



Harvard
Business
School



2023 NEMC (Northeast Marketing Consortium @Tuck)

Friday, October 13, 2023

SCHEDULE

9:15 a.m.	Continental Breakfast
10:00 - 10:15	Welcome Address by Dean Matthew Slaughter
10:15 - 11:00	Vineet Kumar – Yale, “ Automatic Discovery and Generation of Visual Product Characteristics: Application to Visual Conjoint ”
11:00 - 11:15	BREAK
11:15 - 12:00	Shreya Kankanhalli– Cornell, “ Fintech Failure in Emerging Market Retail: Evidence and Mitigation Approaches from an RCT in Mexico ”
12:00 - 1:00 p.m.	LUNCH
1:00 - 1:45	Isamar Troncoso, Harvard, “ Algorithm failures and consumers’ response: Evidence from Zillow ”
1:30 - 1:45	BREAK
1:45 - 2:30	David Rand, MIT, “ Reducing Misinformation Sharing on Social Media Using Digital Ads ”
2:30 - 2:45	BREAK
2:45 - 3:30	Sharmistha Sikdar – Dartmouth, “ Does Amazon Have Pricing Power? Evidence from Pricing during the Covid-19 Pandemic ”
3:30 - 4:30	RECEPTION