Brand Choice and Public Interest in Sociopolitical Issues (**Ludovica Scalco**, Koen Pauwels, and Anders Gustafsson) Investors' Reaction to Corporate Sociopolitical Responses Amidst Salient Sociopolitical Unrest: Timing Matters (**Nooshin Warren**, Yashoda Bhagwat, and Pankhuri Malhotra) Negative News Spillover Effects and Rival's Strategic Reactions (Xiaobo Lin, **Guiyang Xiong**, and Shuai Yang)	**2.4 Product Recalls (Chair: Arvid Hoffmann, Room: Quirinius)** An Opportunity in Product Recalls: The Impact of Recall Compliance on Financial and Non-financial Firm Performance (**Jan von Schlieben-Troschke** and Sascha Raithel) Shareholder Litigation Risk and Product Recalls (**Arvid Hoffmann**, Chee Cheong, Hoàng-Long Phan, and Ralf Zurbruegg)	**Unstructured Data (Chair: Jan Klostermann, Room: Heribert)** Working With Unstructured Data – Introducing the BERD Platform (**Jan Klostermann** and **Marc Fischer**, University of Cologne)
19.30 – 24.00	**Gala & Community Event at Wolkenburg (Mauritiussteinweg 59-61, 50676 Cologne)**		

Friday, May 24

Time	Research Track 1	Research Track 2
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10.00 – 10.30	**Coffee Break**	
10.30 – 12.00	**3.2 Economic Climate & Regulation (Chair: Manish Kacker, Room: Dreikönigssaal)** Moderating Effect of the Source of Competitive Advantage on the Impact of Recession and Post-Recession on Firm Value (**Marcelino Chavez** and Leigh McAlister) Evaluating The Impact of Consumer Privacy Policies on DTC Firms: Evidence from the Apple ATT Introduction (Brett Hollenbeck, **Maximilian Kaiser**, and Daniel McCarthy) Should Manufacturers Curtail Unauthorized Distribution? The Financial Consequences of Combating Gray Markets (Mohammad B. Kayed and **Manish Kacker**)	**4.2 Investor Behavior (Chair: Markku Kaustia, Room: Quirinius)** Prospect Theory and Loss Aversion: Using Behavioral Economics to Explain the Market's Reaction to Competition for Sport Sponsorship (**Jonathan A. Jensen**, Christie Chen, Brian Walkup, and Joe Cobbs) Weathering the Markets: The Impact of Weather & Device Type on Retail Investor Trading Behavior (**Pauline Engel**, Martin Spann, and Peter Pal Zubcsek) Greenwashing in Mutual Funds (**Markku Kaustia** and Wenjia Yu)
12.00 – 13.30	**Lunch & Networking (Restaurant on the ground floor)**	
13.30 – 15.00	**3.3 CSR, Green, & Health Marketing (Chair: Stefan Worm, Room: Dreikönigssaal)** Climate Product Announcements and Stock Returns (**Sakshi Sanjay Babar** and Sundar Bharadwaj) Doing Good by Doing Healthy: Investor Responses to Product Changes (**Sertan Eravci**, Manfred Krafft, Kissan Joseph, and Murali K. Mantrala) Corporate Social Responsibility and Marketing Performance – A Firm-Level Meta-Analysis (**Stefan Worm**, Ashkan Faramarzi, Mariia Koval, and Shekhar Misra)	**4.3 Marketing Capabilities (Chair: Thomas Plociennik, Room: Quirinius)** Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance (**Andre Tomano**, Thomas Post, Niels Holtrop, and Joost Pennings) The Context Dependency of Marketing (**Jonathan Knowles**) Beyond the Myth and into the Market: Unicorns Post-IPO (**Thomas Plociennik**, Robin Ackermann, and Harley Krohmer)
15.00 – 15.30	**Coffee Break**	

Friday, May 24 (continued)

Time	Research Track 1	Research Track 2
15.30 – 17.00	**3.4 Assessing Marketing Performance (Chair: Jonathan Matzinger, Room: Dreikönigssaal)** Managing Return on Advertising Spend (Christian Schulze, Florian Ellsäßer, and **Maximilian Kaiser**) Stronger Together – The Complementary Effects of Real-Time and Survey-Based Brand Measures on Shareholder Value (**Zeynep Karagür**) Configurations of Corporate Reputation and their Impact on Wall Street: Anna Karenina vs. The Great Gatsby (**Jonathan Matzinger**, Harley Krohmer, Andreas Hediger, and Clemens Ammann)	**4.4 Product Innovation (Chair: Martin Fritze, Room: Quirinius)** Seven Key Questions Wall Street Should Be Asking About Your Innovation Pipeline……(But Isn't Yet!) (Peter N. Golder and **Hans-Willi Schroiff**) Recalls of Innovative Products and Firm Market Value and Firm Stock Risk (**Ismail Erzurumlu** and Nukhet Harmancioglu) Crypto Currency Confidence (**Martin Fritze**, Dave Reibstein, John Zhang, and Cait Lamberton)
17.00 – 17.30	**Conference Closing and Wrap-up (Room: Dreikönigssaal)**	

Conference Co-Chairs and Manager

Conference co-chair **Marc Fischer** is professor of Marketing Science and Analytics at the University of Cologne. His expertise includes the measurement and management of marketing performance, brand management, and the optimization of marketing mix. His articles have appeared in the leading marketing journals; seven of them won major awards or were finalists. He was a professor of marketing (part-time) at the UTS Business School, University of Technology Sydney, from 2014-2020 and a Morrison Faculty Fellow at the Anderson Graduate School of Management at UCLA, Los Angeles. He is Co-Chair and founding member of the Schmalenbach Working Committee "Marketing Performance Analytics" and Co-Spokesperson of the Consortium BERD@NFDI – NFDI for Business, Economic and Related Data, a consortium to build a research data infrastructure for unstructured data that is funded by the German Research Foundation with a EUR 15 million grant.

Conference co-chair **Alexander Edeling** is Associate Professor of Marketing at KU Leuven. Before joining the university in 2021, he was a postdoctoral researcher at Boston University and the University of Cologne, Germany, where he had obtained his doctoral degree in 2016. He is an alumnus of the University of Mannheim, Germany, and has worked for or cooperated with companies in automobile, telecommunication, social media, pharma, railway and rail infrastructure. Alex' research deals with two major research streams, the marketing-finance interface and the digital / creator economy. His work has been published in leading journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science,* and *International Journal of Research in Marketing* and was featured in various news outlets.

Conference manager **Philip Pollmann-Fervers** is a postdoc at the Chair in Marketing Science and Analytics and recently defended his dissertation on the market performance impact of earned media. He graduated from the University of Cologne with a Master's Degrees in Business Administration majoring in Marketing. He also studied one semester International Management at the University of Texas at Dallas, USA. Philip has gained valuable working experiences in national and international consulting firms, in a marketing agency as well as in the automotive industry.

Panel Discussion Speakers

Dr. Anke Nestler has more than 20 years of experience in the valuation of companies with a special focus on the valuation of intangibles, such as trademarks, know-how, patents, and software. Anke has a strong focus on litigation work regarding the quantification of damages at German courts and at international arbitration tribunals. Anke joined FTI Consulting after 15 years as Managing Partner of VALNES Corporate Finance, a specialized valuation boutique. Previously, she worked in the corporate finance department of a Big Four audit firm and in the corporate finance segment of a "Magic Circle" law firm in Frankfurt.

After graduating with an M.B.A. from the University of Passau, she received her Ph.D. in Business Studies from the Technical University of Berlin She is a member of the Board of the Licensing Executive Society in Germany, Chair of the IP Valuation Working Group, and member of the international IP Valuation Committee at LES International. Besides her experience as a valuation expert, Anke is a Deputy Chairwoman of the Supervisory Board of Medios AG and Deputy Chairwoman of the Supervisory Board of GK Software SE. She regularly publishes professional articles on valuation issues and is a recognized speaker at professional events as well as a lecturer at the Frankfurt School of Finance and Management.

Having worked for many years for traditional private equity and hedge funds, **Susanne Bregy** started to focus on impact investing when she founded Rhodanus Capital, an impact investing consultant, in 2012. Since then, she has restlessly pursued her vision of bringing impact investing into the mainstream, working with asset managers, institutional investors, families, and foundations. After heading the impact investing team at Phineo gAG from 2021 until 2024, where she focused on impact measurement and management (IMM) and on impact investment advisory, she took over the role of CEO at the German Impact Investing Association (Bundesinitiative Impact Investing Bundesinitiative Impact Investing (bundesinitiative-impact-investing.de). Her focus continues to lie on mainstreaming the holistic investment approach of impact investing as well as on financing the desperately needed real economy transformation. Susanne Bregy grew up in Switzerland, studied Philosophy and Business Administration in Munich, lived and worked in London and New York, and is now based in Frankfurt.

Alina Sorescu is Professor of Marketing, Chancellor EDGES Fellow and holder of the Paula and Steve Letbetter’ 70 Chair in Business at the Mays Business School, Texas A&M University. Her research focuses on business models, product portfolio decisions, branding, acquisitions and alliances, and measuring the financial value of marketing actions. Her research appears in journals such as *Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science*, *Journal of Retailing*, and others. Alina is the coeditor of the *International Journal of Research in Marketing* and has served as an Associate Editor or an ERB member at the *Journal of Marketing,* where she was twice recognized with the best reviewer award, the *Journal of Marketing Research, Marketing Science* and the *Journal of the Academy of Marketing Science*.

Dominique Hanssens is Distinguished Research Professor of Marketing at the UCLA Anderson School of Management. He served as Executive Director of the *Marketing Science Institute* (2005-07) and as President of the INFORMS *Society for Marketing Science* (2015-17). A Purdue University Ph.D. graduate, Professor Hanssens’s research focuses on strategic marketing problems, in particular assessing marketing productivity and allocating scarce marketing resources for maximum impact. He is a Fellow of the *Society for Marketing Science* and a founding partner of *MarketShare*, a global marketing analytics firm, now a division of Transunion.

Schmalenbach Working Committee "Marketing Performance Analytics"

The Schmalenbach Society (https://www.schmalenbach.org) is the oldest association dealing with business administration in Germany that bridges science and practice. Its activities go back to the beginning of the twentieth century, notably to the efforts of Prof. Eugen Schmalenbach (University of Cologne, 1919-1933 and 1945-1951), one of the most distinguished German business economists. His main goal was to develop business economics into an applied science by creating a close link between economic theory and practice. A key element of the society are its working groups.

The Working Committee "Marketing Performance Analytics" was created with the objective to integrate and leverage state-of-the-art knowledge from science and practice for answering important questions that address the measurement and management of marketing performance. The group of scientists and senior marketing executives deals with topics such as the *design of KPI systems* and *integrated models of digital and traditional media channel impact*.

Members of the Working Committee

Marc Fischer (co-lead)
Professor of Marketing Science and Analytics
University of Cologne

Jörg Quehl (co-lead)
Head of Marketing
HuK-Coburg VVaG

Sonja Gensler
Professor of Value-Based Marketing
University of Münster

Christian Glasmacher
Member of the Board
Koelnmesse GmbH

Ansgar Hölscher
Ex-Vice President Corporate Development
Beiersdorf AG

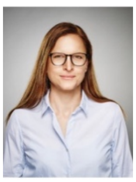
Ivo Hoevel
Vice President Marketing
Viessmann Climate Solutions SE

Alexander Mühl
Head of Digital, Innovation, and E-Business
Borussia Dortmund GmbH & Co. KGaA

Kristina Rodig
Vice President Gobal Insights and Customer Experience
E.ON SE

Philipp Schmitt
Vice President Customer Growth & Marketing
American Express S.A.

Bernd Skiera
Professor of Electronic Commerce
Goethe-University Frankfurt



Katia Sottmeier
Head of Digital, CRM, Media & Analytics
Hornbach Baumarkt AG

Sven Ulrich
CMO
Fissler GmbH

BERD@NFDI Project and Consortium

BERD@NFDI is a research data infrastructure dedicated to transforming the way **B**usiness, **E**conomic, and **R**elated **D**ata are managed (https://www.berd-nfdi.de). It is open to all researchers and most valuable to those with a particular interest in leveraging unstructured data for their research.

With a special focus on unstructured data, such as images, videos, audio, and text files, BERD provides a comprehensive suite of services and tools. These tools facilitate the searching, collecting, indexing, processing, analyzing, and preserving both data and algorithms, simplifying data management needs throughout the entire research process.

The BERD approach aligns with FAIR (Findable, Accessible, Interoperable, and Reusable) principles, ensuring that the data is not only efficiently managed but also conforms to the highest standard of data integrity and accessibility.

Visit our stand at the venue and learn more about BERD!

Partner institutions of the consortium

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IAB INSTITUT FÜR ARBEITSMARKT- UND BERUFSFORSCHUNG
Die Forschungseinrichtung der Bundesagentur für Arbeit

LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

ZBW Leibniz-Informationszentrum Wirtschaft
Leibniz Information Centre for Economics

gesis Leibniz Institute for the Social Sciences

Abstracts

Thursday, May 23, 08:30 – 10:00
Session 1.1 Artificial Intelligence
Chair: Kerry Hudson, Room: Dreikönigssaal

- *How did ChatGPT-4 Subscriptions Change Early Adopters' Other Digital Expenditures?*

Seung Hyun Kim (University of California San Diego), Daniel Minh McCarthy (Emory University Goizueta School of Business), and Kenneth C. Wilbur (University of California San Diego)

Management wisdom dictates that customers 'hire' products to do 'jobs.' Does generative artificial intelligence threaten products paid 'jobs'? We investigate a large card spending panel to understand how ChatGPT-4 adopter cohorts changed their spending on other digital services. We employ Coarsened Exact Matching to balance adopters in successive cohorts, then a triple-difference identification strategy to predict counterfactual digital service payments. We find an increase in consumers' spending on other AI products following the adoption of ChatGPT-4 across three quarterly adopter cohorts. The estimates rule out market share changes of 2% for the majority of brands, with a few exceptions.

- *To 'Make' or 'Source' new product innovation assets integrated with emerging general-purpose-technology? Evidence from preannouncements of new products integrated with Artificial Intelligence*

Manjunath Padigar (Macquarie University), Ljubomir Pupovac (UNSW), Abhishek Borah (INSEAD), and Ashish Sinha (University of Queensland)

Artificial Intelligence (AI) is increasingly seen as a General-Purpose Technology (GPT) of the digital era, with many market application domains integrating it in their new products and services. While previous new product preannouncement (NPP) literature offers insights on innovations based on Specific-Purpose Technologies (SPTs), no prior study has examined how NPPs of GPT-based innovations are valued by investors. We address this gap by first highlighting the key conceptual differences between GPT- and SPT- based NPPs and then emphasizing the criticality of the route to innovation (i.e., Make or Source innovation assets) choice in GPT-based innovations. Further, we build on the resource-based view to develop an GPT investment uncertainty resolution framework, and argue that 'Make' choice can be (a) counter effective for firms with a lower strategic flexibility (e.g., high financial leverage and low slack resources) as such firms may be unable to manage uncertainties and absorb new capabilities offered by GPTs, but (b) effective for firms with a higher strategic emphasis on value creation, as they likely possess prior experience and dynamic capabilities necessary to create superior value. An event study of 227 NPPs of new product innovations integrated with AI between 2009-2018 lends support to our predictions. The theoretical and managerial implications are discussed.

- *Strategic Innovation Resources in the Age of AI: How Markets Value Invention, Efficiency, Commercialization, and Implementation Capabilities Following AI Adoption*

Kerry Hudson (Cardiff Business School)

AI can increasingly perform many ‘human’ activities that are central to innovation. Despite this radical divergence from prior technological changes, discussions of AI’s impact on innovation strategy rely heavily on conventional theories. Based on core concepts of resource-based advantage, we posit that AI may surface relationships between firms’ strategic resources and performance that appear paradoxical in this paradigm. We explore this in the context of two trends: (1) the greater impact of AI in marketing and sales, relative to other functions, and (2) implementation as the main barrier to realizing returns from AI. We hypothesize that AI may therefore (1) diminish the value of commercialization, relative to invention, as a key innovation capability, and (2) increase the importance of implementation capabilities among a firm’s directors, relative to the intelligence capabilities that extant theory views as the key contribution of the board during technological change. An event study of AI adoption in U.S. firms supports our hypotheses: investors react more positively to firms with (1) innovation capabilities in invention rather than commercialization, and (2) directors with experience in strategy implementation and a greater stake in the firm. These findings contribute to adapting theories of technological change to account for the idiosyncrasies of AI; understanding the AI—firm value relationship; and advising firm leaders on resource orchestration and director selection

Thursday, May 23, 08:30 – 10:00
Session 2.1 (e)WOM
Chair: Philip Pollmann-Fervers, Room: Quirinius

- *The Dynamics of ESG-Related Corporate Misconduct and Online Employer Review Ratings*

Andreas Hamann (University of Mannheim), Lars Gemmer (University of Cologne), and Andreas Bayerl (Erasmus University Rotterdam)

Disclosed ESG-related corporate misconduct has been found to severely damage a company's reputation among its shareholders and customers. In contrast, little research has yet investigated how ESG-related misconduct disclosures affect the firm's employees and their portrayal of the employer brand on online employer rating platforms. However, given the pivotal role of a strong employer brand in times of talent war, understanding how employees respond to such disclosures may be crucial to organizational success. Therefore, this study investigates the causal impact of disclosed ESG-related corporate misconduct on the volume, valence, and variance of online employer review ratings over time. The results from multiple generalized difference-in-differences estimations suggest that employees, on average, only slightly speak up within the first year after misconduct. However, if they do, they uniformly rate their employer worse than before the misconduct disclosure. This behavior is more pronounced after social and governance than environmental misconduct. In the long run, the review volume and variance significantly increase across all ESG-related misconduct, while the review valence turns back to normal and is not significantly different from the time before the misconduct disclosure. Consequently, managers should proactively address early employee concerns following misconduct, particularly in the case of social and governance-related incidents, to protect their employer brand.

- *Do Dimensions of Innovation Drive Market Cap? Using AI to Identify Dimensions of Innovation in Top Management's Communication*

Sajeev Nair (University of Kansas, School of Business), Francesca Bonetti (HEC Montréal), Andrea Pescher (University of Southern California, Marshall School of Business), and Gerard Tellis (University of Southern California, Marshall School of Business)

Innovation is critical for firms' growth and success. One published theory suggests six dimensions of a culture of innovation – incentives for innovation, champions of innovation, internal competition, willingness to cannibalize successful products, focus on the future, and risk embracement – as drivers of innovation. But that theory has not been formally tested. Culture is a soft, ambiguous factor compared to other drivers discussed in the literature, such as firm size, country of origin, or R&D investments, and it is relatively difficult to measure. We use generative AI models to text-analyze top management's communications to stakeholders to detect the presence of the six dimensions of innovation. We then correlate the presence of these dimensions to firms' market cap. Preliminary results show that the dimensions of culture of innovation are a promising discriminant of success vs failure of firms. In particular, incentives for innovation and champions of innovation emerge as key dimensions.

- *The Stock Market Impact of Deceptive Reviews*

Philip Pollmann-Fervers (University of Cologne), Marc Fischer (University of Cologne), Alexander Edeling (KU Leuven), and Thomas P. Scholdra (University of Cologne)

Deceptive reviews are a widespread phenomenon. Amazon retailers benefit from buying such reviews. Their sales increase and their competitiveness improves due to a better search ranking position. On the other side, deceptive reviews inflate product ratings and mislead consumers about the true product quality with potentially negative consequences for customer satisfaction and the brand. Brand manufacturers, therefore, have no incentive to stimulate sales by purchasing deceptive reviews. But can they ignore the bias in product ratings initiated by retailers? This research analyses more than 14 million online reviews associated with ca. 650,000 products sold by 288 publicly listed firms via Amazon in the years 2004-2018. The results provide strong evidence that the bias induced by deceptive reviews is value-relevant and negatively predicts future stock returns, which suggests the existence of a serious channel conflict. Moreover, brand manufacturers are not aware of the problem.

Thursday, May 23, 10:30 – 12:00
Session 1.2 Climate Marketing & ESG
Chair: Adnan Yusuf, Room: Dreikönigssaal

- *Climate Marketing Strategies and Firm Value*

Sakshi Sanjay Babar (Terry College of Business, University of Georgia) and Sundar Bharadwaj (Terry College of Business, University of Georgia)

Climate change has been seen as a risk, requiring mitigation, with marketing having a limited role. In contrast, the authors integrate text analysis of managerial interviews and climate discussion in annual reports with institutional logics and signaling research to conceptualize climate marketing strategies as leveraging climate change opportunities to deliver shareholder value. The climate marketing strategies disclosed serve as intent signals, while the firm's capabilities act as quality signals moderating the intent signals thereby enhancing their credibility to investors. The authors use deep learning and econometric methods to test their theory on panel data covering 13,865 firm-year observations. Findings show that a one percent increase in the firm's climate market assessment and product development disclosures translates into a 20.3-basis points increase in firm value. While marketing capabilities positively moderate the effect, climate supply chain strategies mitigate it. However, firms' ambidextrous capabilities mitigate the negative moderation. Using causal forests to examine the heterogenous stock market response to climate marketing strategy, the authors find a greater effect for smaller firms with higher intangible intensity, facing greater competition and climate risk and when firm sustainability reports are audited, while the response is lower as the public conversation of wokeness and greenwashing increases.

- *How ESG Reduces Risk: The Role of Consumers and Institutional Investors*

Ashwin Malshe (University of Texas at San Antonio), Yi Yin (Northeastern University), Anatoli Colicev (The University of Liverpool), Yakov Bart (Northeastern University), and Koen Pauwels (Northeastern University)

Industry insights and business reports suggest that firms primarily use environmental, social, and governance (ESG) performances as a crucial risk management practice. However, no empirical evidence has yet linked ESG performances to firm risk through different stakeholders. Drawing on stakeholder management theory, the authors develop and test a conceptual framework, which posits that (1) two primary stakeholders of firms (consumers and institutional investors) have a mediating role in the association between ESG and firm idiosyncratic risk; (2) the effect varies for each of the E, S, and G performances; and (3) competitive intensity moderates these effects. Using quarterly data from 416 firms from 2012 to 2020, the authors find that consumers and investors indeed play a mediating role in the effects of ESG on risk. While consumers respond positively to the E performance and negatively to the G performance, institutional investors respond negatively to E and S performance and positively to the G performance. Competitive intensity strengthens the effect of the S performance on consumers and the effect of the E performance on investors but weakens the effect of the G performance on both.

- *The Critical Role of Marketing Power in the Relationship between ESG Scores & Firm Value*

Adnan Yusuf (Deakin University) and Bernd Skiera (Goethe University Frankfurt)

Existing research related to the effect of ESG scores on firm value is inconclusive. To address these inconclusive results, we examine the role of the marketing department power, which previous research did not consider. However, examining it is important because a powerful marketing department will have higher ability to influence the actions of other departments, and to gain the cooperation of the top management related to targeted communication of various ESG initiatives to diverse stakeholders. Targeted communication will positively affect firm interactions with stakeholders, such as attracting new customers, retaining talented employees, and drawing reliable suppliers, and will positively influence firm value. Such is not the case for marketing departments with less power. To test our hypothesis, we use observations of 349 S&P500 firms over 10 years, from 2013 to 2022. We source ESG scores from MSCI, marketing department power from ExecuComp, and financial data from Compustat. We compute Tobin's q as our measure of firm value. We specify a control variable with fixed-effects model to show that the marketing department's power strengthens the relationship between ESG scores and firm value. This finding provides new insights to underline the contribution of marketing department power in the relationship between ESG scores and firm value and informs firm managers to invest in improving their marketing department power to enhance the effect of their ESG scores on firm value.

Thursday, May 23, 10:30 – 12:00
Session 2.2 Marketing Leadership
Chair: Lily (Xuehui) Gao, Room: Quirinius

- *Chief Marketing Officer Departures: Do Gender and Race Matter?*

Qiong Tang (University of Groningen), Sascha Raithel (Freie Universität Berlin), and Xueming Luo (Temple University)

The importance of the Chief Marketing Officer (CMO) position has been well-established in the marketing literature. However, this position is characterized by high turnover rates and abbreviated tenures, prompting a critical need to grasp the effects of CMO departures. This empirical study bridges this gap by examining the effects of CMO departure on the financial performance of firms. To account for self-selection and identify the individual-level treatment effects, this study combines a difference-in-differences approach with causal forests that match 117 instances of CMO departure from US public firm samples with their non-departure counterparts. The analysis reveals that CMO departures trigger a significant decrease in buy-and-hold abnormal return of 6.773% during the initial quarter subsequent to the departure event. Moreover, the study uncovers heterogeneous effects, revealing that the gender and race of the departing CMO play a crucial role in modifying the negative impact. Departures of female and/or non-Caucasian CMOs exhibit more pronounced negative effects compared to their counterparts. This phenomenon is explained by the heightened search costs associated with finding successors who possess similar demographical characteristics.

- *When Marketer Gets the Top Job: How Marketing CEOs Influence Firm's Product Market Strategy*

Shekhar Misra (Grenoble Ecole de Management), Ben Lee (Penn State University), and Christophe Haon (TBS Education)

Firms often offer a unique portfolio of market offerings—rather than a single offering—to improve their ability to create value for the heterogeneous customer segments in their industry. Therefore, it is no surprise that CEOs continually list maintaining the brand's unique position in the marketplace as one of their key priorities (Fortune-Deloitte CEO Survey 2023; CMO Survey 2023). As marketers prioritize the pursuit of competitive advantage over rivals, drawing from the Upper Echelons (UE) theory we expect Marketing CEOs to be particularly concerned with maintaining a unique portfolio of market offerings, Marketers because of their focus on output functions (vs throughput functions), and "outside-in" approach (vs "inside-out") thinking are more likely to pursue the differentiation agenda. Furthermore, we also consider the boundary conditions that can make marketing CEOs more effective. Based on prior literature on CEOs we identify two CEO-level (CEO network size and CEO overconfidence) and two firm-level (Customer orientation and Financial leverage). Based on interviews of Marketing CEOs and empirical analysis of a large sample of US publicly listed firms (employing a unique instrument of CEO death) we identify the effect of Marketing CEOs on offering portfolio uniqueness (OPU) and the moderating effect of CEO and firm-level factors. Our research contributes towards building a middle-range marketing leadership theory and offers practical insights on CEO recruitment.

- *Power Your CMO to Generate Firm Value: A Perspective from AI Analytics*

Lily (Xuehui) Gao (University of Zaragoza), Qiong Tang (University of Groningen), and Sascha Raithel (Freie Universität Berlin)

Despite the growing academic interest in Chief Marketing Officer (CMO), the main focus has been on their power within the organization. However, there is limited insight into the potential influence that a CMO may generate outside of the firm – CMO external influence – via social media platforms. To address this gap, we explore how CMO external influence via social media will influence firm performance. Based on a sample of 196 US firms that had the CMO position between 2010 to 2020, we identify the Twitter accounts and activities affiliated with both the firm and their respective CMOs. Employing BERT model, we classify CMO-generated content (CMOGC) on Twitter into two distinct classes: business-related and non-business. Subsequently, we examine the effects of CMOGC on customer engagement on firm-generated content (FGC) on Twitter. The results reveal that both types of CMOGC have spillover effects, indicating that CMOs can extend their external influence on social media to firm's social media performance. We also find that the effects are moderated by different dimensions of CMO's internal power. Theoretically, this study advances the understanding of CMOs' impact within and beyond organizational boundaries, intricately linking their behavior on social media platforms to customer engagement toward FGC and the subsequent firm performance. The managerial implications are noteworthy, offering actionable guidance to enhance customer engagement and firm performance.

Thursday, May 23, 15:00 – 16:30
Session 1.3 Text Analytics
Chair: Tarun Kushwaha, Room: Dreikönigssaal

- *Forward-Looking Disclosure of Customer Metrics in IPO Prospectuses and IPO Performance*

Simeng Han (Goethe University Frankfurt), Emanuel Bayer (Cooperative State University Mannheim), and Bernd Skiera (Goethe University Frankfurt)

The disclosure of forward-looking customer metrics plays a critical role in providing investors with valuable information about a company's future financial performance. However, the lack of a comprehensive, broadly applicable measurement framework for such forward-looking customer metric disclosures has limited their use in theory and practice. This article addresses this gap by presenting a measurement framework that combines two textual analysis methods: BERT and a dictionary-based approach. It applies the proposed measurement framework to 7,862 initial public offerings (IPO) prospectuses from 2,674 IPOs between 1997 and 2019. The results reveal an upward trend in the disclosure of forward-looking customer metrics over the years, with significant variation across industries. The telecommunications, shops, and business equipment sectors have the highest levels of disclosure. Among the customer metrics considered, marketing spending, perceived quality, and customer base size are most frequently disclosed in a forward-looking manner. Importantly, the results indicate that disclosing more forward-looking customer metrics is associated with higher first-day returns and greater trading volume. The results suggest a potential role for CMOs in communicating customer metrics to analysts and investors and indicate that regulators could reconsider current disclosure requirements for IPOs.

- *Strategic Mindsets, Business Performance and Market Capitalization Across Developed and Emerging Markets*

Rajendra Srivastava (Indian School of Business), Shankar Prakash (Indian School of Business) and Vijay Shankar (Indian School of Business)

Management communication through investor conferences have been studied in various contexts like shareholder value, managerial opportunism, measurement of innovation quotient, measurement of marketing mindset, etc. This project is directed to study the mindset of companies and their performance in terms of valuation. Key recipients of this management communications are equity analysts and investors. We use “pooled” reports to develop the Financial Sentiment Space by including information from (1) two markets (Dow-30 and India’s NSE-50) and (2) both equity analysts and managers to uncover common dimensions of investment sentiment using Artificial Neural Network (ANN) based semantic-language models. We then examine:

1. Whether Managers and Analysts THINK and ACT differently? We find that CALL TRANSCRIPTS (managerial perspectives) Focus on BOTH Strategy Dimensions as well as Performance Metrics. They are better predictors of changes in company market capitalization than EQUITY REPORTS that are more likely to focus primarily on Financial Information.

2. Do Emerging Market Corporations BEHAVE differently in terms of their value creation and value appropriation? Developed Market Companies Focus on BOTH Strategy Dimensions as well as Performance AND Invest for Growth and Differentiation. Emerging Market Companies are more short-term focused.

- *Does Breaking News Break Investors' Attention?*

Andre Martin (University of Notre Dame), Eunho Park (University of Texas at San Antonio), and Reo Song (California State University, Long Beach), Tarun Kushwaha (University of Wisconsin-Madison)

People strategically allocate their limited resources by directing attention toward salient events, recognizing the scarcity of this valuable resource. While prior research has shown that the salience of an event related to the focal firm can influence investors' decisions, an underexplored area concerns the impact of media coverage of an event that is not specific to the focal firm on investors' focus. We explore how unrelated breaking news can dilute the positive effect of a company's announcement of new products on stock returns. Our sample included 1,705 new product announcements from 500 companies between 2016 and 2019 and variables such as stock prices and firm-level details. Daily news significance was constructed using daily traffic of ten major news sites. News articles were categorized into predictable and unpredictable news using topic modeling. Each new product was classified as either breakthrough or incremental innovation using the BART (Bidirectional and Autoregressive Transformers)-Large-MNLI. Additionally, we estimated the sentiment of new product announcement and daily news articles using DistilBERT (Bidirectional Encoder Representations from Transformers). Our analysis reveals that the positive effect of new product announcements on stock returns diminishes when investors are distracted by breaking news. This negative moderating effect of breaking news is more pronounced when the event was unpredictable, especially for firms with a higher proportion of retail investors. Our research shows that adjusting the timing of corporate event announcements can enhance firm value, offering a strategic approach to minimize the adverse effects of external distractions.

Thursday, May 23, 15:00 – 16:30
Session 2.3 Marketing & Firm Value
Chair: Alexander Edeling, Room: Quirinius

- *The Impact of Brand-Related Information Disclosure on Financial Market Decision-Making*

Qiong Tang (University of Groningen), Sascha Raithel (Freie Universität Berlin), Alexander Mafael (Stockholm School of Economics), and Ashish Galande (Indian Institute of Management Udaipur)

Despite calls for greater disclosure of marketing information, there is limited research on disclosures of such information, especially regarding brands, which are a central aspect of firms' value propositions. To address this gap, this study uses phrase-level text mining to examine the effects of brand-related information (BRI) disclosures in 2,276 10-K reports. The study reveals the different effects of backward- and forward-looking BRI disclosures on financial market decision-making and firms' financial performance. Specifically, forward-looking BRI disclosures reduce investor uncertainty and increase financial performance but have no effect on analyst uncertainty. In contrast, backward-looking BRI disclosures increase investor uncertainty and reduce financial performance and analyst uncertainty, highlighting the potential undesirable consequences of disclosure on investors' decision-making and financial performance. Furthermore, this study shows the effects of both types of disclosure are moderated by economic policy uncertainty (EPU). EPU amplifies the negative effect of forward-looking BRI disclosures on investor uncertainty while increasing the positive effect on firm performance. Meanwhile, EPU exacerbates the positive effect of backward-looking BRI disclosures on investor uncertainty and the negative effect on financial performance.

- *Measuring Scalability and Deriving their Antecedents and Financial Consequences*

Johannes Roscher (Goethe University Frankfurt) and Bernd Skiera (Goethe University Frankfurt)

Venture capitalists appreciate scalable business models, and the academic literature has focused on defining and explaining the concept. However, an objective, assessable, valid, and simple approach to measure scalability is still missing. Therefore, we propose and apply a measure of scalability that considers demand and supply-side scalability. We use an empirical study covering (I) a large sample of cross-industry firms and (II) 70 Software-as-a-Service firms from their IPO to:

1. Measure scalability, including its two components (demand-side and supply-side scalability) based on sample (I),
2. examine how strongly scalability varies among firms based on sample (I),
3. derive antecedents (e.g., industries, size of firms) of variations in scalability based on sample (I),
4. link scalability to firm performance (e.g., firm valuation) based on sample (II).

- *Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis*

Alexander Edeling (KU Leuven), Inês Ferraz Teixeira (KU Leuven), Alexander Mafael (Stockholm School of Economics), and Yves Van Vaerenbergh (KU Leuven)

The relationship between marketing and shareholder value remains an important topic in the marketing accountability debate. Marketing research has so far not provided a quantitative synthesis of how different marketing event types (e.g., new product innovations, alliances) affect investor response. In this study, the authors provide the first meta-analysis on the impact of such marketing events and introduce absolute cumulative average abnormal return (ACAAR) as a robust effect size for such a meta-analysis. The authors derive the following new empirical generalizations from 559 ACAARs across 151 studies: (1) The mean ACAAR across all marketing events is .906%, implying a substantial general investor reaction. (2) Firm value changes are strongest for new product development and partnership events and weakest for communication and customer events. (3) Further moderator analyses show that investor responses are stronger for business-to-business and manufacturing firms compared to business-to-consumer and services firms, respectively. Methodologically, this study demonstrates that results are irresponsive to the chosen abnormal return model and to the elimination of confounded events.

Thursday, May 23, 17:00 – 18:30
Session 1.4 Sociopolitical Activism & News
Chair: Guiyang Xiong, Room: Dreikönigssaal

- *The Dual Impact of Corporate Activism on Brand Choice and Public Interest in Sociopolitical Issues*

Ludovica Scalco (BI Norwegian Business School), Koen Pauwels (Northeastern University), and Anders Gustafsson (BI Norwegian Business School)

Corporate sociopolitical activism (CSA) aims to enhance societal well-being but has often been received negatively by stakeholders. Building on negative publicity theory, we substantiate the claim that brands contribute to drawing public attention to contemporary societal problems by fostering information search about the issues they advocate for. Nonetheless, brands need to be accountable for their actions and create value for their stakeholders. Thus, we quantify the differential weekly impact of CSA on YouGov brand metrics – awareness, purchase intention, and choice – using panel regression. First, our results show that brands gain visibility through both advocacy and online boycotts. Then, building on costly signaling theory and goodwill literature, we distinguish between prosocial and reactive instrumental stances. We find that consumers display a lower purchase intention toward brands whose activist stances appear instrumental to saving their brand image rather than genuine. In contrast, they have a higher purchase likelihood for brands that seem to put safety first, for example by supporting tighter gun control measures. Moreover, we find a negative brand choice impact of instrumental recovery stances inconsistent with corporate practice, such as promising to prevent harassment or ensuring users' privacy. Finally, our results indicate that these consumer perceptions are reflected in the quarterly sales growth: CSA leads to higher brand sales.

- *Investors' Reaction to Corporate Sociopolitical Responses Amidst Salient Sociopolitical Unrest: Timing Matters*

Nooshin Warren (University of Arizona), Yashoda Bhagwat (Texas Christian University), and Pankhuri Malhotra (University of Oklahoma)

Major Sociopolitical Events (i.e., the murder of George Floyd, the overturn of Roe. V. Wade, etc.) are events that are extensively covered by news media outlets, discussed on social media, and spur public discourse. Oftentimes a Major Sociopolitical Event (MSE) incites public unrest and social movements which makes the respective sociopolitical issue particularly salient in society (Kiuosis 2004). In today's politically charged society, after an MSE, managers are faced with the questions of when and how to respond to consumers' increasing demand for the firm to state their response/stance to the MSE. We combine the literature on attribute salience and signaling and screening theory, to answer(1) How will the stock market react (stock abnormal returns and idiosyncratic risk) to firm responses to Major Sociopolitical Events? (2) How does the timing of the firm's reaction to a Major Sociopolitical Event impact investor responses? And (3) Can internal and external factors that increase the salience of the MSE modify the effect of the timing of the firm's response on the stock market? Our findings show that despite investor aversion to firms entering the

sociopolitical sphere, abnormal stock returns increase and idiosyncratic risks decrease, as investors view MSEs as justified. However, they expect firms to time their responses appropriately. Our results provide insights to scholars, investors, and managers on the financial impacts of firms' responses during an MSE.

- *Negative News Spillover Effects and Rival's Strategic Reactions*

Xiaobo Lin (Whitman School of Management, Syracuse University), Guiyang Xiong (Whitman School of Management, Syracuse University), and Shuai Yang (Donghua University School of Management)

Conventional wisdom suggests that a company’s negative news is likely to benefit its competitors. In contrast, this research reveals significant heterogeneity in spillover effects across rival firms. By analyzing a large-scale dataset compiled from various sources, the authors (a) document the heterogenous spillover effects on abnormal stock returns across rival firms upon negative news in the industry; (2) examine the three fundamental corporate pillars, namely, R&D capability, marketing capability, and operations capability as antecedents to such heterogeneity, and (c) investigate rival firms’ strategic reactions in response to the negative news. Results indicate that upon the release of negative news about a firm’s product, an industry rival is less likely to suffer from negative spillover effect on its abnormal stock return if it has strong marketing capability. However, R&D capability and operations capability only help alleviate negative spillover effect under certain industry- or firm-specific conditions. Furthermore, the spillover effects in stock returns can in turn motivate rival firms to make changes in their future product portfolios, brand portfolios, and recruitment emphases. The findings provide novel implications for firms, investors, and policy makers.

Thursday, May 23, 17:00 – 18:30
Session 2.4 Product Recalls
Chair: Arvid Hoffmann, Room: Quirinius

- *An Opportunity in Product Recalls: The Impact of Recall Compliance on Financial and Non-financial Firm Performance*

Jan von Schlieben-Troschke (Freie Universität Berlin) and Sascha Raithel (Freie Universität Berlin)

Product recalls have negative implications for the financial and non-financial performance of the recalling firm and managers frequently lack effective instruments to limit the harm. The recall compliance rate (i.e., the percentage of repaired products among those recalled) is monitored by government agencies to evaluate how effectively recalls are managed. Nonetheless, there is a scarcity of research on the outcomes of recall compliance, particularly at the firm level. We estimate a panel vector autoregressive model on quarterly recall compliance data from 2784 US vehicle recalls across 23 vehicle brands in the years 2013 to 2021 and the quarterly brand satisfaction data from YouGov's BrandIndex. In addition to the brand-level analysis, we investigate the financial performance outcomes of recall compliance by aggregating the aforementioned data at the stock listing level for 12 vehicle manufacturers and combining it with corresponding abnormal stock return data. Our results reveal that changes in recall compliance have a positive effect on changes in brand satisfaction and on abnormal returns, both in the short-term as well as accumulating over the long-term. Moreover, this impact is more pronounced in the presence of high recall volumes and/or high ad awareness. These findings should encourage recalling firms to prioritize enhancements in recall compliance. Managers and investors are advised to consider recall compliance as an early indicator for corporate performance.

- *Shareholder Litigation Risk and Product Recalls*

Arvid Hoffmann (University of Adelaide), Chee Cheong (University of Adelaide), Hoàng-Long Phan (University of Danang), and Ralf Zurbruegg (University of Adelaide)

Research examining the antecedents instead of consequences of product recalls is relatively sparse and has not considered whether firms' likelihood to recall products is influenced by legal changes that could induce managerial opportunism. Drawing from agency theory and a business ethics perspective, the authors develop a conceptual framework proposing that the recall decisions of publicly-listed firms reflect the outcome of a trade-off between managers' private incentives to try and avoid a recall and their risk of being sued by shareholders and held personally liable for damaging the firm when doing so. To examine this notion empirically, the authors exploit the staggered adoption of universal demand laws across U.S. states as a quasi-natural experiment affecting managers' exposure to shareholder litigation risk. Using a difference-in-differences analysis, they find that when it becomes more difficult for shareholders to sue managers for alleged wrongdoings, firms subsequently become less likely to recall products. This effect is weaker in the presence of organizational mechanisms constraining managers' self-interest-seeking behavior, such as a corporate culture focused on customer interests or the exercise of normative control through monitoring by institutional investors. The authors do not find support for a potential alternative explanation of operational improvement and therefore higher product quality driving their findings.

Thursday, May 23, 17:00 – 18:30
Session Unstructured Data
Chair: Jan Klostermann, Room: Heribert

- *Working With Unstructured Data - Introducing the BERD Platform*

Jan Klostermann (University of Cologne*)* and Marc Fischer (University of Cologne)

In this Session, we introduce the BERD platform and demonstrate its functionality. BERD is a research data infrastructure dedicated to transforming the way **B**usiness, **E**conomic, and **R**elated **D**ata are managed (https://www.berd-nfdi.de). It is open to all researchers and most valuable to those with a particular interest in leveraging unstructured data for their research.

With a special focus on unstructured data, such as images, videos, audio, and text files, BERD provides a comprehensive suite of services and tools. The underlying database covers 140 journals across disciplines in business and economics that published more than 115,000 articles since 2010. The platform allows users to search for ML algorithm use, pre-processing tasks, and other useful information on research done with instructed data. It also offers access to various publicly available datasets.

Friday, May 24, 08:30 – 10:00
Session 3.1 Earnings Calls
Chair: Alexander Edeling, Room: Dreikönigssaal

- *Talking About Marketing in Conference Calls?*

Robin-Christopher Ruhnau (Catholic University of Eichstätt-Ingolstadt), Sebastian Hohenberg (Westfälische Wilhelms-Universität Münster), Christian Homburg (Universität Mannheim), and Marcus Theel (Bain & Company)

This study investigates the role of marketing information in financial market communication and quarterly conference calls, areas of strategic significance for public firms that are largely unexplored. It addresses two primary questions: First, what is the role of marketing in financial market communication overall and conference calls specifically? Second, (how) do firms effectively talk about marketing during conference calls? Employing a multimethod approach and blending stock market and communication theories, this research comprises two studies. Study 1 involves qualitative analysis, including 36 expert interviews and relevant literature. Study 2 uses text mining on 70,660 conference calls from 5,133 firms, supplemented with stock market data. The studies reveal that marketing information—which focuses on organic growth—is a crucial component of financial market communication, alongside operational and financial information. However, unlike financial information, on average, marketing information does not elicit positive stock market reactions unless communicated effectively—depending on the communication mode. This research pioneers the exploration of conference calls from a marketing perspective, introducing the idea of effective marketing information communication and offering valuable insights for practitioners.

- *What is the Value of Marketing Knowledge in Organizations?*

Christine Moorman (Duke University), Simone Wies (Goethe University Frankfurt), and Paul Hilfrich (Goethe University Frankfurt)

Intangible assets and capabilities play an important role in firm success. The marketing literature has focused on brands and customer relationships, while a firm's marketing knowledge (MK) assets have received less formal attention. Following Srivastava, Fahey, and Christensen (2001), we define MK as the know-what and know-how related to marketplace exchanges embedded in individuals and processes in the firm. Using conference call transcripts, we develop and validate a dictionary that distinguishes between stocks and flows of MK. While a MK stock reflects the accumulation of knowledge in the firm (e.g., "Our company has expertise in this area"), flows represent the movement into and through a firm (i.e., "Our company is learning"). Using conference calls from the pharmaceutical industry between 2002-2019, an event study finds that MK flows have a negative effect on short-term returns, while MK stocks have no effect. Investigation of the negative effect indicates that flows are associated with more uncertainty. Over the long-run, however, MK flows and stocks both have a positive long-term effect on stock returns. This pattern of results identifies a tendency to misprice the value of MK stocks and flows—instead viewing flows as a sign of weakness and stocks as irrelevant. Other analysis shows that both MK flows and stocks are related to stronger marketing intangibles (e.g., brands) and more innovation-related tangibles (i.e., new product, patent, and trademark filings).

- *Disclosure of Pricing Information in Earnings Calls: A Text Mining Approach*

Alexander Edeling (KU Leuven), Alexander Himme (Kühne Logistics University), Paul Hilfrich (Goethe University Frankfurt), and Shuba Srinivasan (Boston University Questrom School of Business)

Despite Warren Buffet's statement that pricing power is the most important factor when evaluating a business, practitioners and researchers alike often neglect pricing's role in driving business performance and firm value. We use the dynamic and interactive corporate disclosure medium earnings call, i.e., conference calls that publicly listed companies hold every quarter, to investigate the effect of price-related information on intraday abnormal stock returns. Based on 18,162 earnings calls of companies from eleven industries, we find that managers provide pricing information in the vast majority of earnings calls. While they frequently address price execution (e.g., price changes), they only occasionally discuss pricing objectives and strategies. We find that the provision of negative pricing information significantly decreases firm value, especially when managers disclose such information proactively in the presentation part of the earnings call instead of in reaction to an inquiry by call participants (e.g., financial analysts). These findings have important implications for marketing researchers, managers, and the investor community.

Friday, May 24, 08:30 – 10:00
Session 4.1 Marketing Strategies
Chair:* Saurabh Mishra*, Room: Quirinius

- *Enabling Cross-Industry Profit Analysis by Advancing Cohort Tables*

Thilo Kraft (Goethe University Frankfurt) and Bernd Skiera (Goethe University Frankfurt)

Our study introduces a novel approach to cross-industry profit analysis through advanced cohort tables, effectively bridging the gap in existing models that struggle with heterogeneity or scalability in cohort analysis. By dissecting aggregated consumer transaction data, we develop heterogeneous cohort tables that provide deep insights into consumer patterns and their impact on financial outcomes. Utilizing data from 20 million U.S. credit and debit transactions spanning 500 companies in 24 industries, our application of an Age-Period-Cohort (APC) model dissects data into detailed cohorts, integrating period, age, and cohort effects to expose dynamic patterns in customer loyalty, spending behavior, and profitability. This analysis highlights the considerable variability in revenue retention and profit margins across sectors. Our contributions to academic and practical fields offer a scalable framework for financial and customer metric analysis, enhancing firm strategies in stock valuation and income forecasting. This research contributes to both academic discourse and practical applications by offering a scalable framework for understanding consumer behavior and analyzing financial metrics, aiding firms in enhancing stock valuations and forecasting operating income. Limitations stem from the reliance on credit card transaction data, primarily from the Midwest U.S., suggesting a focus on B2C firms with substantial returning customer bases.

- *Shareholder Returns to International Market Entry by U.S. Retailers*

Anna Sadovnikova (Monmouth University), Saurabh Mishra (George Mason University), and Manish Kacker (McMaster University)

For retail firms, entry into new international geographic markets can be a key strategic driver of organic business growth. Franchise retail chains rely on contractually governed exchange relationships with franchisees (and other partners) to rapidly exploit such growth opportunities. However, retailers also face risks that come with operating in economically and culturally different environments. We draw on economic theories of the firm to develop a conceptual framework for investigating the shareholder returns impact of announcements of international market entry decisions by franchise retail firms. We empirically evaluate hypotheses from this framework using the event study methodology to analyze international market entry announcements made by retail franchise firms for multiple country markets over the 2000-2020 period. Our findings (based on our selection model, first stage event study and cross-sectional regression model) reveal a significant positive shareholder return impact of international market entry announcements. Additionally, they highlight the role of different types and sources of macro level factors in explaining the direction and magnitude of the shareholder return impact of such announcements. The study offers important implications for retailing and franchising theory; it also provides actionable insights to retail franchising practitioners regarding the risks and rewards of international market entry decisions.

Friday, May 24, 10:30 – 12:00
Session 3.2 Economic Climate & Regulation
Chair: Manish Kacker, Room: Dreikönigssaal

- *Moderating Effect of the Source of Competitive Advantage on the Impact of Recession and Post-Recession on Firm Value*

Marcelino Chavez (University of Texas at Austin) and Leigh McAlister (University of Texas at Austin)

Recessions regularly buffet the economy, diminishing the value of firms. We propose that to evaluate recession's and post-recession's impacts on firm value, one needs to consider the moderating influence of a firm's Source of Competitive Advantage (SCA). Most literature linking recession to firm value focuses on the moderating influence of tactical changes in marketing spending during a recession. Results of those studies are mixed. Another approach looks at the influence of stable strategy (market orientation) on firm value after a recession, arguing that firms with higher market orientation will be less flexible than those with low market orientation and will therefore have lower market value. In contrast, we argue that recession tightens consumers' budget constraints, shifting consumers away from more expensive, differentiated brands, thus lowering the value of firms that derive competitive advantage from differentiation. When a recession ends, budget constraints relax and consumers resume purchasing differentiated brands, bringing back differentiators' firm value. We augment the existing SCA indicator using text analysis to test hypotheses and find evidence consistent with those hypotheses.

- *Evaluating The Impact of Consumer Privacy Policies on DTC Firms: Evidence from the Apple ATT Introduction*

Brett Hollenbeck (UCLA Anderson), Maximilian Kaiser (Hamburg University), and Daniel McCarthy (Emory University)

There is a growing push for privacy policies to restrict access by advertisers and online platforms to detailed consumer data for use in targeted advertising. We study the impact of these policies on small firms that rely targeted online advertising to acquire customers. To do so, we focus on the rollout of Apple's App Tracking Transparency (ATT) policy, in which iOS users are prompted to consent to third-party data sharing by mobile apps. We use data on traffic and revenues from a large number of ecommerce firms to study how they were impacted by ATT. We stratify these firms based on to what extent they rely on iOS customers and targeted advertising, and preliminary results suggest that when ATT takes effect, the firms that are more vulnerable to ATT experience a substantial decrease in total revenues relative to those that are less vulnerable.

- *Should Manufacturers Curtail Unauthorized Distribution? The Financial Consequences of Combating Gray Markets*

Mohammad B. Kayed (Bishop’s University) and Manish Kacker (McMaster University)

For decades, manufacturers have wrestled with the question of whether they should combat unauthorized distribution (gray markets) and how that would affect their financial performance. This important question remains largely unexplored, even though the size of the global gray market is exceptionally large and intervening in this market represents a significant financial investment for manufacturers. We advance a conceptual framework that illustrates how gray market combating by manufacturers affects their financial performance. We assess the predictions from this conceptual framework by examining the gray market combating actions of more than 3,000 public firms over a period of two decades. Our findings reveal that gray market combating has, on average, a negative bearing on manufacturers’ financial performance. However, this effect varies significantly depending on certain firm-level and combating action-level factors. Notably, whereas brand investments and profitability mitigate the negative financial consequences of combating gray markets, innovation investments and sales growth exacerbate these negative consequences. Additionally, gray market combating actions that are of a proactive or punitive nature indirectly exacerbate these negative consequences.

Friday, May 24, 10:30 – 12:00
Session 4.2 Investor Behavior
Chair: Markku Kaustia, Room: Quirinius

- *Prospect Theory and Loss Aversion: Using Behavioral Economics to Explain the Market's Reaction to Competition for Sport Sponsorship*

Jonathan A. Jensen (University of North Carolina at Chapel Hill), Christie Chen (University of North Carolina at Chapel Hill), Brian Walkup (Rollins College), and Joe Cobbs (Northern Kentucky University)

Prospect theory (Kahneman & Tversky, 1979) identified loss aversion as a way to explain decision-making under uncertainty. Prospect theory posits that the market would view the loss of an exclusive sponsorship by a former sponsor to a competitor as more damaging than the potential gain of a new sponsorship. Further, Kwon and Cornwell's (2021) meta-analysis of 34 event studies on sponsorship announcements revealed there was not a post-announcement effect. Thus, this study fills a need for the literature to move beyond an assessment of the start of a sponsorship by exploring the effects of competition across both new and former sponsors (Edeling et al., 2017). To improve generalizability, two datasets will be analyzed, including 632 sponsorships of major North American sport leagues (Jensen et al., 2022; Jensen & Vlacancich, 2023) and 3,573 sponsorships of Formula One Racing teams (Cobbs et al., 2022). Such sponsorships are in almost every instance exclusive, which creates a unique natural experiment in which to observe intense competition among firms, as well as the market's reaction to such competition. Initial results indicate that not only does the market react negatively to the former sponsor losing the sponsorship, consistent with prospect theory there is a larger effect of the loss of an exclusive sponsorship to a competitor. However, initial results may not be generalizable to global properties, thus data from Formula One (F1) sponsorships are currently being analyzed.

- *Weathering the Markets: The Impact of Weather & Device Type on Retail Investor Trading Behavior*

Pauline Engel (LMU Munich School of Management), Martin Spann (LMU Munich School of Management), and Peter Pal Zubcsek (Tel Aviv University)

In this paper, we aim to investigate the impact of weather on the trading behavior of retail investors, controlling for device type and usage. We use a unique panel data set of the daily trading behavior provided by a neo-broker in Germany wherein we can distinguish between three groups of investors – those who use either desktop or mobile devices and those who switch between devices. The sample allows us to compare user groups and the influence of weather on the number of trades and trading volume. Contributing to the literature on mobile consumer decisions and behavioral finance, we document that the three user types are differently affected by weather conditions. While mobile-only and desktop-only users invest more when temperatures increase, we find the opposite for device switchers. Device switchers trade more on their mobile phones than on their desktop devices and are more strongly affected by temperature changes when using their mobile devices.

- *Greenwashing in Mutual Funds*

Markku Kaustia (Aalto University) and Wenjia Yu (OP Bank)

This paper investigates mutual funds' potential greenwashing behavior. Detecting and understanding greenwashing is key to curbing it, and thus promoting public trust in the proliferating market of sustainable investment products, with high hopes for their role in the green shift. In addition to showing that ESG-profiled funds receive higher inflows compared to otherwise similar funds, we make a number of new contributions. We show this is true also for ESG labeled funds having inferior objective ESG profiles, as based on Morningstar sustainability ratings, applying to both retail and institutional funds. Analyzing funds repurposing into ESG shows that fund families especially tend to convert funds that had somewhat lackluster flows. The key contribution of this paper is that it provides direct evidence of greenwashing behavior in the ESG investment product offering space. Prior studies have documented other types of misleading information in the fund industry. Our paper is crucial for uncovering the motives and the potential strategies behind ESG investing and promoting investor and regulatory awareness. The paper is also related to the literature on strategic behavior in fund family-level decisions. We extend this literature in the ESG investing context by showing that mutual fund families are more likely to add an ESG label to funds that have inferior flows, consistent with strategic optimizing at the fund family level.

Friday, May 24, 13:30 – 15:00
Session 3.3 CSR, Green, & Health Marketing
Chair: Stefan Worm, Room: Dreikönigssaal

- *Climate Product Announcements and Stock Returns*

Sakshi Sanjay Babar (Terry College of Business, University of Georgia) and Sundar Bharadwaj (Terry College of Business, University of Georgia)

While mitigating climate risks has been the primary focus of firms, they have also identified strategies to leverage opportunities arising from this phenomenon. However, research in marketing has not examined the impact of such strategies on firm performance. One such strategy that firms are increasingly undertaking is developing and offering climate products and services. In this research, the authors build on signaling theory to develop a conceptual framework and examine the effect of firms' new climate product announcements on firm value. Using data from RavenPack News Analytics, the authors identify 488 climate product announcements from publicly listed U.S. firms between January 2015 and October 2022. Preliminary results using a short-term event study methodology show that firms can gain positive abnormal returns of up to 1.07% from climate product announcements. By the time of the conference, we plan to include product, firm, industry specific characteristics as potential moderators of this relationship. The authors will use Heckman's correction and entropy balancing to ensure identification to examine the full model and examine heterogeneous treatment effects associated with announcement and industry characteristics.

- *Doing Good by Doing Healthy: Investor Responses to Product Changes*

Sertan Eravci (University of Muenster), Manfred Krafft (University of Muenster), Kissan Joseph (University of Kansas School of Business), and Murali K. Mantrala (University of Kansas School of Business)

The worldwide prevalence of obesity and overweight has been steadily increasing in recent decades and is expected to continue this trend in the future. That negatively impacts the quality of life of those affected and causes significant economic and social costs. As a result of increasing pressure from governments and consumers, investors have recently begun to exert their influence on food and beverage manufacturers to improve the health profile of their product portfolios. One frequently suggested measure is the reformulation of existing products, which has already been implemented by many companies and has a demonstrable effect on consumers' food intake. It involves changing the ingredients of a product and replacing the existing offering with a new one. However, companies should be cautious in choosing this measure as recipe changes can result in adverse reactions from loyal customers, affecting the company's value. Studies indicate that investors factor customer reactions into their financial decisions. Using an event study, we examine whether and how publicizing reformulations influences stock returns. This research not only fills a gap in existing literature but will also provide practical implications for managers. If doing good leads to doing well, other companies in the industry may be encouraged to adapt their strategies, resulting in an improved food environment and a win-win situation for companies, governments, and society as a whole.

- *Corporate Social Responsibility and Marketing Performance – A Firm-Level Meta-Analysis*

Stefan Worm (BI Norwegian Business School), Ashkan Faramarzi (ESDES Lyon), Mariia Koval (Grenoble Ecole de Management), and Shekhar Misra (Grenoble Ecole de Management)

In recent years, there has been increasing interest among society, consumers, investors, and managers in firms' Corporate Social Responsibility (CSR), or, Environmental, Social, and Governance (ESG) engagement. For example, many investors place an increasing focus on ESG risks. Why should firms invest in CSR activities? Research has indeed shown that CSR improves financial performance. However, from a marketing perspective, CSR's role and impact is much less obvious. They struggle to understand whether, when, and how CSR affects their key performance indicators (KPIs) such as brand, customer relationships, satisfaction, and innovation. Should Marketing managers care about CSR activities? If yes, which stakeholders to focus on? Should they measure CSR performance from a customer perspective or from investor-oriented ratings? Will CSR still matter in a recession? Has CSR's actual impact on performance increased in recent years? The present meta-analysis draws on 750+ effect sizes from the literature to find answers to these questions.

Friday, May 24, 13:30 – 15:00
Session 4.3 Marketing Capabilities
Chair: Thomas Plociennik, Room: Quirinius

- *Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance*

Andre Tomano (Maastricht University), Thomas Post (Maastricht University), Niels Holtrop (Maastricht University), and Joost Pennings (Maastricht University)

We explore the impact of a firm’s marketing capability on their respective investor relations (IR) team. While a firm’s marketing capability has been shown to positively impact market performance, the mechanism of this relationship remains unclear. We argue and empirically show that part of the positive effect of marketing capability on firm performance is explained by a positive effect on a firm’s IR capability. That is, the ability of these firms to better ‘market’ their shares to analysts and institutional investors, leads to increased financial performance over firms that lack this ability. We thus strengthen the evidence on the importance of applying marketing knowledge in the financial domain.

- *The Context Dependency of Marketing*

Jonathan Knowles (Type 2 Consulting)

Marketers are frustrated by the lack of an universal framework that "proves" the business value of marketing and can be used to make the case for marketing investment. The central argument of this research is that variation is a feature of marketing, not a bug. This variation reflects marketing’s focus on the interaction between a company and its market (most notably, its customers and competitors) which makes marketing the study of commercial context. This research identifies seven "archetypal" contexts in which marketing operates and characterizes each in terms of the management philosophy, scope of the marketing role, key marketing capabilities, and measures of marketing success. The research involves three main work streams - how the cost and asset base of businesses varies across industries; the distribution of advertising spending, brand value, and intangible value across industries; the "schools of thought" that can be identified in the marketing accountability literature. The goal of this practitioner-led research is to provide a “pracademic” guide to CMOs about how best to argue the business case for marketing investment in their specific context.

- *Beyond the Myth and into the Market: Unicorns Post-IPO*

Thomas Plociennik (University of Bern), Robin Ackermann (University of Bern), and Harley Krohmer (University of Bern)

Quantitative analysis of 25 unicorn companies post-IPO serves as the foundation for this investigation into the strategic marketing impact on financial performance, set against the backdrop of market benchmarks. The study unveils that unicorns leveraging comprehensive marketing strategies markedly surpass conventional financial health metrics and outperform market indices, thus underscoring the indispensable role of strategic marketing in securing enhanced market valuation post-

IPO. Integral marketing methodologies, with a focus on branding, engagement, and innovation, emerge as pivotal to superior financial outcomes in the public market sphere. This research delineates the interdependent relationship between marketing endeavors and financial prosperity, significantly advancing the scholarly conversation on marketing's strategic utility in the post-IPO journey of unicorn entities. The implications of these findings extend beyond immediate financial metrics, prompting a reevaluation of how evolving market trends and technological progress dictate strategic decisions. This study lays a robust framework for future inquiry, aiming to deepen the understanding of startup evolution and market adaptability within the context of strategic marketing and finance interplay.

Friday, May 24, 15:30 – 17:00
Session 3.4 Assessing Marketing Performance
Chair: Jonathan Matzinger, Room: Dreikönigssaal

- *Managing Return on Advertising Spend*

Christian Schulze (Frankfurt School of Finance & Management), Florian Ellsäßer (Frankfurt School of Finance & Management), and Maximilian Kaiser (Hamburg University)

Return on Advertising Spend (ROAS) serves as a fundamental indicator of digital marketing success. According to our survey of industry practitioners, ROAS is deemed crucial for evaluating advertising efficiency, yet it presents considerable management challenges due to its non-intuitive nature, particularly in industries experiencing seasonal fluctuations in consumer activity. In a systematic examination of 99 companies' ROAS management strategies, our research reveals that nearly half of these entities adopt sub-optimal practices, resulting in a substantial revenue shortfall ranging from 1.1% to 14.6% annually, translating to upwards of $400 million in missed revenues. Notably, the most frequent missteps involve maintaining a static ROAS target irrespective of demand variability and an unwarranted reluctance to accept reduced ROAS during peak sales events such as the Christmas season. The study provides initial evidence that reformed ROAS management strategies are necessary. By correcting the identified prevalent errors, organizations can capture significant revenue increments. The findings underscore the need for a strategic overhaul in ROAS application, with profound implications for enhancing the efficacy of digital marketing investments.

- *Stronger Together – The Complementary Effects of Real-Time and Survey-Based Brand Measures on Shareholder Value*

Zeynep Karagür (Sabancı University)

Traditional survey-based brand measures are costly to collect, which raises the pressure to replace them with cost-efficient real-time brand measures that build on social media data about brands. Anecdotal evidence as well as previous research findings support the relevance of brand-related social media posts on shareholder value. But can real-time brand measures substitute traditional survey-based brand measures? How do both brand measures relate? What is their role in explaining shareholder value? This article compares a popular survey-based brand measure to the recently developed social media-based brand reputation tracker (Rust et al. 2021). Building on 5,200 brand-week observations, the results of vector autoregressive models show that combining both brand measures into a dual-brand metric model highly increases the explanatory power of the model when explaining shareholder value. However, this complementary effect is weakened for service brands with a high impression. Within the dual-brand metric model, the survey-based brand measure accounts for most of the explained variation in shareholder value, highlighting that survey-based brand measures still matter. The findings of this research help managers assess the role of different brand measures and decide when to best employ which measure.

- *Configurations of Corporate Reputation and their Impact on Wall Street: Anna Karenina vs. The Great Gatsby*

Jonathan Matzinger (University of Bern), Harley Krohmer (University of Bern), Andreas Hediger (University of Bern), and Clemens Ammann (University of Bern)

The first study analyses the relationship between corporate reputation, its subdimensions, and excess stock returns. The second study tests competing hypotheses, examining whether well-reputed firms perform better in the stock market when their reputation consists of equally high scores (low variance among the subdimensions) or when their high reputation consists of some exceptionally high scores on certain subdimensions while scoring moderate on others (high variance among the subdimensions). Corporate reputation's subdimensions, including innovation, CSR, customer satisfaction and organizational culture, impact stock returns unequally when analysed separately. However, statistical methods suggest their equal significance in shaping overall corporate reputation. We design a portfolio study to examine the subdimensions of corporate reputation collectively and individually, as well as their configuration. Our results emphasize the superordinate importance of organizational culture and suggest that focus trumps balance by demonstrating that excelling in specific subdimensions, rather than achieving high scores uniformly, has a stronger impact on stock market performance. This supports applying a focus strategy, while organizational culture seems to be the primary driver of stock returns among the studied subdimensions of corporate reputation. We provide insights for managers in allocating their limited resources and for fund managers on stock picking.

Friday, May 24, 15:30 – 17:00
Session 4.4 Product Innovation
Chair: Martin Fritze, Room: Quirinius

- *Seven Key Questions Wall Street Should Be Asking About Your Innovation Pipeline……(But Isn't Yet!)*

Peter N. Golder (Dartmouth Tuck School of Business) and Hans-Willi Schroiff (MindChainge)

Successful innovation is the fundamental cornerstone of thriving organizations. Innovation delivers new products and services, drives growth, and promotes future financial performance and rising stock prices. Thus, it is imperative for the financial community to be fully informed about a company's innovation activities. But is this happening? Is Wall Street adequately informed about companies' innovation pipelines? Does Wall Street even know what to ask companies about their innovation pipelines? We argue that the answers to these questions are, sadly, an emphatic NO! So how can investors pick the right stocks without valid information on future new product launches? We argue that they cannot, and this inability to understand innovation-driven growth potential is the overarching problem we seek to overcome. Our own experiences during decades of corporate meetings and consultations reveal a similarly bleak outlook. Corporations are hesitant to reveal their innovation pipelines because they are often unsure about their own initiatives and capabilities, which are documented inconsistently at best. As we will show, the financial community exhibits almost no interest in probing managers about what's coming down their innovation pipeline. Our overriding impression is that Wall Street projects the economic future of an organization's innovation pipeline by simply extrapolating its past and present innovation performance—a classic case of driving forward while focusing on the rear-v.

- *Recalls of Innovative Products and Firm Market Value and Firm Stock Risk*

Ismail Erzurumlu (NEOMA Business School) and Nukhet Harmancioglu (Koc University)

This study examines the effects of innovative products' recalls on both short- and long-term stock returns and firm unsystematic equity risk. Drawing upon signaling theory, we argue that specific recall (i.e., recall time, recall volume, recall severity, and recall initiator) and innovation characteristics (i.e., innovative product's life and innovation type) influence firm market value and unsystematic equity risk due to recalls of innovative products. The results of a sample of 232 recalls of innovative products show that equity holders punish the recalling firms in the short and long-term. Recall volume negatively influences stock market returns in the short-term. Recall severity exerted a negative effect in the short-term; however, the effect switched to positive in the long-term. Moreover, voluntary recalls have no impact on short-term abnormal stock returns; however, they lead to lower stock market returns in the long term compared to involuntary recalls of innovative products. Innovation type positively affects the stock market returns in the short-term. Recall volume and severity are positively associated

with increases in unsystematic risk, while innovative product's life reduces unsystematic risk.

- *Crypto Currency Confidence*

Martin Fritze (University of Cologne), Dave Reibstein (The Wharton School, University of Pennsylvania), John Zhang (The Wharton School, University of Pennsylvania), and Cait Lamberton (The Wharton School, University of Pennsylvania)

The puzzling fluctuations in crypto markets have attracted surging academic interest in cryptocurrencies since 2018, covering topics like the functionality of cryptos as money (Ammous, 2018), market volatility (Koutmous, 2018), spillover effects with other blockchain assets like Non-fungible Tokens (Dowling, 2022), and the sustainability of crypto prices (Zhang, 2023). In marketing research, a burgeoning subdiscipline known as crypto marketing (Hofstetter et al., 2022) or blockchain marketing (Peres et al., 2023) explores practices leveraging blockchain technology for both digital and non-digital goods. However, there is a pressing need for empirical data to elucidate the factors influencing cryptocurrency prices based on consumer insights. Most interestingly, given the varying levels of diffusion of cryptocurrencies amongst different types of consumers, can we identify any cluster of factors that may predict the future price changes? We have been collecting data over the last 12 months of over 12,000 respondents in the US indicating their confidence in the currency. We will describe the breakdown of this confidence measure and how that differs across constituencies with some surprising results.

List of Participants

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Christoph Burmann	University of Bremen
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Stefan Worm	BI Norwegian Business School
Guiyang Xiong	Syracuse University
Adnan Yusuf	Deakin University
Z. John Zhang	The Wharton School, University of Pennsylvania

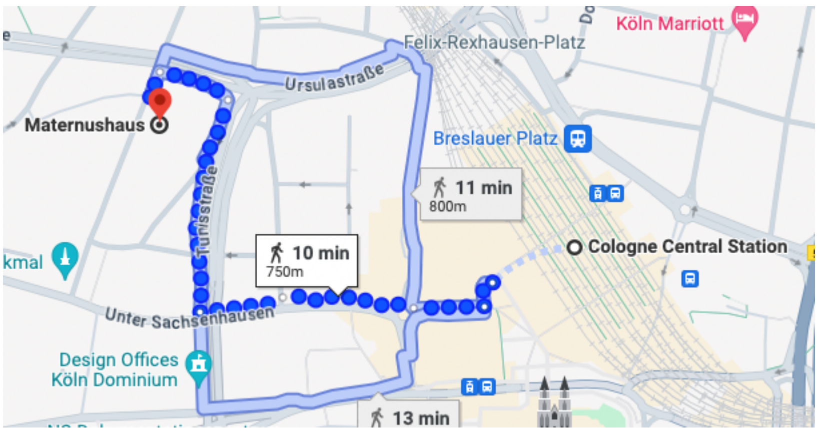
Locations and Directions

Overview of locations

1. **Maternushaus (conference venue)**
   Kardinal-Frings-Straße 1, 50668 Cologne

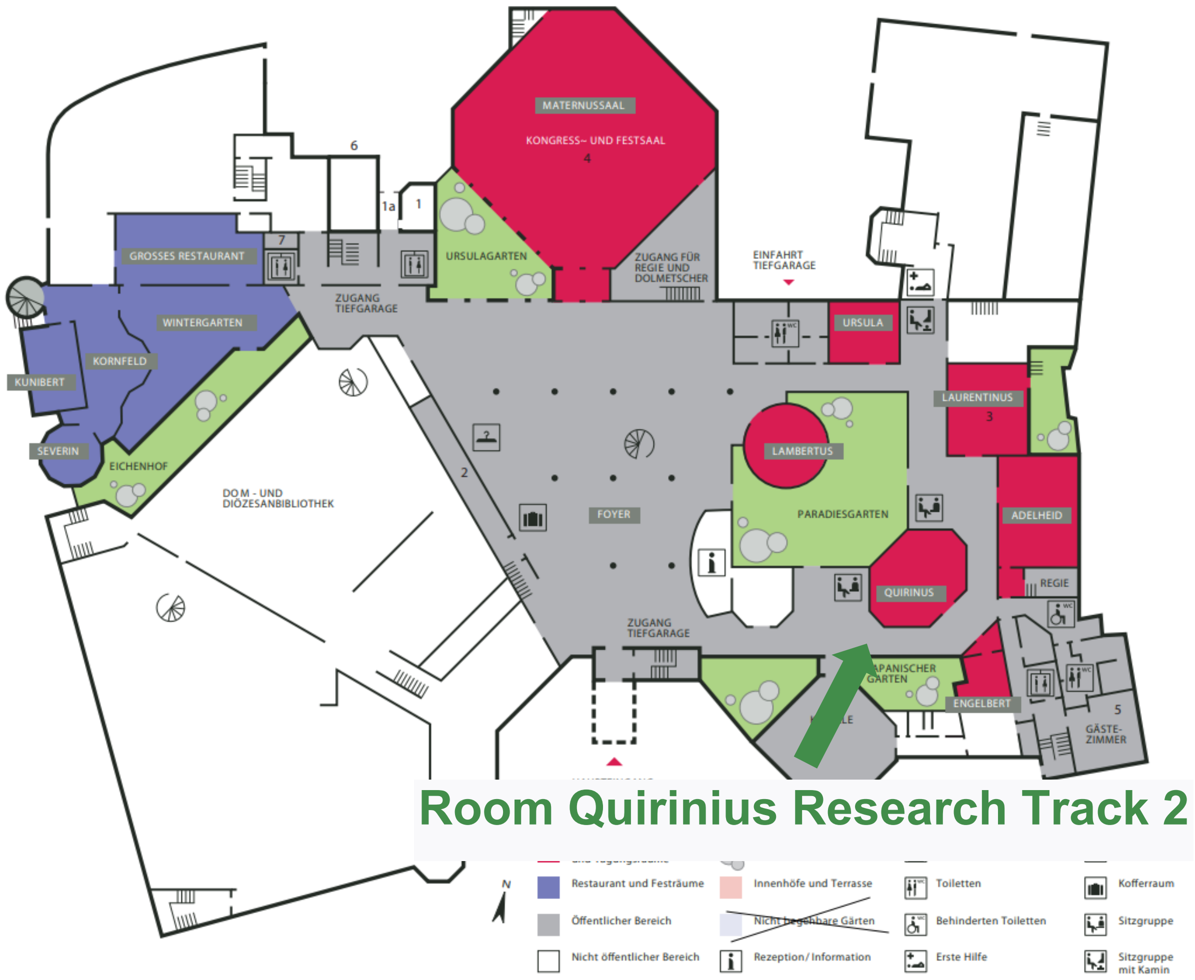
   The Maternushaus is a renowned conference and event center in Cologne's old town. Its attractive architecture and central location make it a preferred venue for conferences, seminars and cultural events. For more information click <u>here</u>.

   How to get here:
   You can reach the Maternushaus from Cologne Central Station with a 10-minute walk. There are also parking options (street address: Kardinal-Frings-Straße 1, 50668 Köln). You can find further information about your connection <u>here</u>.



Map of the venue

Ground floor:



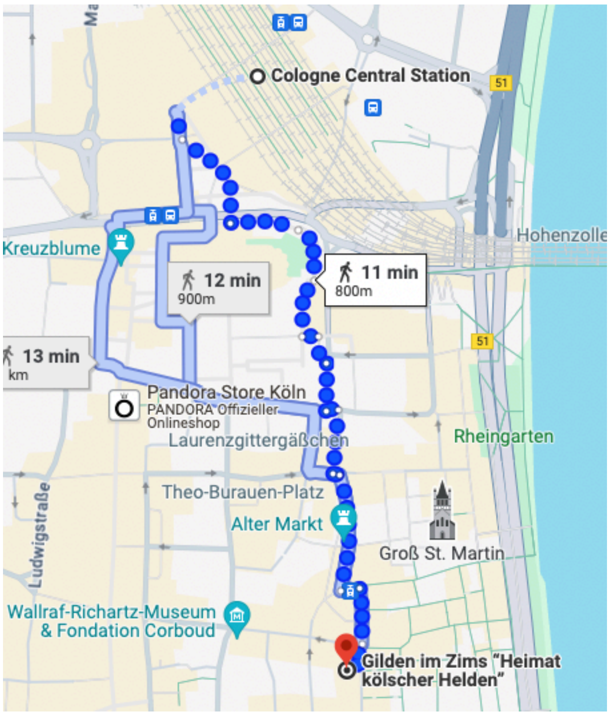
First floor:

Room Dreikönigssaal Research Track 1
Find BERD stand here
Room Heribert Practitioner Track
9
GÄSTE-ZIMMER
10
10
11
17
FILMRAUM 1
REGIE
14
13
12
DREIKÖNIGSSAAL
BRUNO
EMPORE
15
8
HERIBERT
SUITBERTUS
DACHTERRASSE
16
GÄSTE-ZIMMER
N
Kongresssaal, Seminar- und Tagungsräume
Restaurant und Festräume
Öffentlicher Bereich
Nicht öffentlicher Bereich
Grünzonen
Innenhöfe und Terrasse
Nicht Begehbare Gärten
Fahrstühle
Toiletten

2. **Gilden im Zims (welcome reception)**
Heumarkt 77, 50667 Cologne

Gilden im Zims in Cologne is a traditional Cologne brewery. With its cozy ambiance, Gilden im Zims provides a warm and inviting atmosphere in the heart of Cologne. For more information click here.

How to get there:
You can reach the Gilden im Zims from Cologne Central Station with an 11-minute walk through the historical center of Cologne. You can find further information about your connection here.

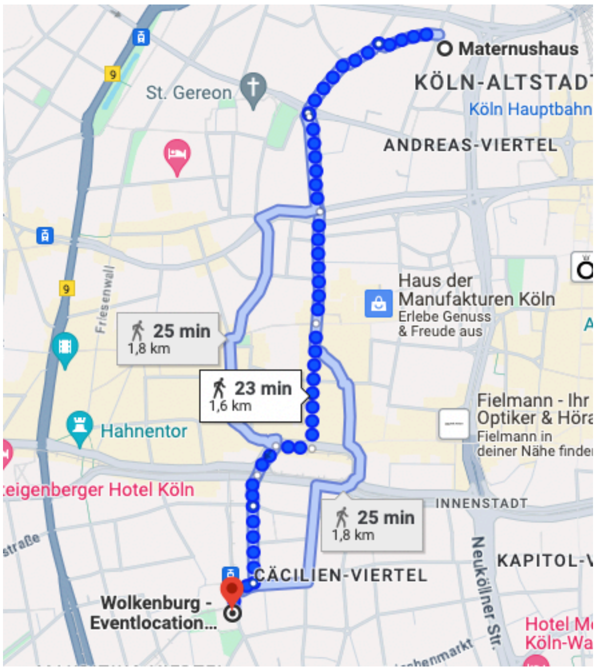


3. **Wolkenburg (Gala dinner)**
Mauritiussteinweg 59-61, 50676 Cologne

The Wolkenburg in Cologne is a historic and unique venue in the city center. This impressive building is known for its fascinating atmosphere and historic charm. For more information click here.

How to get here:
For the transport between Maternushaus and Wolkenburg for the dinner on May 23, there are two options: One option is a ca. 25 minutes guided walk (you will be accompanied by some members of the organizing team). The other option is a taxi ride for which we will reserve some cabs based on the preferences that the conference participants provided in a survey before the conference.

The Wolkenburg is located between Neumarkt, Rudolfplatz, and Zülpicher Platz on Mauritiussteinweg (street address: Mauritiussteinweg 59-61, 50676 Köln). You can find further information about your connection here.



Marketing Strategy Meets Wall Street Conference Organizing Committee

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