

# Marketing Science: Diversity, Equity, and Inclusion Conference @ SMU Cox

**Morning of Friday March 24, 2023**

[Conference Paper Abstracts](#)

Dropbox File Number	Presenting Author	Presentation Title	Session	Time	Room
		Breakfast		7:45-8:45	Collins Atrium
		Opening Remarks		8:45-9:00	Collins 140 (Crum Auditorium)
20	Justin T. Huang	The Social and Economic Cost of "Kung Flu"	Plenary 1	9:00-10:00am	Collins 140 (Crum Auditorium)
67	Kalinda Ukanwa	Algorithmic Fairness and Service Failures: Why Firms Should Want Algorithmic Accountability	Plenary 1	9:00-10:00am	Collins 140 (Crum Auditorium)
73	Anna Tuchman	Gender-Based Pricing in Consumer Packaged Goods: A Pink Tax?	Plenary 1	9:00-10:00am	Collins 140 (Crum Auditorium)
80	Rowena Crabbe	Race (un)conscious: Understanding racial ideologies in brand political activism statements	Plenary 1	9:00-10:00am	Collins 140 (Crum Auditorium)
23	Piyush Anand	Making Online Consumer Activism More Equitable: A Text-Based Intervention Approach	Ethnicity	10:15-11:15am	Collins 100
53	Oren Reshef	Increasing Demand for Black-Owned Firms: Evidence from an Online Platform	Ethnicity	10:15-11:15am	Collins 100
79	Cheng He	Fair Lending in Car Financing: The Impact of the CFPB's Interventions on Dealer Markups and the Racial Gap	Ethnicity	10:15-11:15am	Collins 100
82	Zannie Voss	Are High-Income, White Communities Barriers to Entry for Black-led Organizations?	Ethnicity	10:15-11:15am	Collins 100
63	Meng Zhu	AI Adoption and Access to Healthcare Resources - An Empirical Analysis of Mental Health Therapies	Health 1	10:15-11:15am	Collins 120
74	Dante Donati	Can Facebook Ads Prevent Malaria? Two Field Experiments in India	Health 1	10:15-11:15am	Collins 120
62	Nicole Davis	Intervening Tradeoffs in Healthcare Choices	Health 1	10:15-11:15am	Collins 120
27	Natasha Z. Foutz	Diversity, Equity, and Inclusion in Cultural Products: Design and Performance Dynamics	Media	10:15-11:15am	Collins 220
31	Lena Song	The Profitability of Diversity in the Media	Media	10:15-11:15am	Collins 220
55	Hai Che and/or Alexander Chaudhry	Legalization of Gay Marriage and Popular Media Demand Effects	Media	10:15-11:15am	Collins 220
60	Breagin K. Riley	The Company You Keep: Leveraging Ritual to Quantify Effects of Corporate Sociopolitical Activism on Strategic Partners	Media	10:15-11:15am	Collins 220
7	Sourindra Banerjee	The Divergent Effects of Cognitive and Emotional Empathy on Marketing Performance: Evidence from Microfranchising in a Base-of-the-Pyramid Market Context	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
17	Golshad Parsimoghadam	Gender Equity and Diversity: A Quantitative Analysis of their Presence on Social Media Platforms and of their Impacts for Brand-and User-Generated Web Messages	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
29	Victor Orozco-Olvera	Using Social Media to Change Gender Norms: An Experiment within Facebook Messenger in India	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
39	Matthijs Meire	How and When Does DEI Communication Impact Social Media Engagement? Evidence from the Professional Sports Industry.	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
40	Minakshi Trivedi	Strategies for Influencing Drivers of Inequity in the Health Care Context	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
46	Samantha N.N. Cross	Building Marketing DEI Competence: University Faculty View on Student Training	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
48	Sunghun Chung	Working Daily, Paid Monthly?: Effects of Earned Wage Access on the Financial Well-being of Low-Wage Workers	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
50	Thomas Dotzel	DEI Events and Firm Value	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
52	Elham Yazdani	Identifying Differential Effects of Emotions in Images on Donation Behavior for Black versus White Beneficiaries in Online Crowdsourcing Platforms	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
56	Amit Mahimkar	Service Sabotage as an Outcome of Workplace Ostracism: a Focus on the LGBTQ+ Community	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
57	Shaojun Qin	Brands' LGBTQ Activism and the Impact of Politician Endorsement on Social Media: A Quasi-Natural Experiment	Lightning 1	11:30-12:30pm	Collins 140 (Crum Auditorium)
		Lunch		12:30-1:45	Collins Atrium

# Marketing Science: Diversity, Equity, and Inclusion Conference @ SMU Cox

**Afternoon of Friday March 24, 2023**

[Conference Paper Abstracts](#)

Dropbox File Number	Presenting Author	Presentation Title	Session	Time	Room
3	Manuel Hermosilla	Are Female-led Trials Safer?	Health 2	1.45-2.45pm	Collins 120
6	Paul Parker	Closing the Gap in Frontline Healthcare Inequities: Quantifying Lives Saved and Firm Revenue Through Blood Donor Lifetime Value	Health 2	1.45-2.45pm	Collins 120
15	Weijia (Daisy) Dai	Promoting Healthy Diet at a Large Chain Restaurant	Health 2	1.45-2.45pm	Collins 120
12	Vladimir Pavlov	The Price of Fairness: Equity and Efficiency in Retail License Allocation	Interventions	1.45-2.45pm	Collins 220
22	Dionne Nickerson	Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets	interventions	1.45-2.45pm	Collins 220
43	Joel Persson	Detecting and Mitigating Discriminatory Bias in Uplift Modeling: A Causal Fairness Approach with Application to a Field Experiment	interventions	1.45-2.45pm	Collins 220
84	Jiarui Liu	Who Should be Subsidized for Electric Vehicles? Demand Estimation and Policy Design under Network Effects	interventions	1.45-2.45pm	Collins 220
11	Zekun Liu	The Usage and Impact of Differentiation: Evidence from an Online EdTech Platform	Platforms	1.45-2.45pm	Collins 100
14	Zemin (Zachary) Zhong	Regional Poverty Alleviation Partnership and E-Commerce Trade	Platforms	1.45-2.45pm	Collins 100
18	Runshan Fu	(De)biased Machine Learning Algorithms on Matching Platforms	Platforms	1.45-2.45pm	Collins 100
1	Nandini Nim	Digital Financial Inclusion from Mobile Innovations: A Cross-Country Examination	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
5	Karthik Babu Nattamai Kannan	State of the Arts: Understanding Infrastructural Racism using Location Analytics	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
9	Jiyoon An	Structural Topic Modeling to Assess Consumer Confusion for Inclusive Marketing: Evidence from Health Insurance and Medical Debt	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
32	Jennifer Zhang	Swipe Right: The Impact of Dating App Features on LGBTQ+ Users' Mental Well-being	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
36	Jochen Hartmann	Diversity in advertising in times of racial unrest	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
37	Yakov Bart, Gijs Goor	Examining Diversity in TV Advertising through the Lens of Life Course and Agenda Setting Theories	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
59	Lena Song	The Heterogeneous Effects of Social Media Content on Racial Attitudes	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
72	Nandini Ramani	Rising Above the Glass Ceiling: The Effects of the Female Chief Marketing Officer on Marketing Intensity and Firm Performance	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
75	Seoyoung Kim	Brand Communication of Diversity, Equity, and Inclusion on Social Media and Consumer Response: The Role of How, What and When	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
81	Esha Sharma	Inclusivity of Physically Impaired in Metaverse	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
83	Deepa Mani	An Analysis of Gender Disparities in Rewards for Novel R&D	Lightning 2	3.00-4.00pm	Collins 140 (Crum Auditorium)
		Bus Departs Lumen Hotel for Dinner and Museum Experience		5:15pm	Lumen Hotel
		Dinner and Museum Experience		6:00-9:00pm	Museum

# Marketing Science: Diversity, Equity, and Inclusion Conference @ SMU Cox

**Morning of Saturday March 25, 2023**

[Conference Paper Abstracts](#)

Dropbox File Number	Presenting Author	Presentation Title	Session	Time	Room
		Breakfast		7:45-8:45	Collins Atrium
4	Katherine L. Christensen	The Political Ideology Gap in Perceptions of Racial Representation on Television	Plenary 2	9:00-9:45am	Collins 140 (Crum Auditorium)
13	Donggwan Kim	Does Racial Diversity Increase Advertising Effectiveness? Evidence from the U.S. Mortgage Market	Plenary 2	9:00-9:45am	Collins 140 (Crum Auditorium)
61	Jimin Nam	Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes	Plenary 2	9:00-9:45am	Collins 140 (Crum Auditorium)
16	Wen Xie	Not a Black or White Matter: Auto-Detection and Perception of Skin Tone Diversity in Visual Marketing Communication	Advertising	10:00-11:00am	Collins 220
38	Rahul Suhag	The Tucker Carlson Effect: Economic Consequences of Diversity, Equity, and Inclusion related Sociopolitical Activism	Advertising	10:00-11:00am	Collins 220
45	Soogand Alavi	Mitigating Gender-Based Algorithmic Bias in Social Media Advertising: The Case of Social Issues and Political Ads on Meta Platforms	Advertising	10:00-11:00am	Collins 220
70	Poppy Zhang	Examining the Effects of Advertiser Social Identity Labels	Advertising	10:00-11:00am	Collins 220
24	Minkyung Kim	Mitigating Gender Bias in Customer Relationship Management through Salesperson Private Information	Gender	10:00-11:00am	Collins 100
47	Ali Goli	Gender Diversity on Cable News: An Analysis of On-Screen Talent, Topic Coverage, and Viewership	Gender	10:00-11:00am	Collins 100
64	Maren Hoff	The Uneven Fluidity of Gender Fluidity	Gender	10:00-11:00am	Collins 100
77	Alisa Wu	Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews	Gender	10:00-11:00am	Collins 100
2	Michael Ahearne	Closing the Gender Pay Gap in Sales Organizations	Workplace/Organizations 1	10:00-11:00am	Collins 120
34	Dionne Nickerson	Antecedents and Consequences of an Inclusive Brand Marketing	Workplace/Organizations 1	10:00-11:00am	Collins 120
58	Deepa Chandrasekaran	Inclusive Design Transformation	Workplace/Organizations 1	10:00-11:00am	Collins 120
65	Aaron Nichols	A field study examining how workplace diversity impacts the recruitment of minority group members	Workplace/Organizations 1	10:00-11:00am	Collins 120
19	Diogo Hildebrand	Reducing Racial Discrimination at the Customer-Employee Interface	Customer Relationship Management	11:15-12:15pm	Collins 220
21	Magda Hassan	How Co-Location of Formal and Informal Sector Firms Reduce Access Inequality	Customer Relationship Management	11:15-12:15pm	Collins 220
66	Dr Kemefasu Ifie	How FLE Discretion Contributes to Discrimination in Service Rule Enforcement	Customer Relationship Management	11:15-12:15pm	Collins 220
71	Chongshan Wan	Leveraging Adversarial Deep Learning to Achieve Fair Algorithmic Decisions in Customer Complaint Management	Customer Relationship Management	11:15-12:15pm	Collins 220
8	Girish Mallapragada	Exploring how Political Identity and Content Drive User Engagement on Social Media	social media	11:15-12:15pm	Collins 100
25	Shuba Srinivasan	Gender and Racial Bias in Customers Complaint Management	social media	11:15-12:15pm	Collins 100
49	Wayne Taylor	DEI Brand Activism and Social Media Engagement	social media	11:15-12:15pm	Collins 100
51	Weiqing Zhang	The Value of Content Inclusiveness: Evidence from a Social Media Platform	social media	11:15-12:15pm	Collins 100
28	Zannie Voss	The Role of Psychological Safety in a Diverse Workplace	Workplace/Organizations 2	11:15-12:15pm	Collins 120
54	Shubhanshu Singh	Social Justice and Brand Development	Workplace/Organizations 2	11:15-12:15pm	Collins 120
68	Zhiling Bei	When Silence Is Not Golden: The Openly LGBTQ+ Corporate Board Members and Their Impact on Firm Performance	Workplace/Organizations 2	11:15-12:15pm	Collins 120
76	Deb Mitra	The Labor Market Value of the Educational Benefits of Cohort Racial Diversity	Workplace/Organizations 2	11:15-12:15pm	Collins 120
		Lunch and Closing Remarks		12:15-1:00pm	Collins Atrium