

## **Marketing Science News, April 2022**

1. Press release: "Economic Lessons Learned from the Pandemic: Study Finds that Blanket Stimulus Payments Did Not Adequately Consider Local Conditions"
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### **1. PRESS RELEASE: "ECONOMIC LESSONS LEARNED FROM THE PANDEMIC: STUDY FINDS THAT BLANKET STIMULUS PAYMENTS DID NOT ADEQUATELY CONSIDER LOCAL CONDITIONS"**

Key Takeaways:

\* The CARES Act stimulus program did not adequately take into account fluctuations in the cost-of-living and inflation on a localized basis throughout the country.

\* Future such relief programs need to be more targeted according to local conditions.

<https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Economic-Lessons-Learned-from-the-Pandemic-Study-Finds-that-Blanket-Stimulus-Payments-Did-Not-Adequately-Consider-Local-Conditions>

### **2. NEWLY ACCEPTED ARTICLES**

A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets

Dai Yao, Chuang Tang, Junhong Chu

Using Deep Learning to Overcome Privacy and Scalability Issues in Customer Data Transfer

Piyush Anand, Clarence Lee

New Features Free of Charge? Using Price to Sort Consumers Among Legacy Software Versions"

Kristina Brecko

### **3. NEW ARTICLES IN ADVANCE**

Frontiers: The Identity Fragmentation Bias

Tesary Lin, Sanjog Misra

<https://doi.org/10.1287/mksc.2022.1360>

Government Policy, Strategic Consumer Behavior, and Spillovers to Retailers: The Case of Demonetization in India

Yewon Kim, Pradeep K. Chintagunta, Bhuvanesh Pareek

<https://doi.org/10.1287/mksc.2022.1358>

Search Gaps and Consumer Fatigue

Raluca M. Ursu, Qianyun Zhang, Elisabeth Honka

<https://doi.org/10.1287/mksc.2022.1359>

Implications of Revenue Models and Technology for Content Moderation Strategies

Yi Liu, Pinar Yildirim, Z. John Zhang

<https://doi.org/10.1287/mksc.2022.1361>

Superior Knowledge, Price Discrimination, and Customer Inspection

Xi Li, Zibin Xu

<https://doi.org/10.1287/mksc.2022.1355>

The Value of Descriptive Analytics: Evidence from Online Retailers

Ron Berman, Ayelet Israeli

<https://doi.org/10.1287/mksc.2022.1352>

Writing More Compelling Creative Appeals: A Deep Learning-Based Approach

Jiyeon Hong, Paul R. Hoban

<https://doi.org/10.1287/mksc.2022.1351>

Measuring Income and Wealth Effects on Private-Label Demand with Matched Administrative Data

Calogero Brancatelli, Adrian Fritzsche, Roman Inderst, Thomas Otter

<https://doi.org/10.1287/mksc.2021.1334>

#### **4. CALL FOR PROPOSALS - 2024 MARKETING SCIENCE CONFERENCE**

ISMS is now accepting proposals to host the 2024 ISMS Marketing Science Conference. We are open to host schools and venues around the world. The 2022 conference will be virtual and hosted by GSB, Chicago, June 16-18, 2022. The 2023 conference will take place at the University of Miami (FL), June 8-10, 2023.

Proposals should describe the proposed venue(s) and dates, registration fees, the name(s) of the chair(s), and include a draft budget. Please highlight any experience running or chairing a large conference. Proposals, and questions about submitting a proposal, should be sent to Debu Purohit ([purohit@duke.edu](mailto:purohit@duke.edu)), ISMS VP Meetings. All proposals are first reviewed by the Meetings Sub-Committee, before being sent to the ISMS Board for final consideration and approval.

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