

## Symposium on AI in Marketing

<https://business.wisc.edu/event/symposium-on-artificial-intelligence-in-marketing/>

Location: Wisconsin School of Business

975 University Ave, Madison, WI 53706

Dates: May 3rd and 4th

| <b>Friday</b>                                                        | May 3rd  |          |                                              | Location   |
|----------------------------------------------------------------------|----------|----------|----------------------------------------------|------------|
| Start                                                                | End      | Duration |                                              |            |
| 1:00 PM                                                              | 1:30 PM  | 0:30     | Welcome                                      | Room 2339  |
| 1:30 PM                                                              | 2:45 PM  | 1:15     | <b>Multi-modal Data</b>                      | Room 2339  |
| 2:45 PM                                                              | 3:00 PM  | 0:15     | Break                                        |            |
| 3:00 PM                                                              | 4:40 PM  | 1:40     | <b>Advances in AI Methods I</b>              | Room 2339  |
| 4:40 PM                                                              | 5:00 PM  | 0:20     | Break                                        |            |
| 5:00 PM                                                              | 6:40 PM  | 1:40     | <b>Generative AI applications I</b>          | Room 2339  |
| 6:40 PM                                                              | 8:40 PM  | 2:00     | Reception and dinner                         | Plenary    |
|                                                                      |          |          |                                              |            |
| <b>Saturday</b>                                                      | May 4th  |          |                                              |            |
| 9:00 AM                                                              | 10:15 AM | 1:15     | <b>Advances in AI Methods II</b>             | Plenary    |
| 10:15 AM                                                             | 10:30 AM | 0:15     | Break                                        |            |
| 10:30 AM                                                             | 12:10 PM | 1:40     | <b>Generative AI Applications II</b>         | Plenary    |
| 12:10 PM                                                             | 1:10 PM  | 1:00     | Lunch                                        | Plenary    |
| 1:10 PM                                                              | 2:20 PM  | 1:10     | <b>Keynote</b>                               | Plenary    |
| 2:20 PM                                                              | 3:40 PM  | 1:20     | <b>AI and Online Platforms</b>               | Plenary    |
| 4:00 PM                                                              | 5:30 PM  | 1:30     | Closing reception at MLI                     | MLI - 3460 |
| 5:30 PM                                                              | 5:55 PM  | 0:25     | Go to restaurant                             |            |
| 5:55 PM                                                              | ----     |          | Informal restaurant if people are still here |            |
| People can take flights at 5:30 and later to NYC, DTW, ORD, MSP, DFW |          |          |                                              |            |

Presentation Schedule:

| Tracks                                                                                                                        | Presenter                      |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <b>Multi-modal Data</b>                                                                                                       |                                |
| Ambiguity in Multi-Modal Digital Ads                                                                                          | Shunyuan Zhang, HBS            |
| Exploring Cross-Modal Emotional Consistency in Multimedia Content                                                             | Shane Wang, Virginia Tech      |
| Neither a Picasso Nor a Da Vinci: A Multi-Modal Model for Pricing of Novice Artwork                                           | Ishita Chakraborty, WSB        |
|                                                                                                                               |                                |
| <b>Advances in AI Methods I</b>                                                                                               |                                |
| Semi-parametrically Efficient Estimator for Dynamic Treatment Effects                                                         | Srinivas Tunuguntla, Duke      |
| Adaptive Preference Measurement with Unstructured Data                                                                        | Ryan Dew, Wharton              |
| Aligning Multi-Level Managerial Insights via Shared Inferential Distributions                                                 | Connor Campbell, Wharton       |
| A Theory-Based Explainable Deep Learning Architecture for Music Emotion                                                       | Hortense Fong, Columbia        |
|                                                                                                                               |                                |
| <b>Generative AI applications I (Text, Visual)</b>                                                                            |                                |
| Discovering Product Gaps in the Market using Machine Learning                                                                 | Alex Burnap, Yale              |
| Using LLMs for Identifying Customer Needs                                                                                     | Artem Timoshenko, Northwestern |
| Hybrid Marketing Research: Large Language Models as an Assistant                                                              | Yohei Nishimura, WSB           |
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| <b>Advances in AI Methods II</b>                                                                                              |                                |
| Bounding Human Effort in Augmented Intelligence Systems                                                                       | Emaad Manzoor, Cornell         |
| Algorithms, Artificial Intelligence and Simple Rule-Based Pricing                                                             | Qiaochu Wang, CMU              |
| Anonymous Shoppers: Zero-Shot Associative Learning for Scalable Purchase Predictions                                          | Daniel Ringel, UNC Chapel Hill |
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| <b>Generative AI Applications 2 (Visual)</b>                                                                                  |                                |
| Does That Car Want to Give Me a Ride? Bio-Inspired Automotive Aesthetic Design                                                | Mengxia Zhang, Ivey            |
| Leveraging Generative AI to Create Visual Content in Digital Advertising                                                      | Remi Daviet, WSB               |
| The Impact of Facial Femininity and Gender Identity on Perceptions and Behavior: Using AI for Controllable Stimuli Generation | Lan Luo, Columbia              |
| Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis                                    | Ankit Sisodia, Purdue          |
|                                                                                                                               |                                |
| <b>AI and Online Platforms</b>                                                                                                |                                |

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|----------------------------------------------------------------------------------------|---------------------------|
| An Explainable AI Framework to Identifying Fake Review Writers on E-Commerce Platforms | Gijs Overgoor, SMU        |
| GenAI Assistance in a Professional Service Market: The Perish of Second Opinion        | Yi Liu, WSB               |
| Influencer Videos: Unboxing the Mystique                                               | Prashant Rajaram,<br>Ivey |