

## Conference Agenda

### 2026 Marketing Strategy Meets Wall Street Conference

*Carlos Alvarez College of Business, UT San Antonio*

March 27–28, 2026

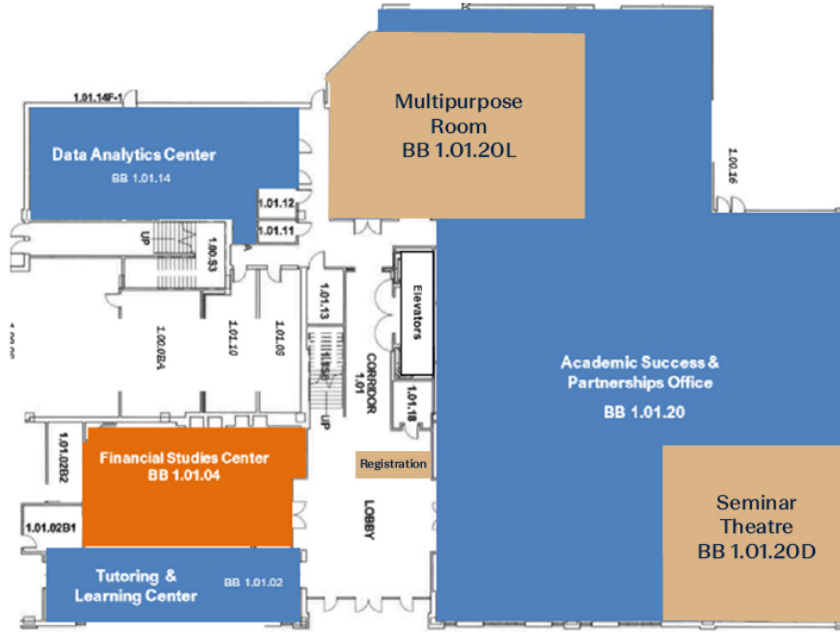
THURSDAY, MARCH 26		
4 – 6 p.m.	<b>Registration</b>	Business Building Lobby
FRIDAY, MARCH 27		
7:30 a.m.– 6 p.m.	<b>Registration</b>	Business Building Lobby
8–9 a.m.	<b>Breakfast</b>	BB 2.06.04, University Room
8:30–9 a.m.	<b>Welcome Address</b> <i>Dr. Jonathon Halbesleben and Dr. Juan Manuel Sanchez - UT San Antonio</i>	BB 2.06.04
9–9:30 a.m.	<b>Keynote 1</b> <i>Dr. Charles Noble - University of Tennessee, Knoxville</i>	BB 2.06.04
9:30–10 a.m.	<b>Keynote 2</b> <i>Dr. Sorin Sorescu - Texas A&amp;M University</i>	BB 2.06.04
10–10:30 a.m.	<b>Merit Coffee Break</b>	BB 2.06.04
10:30 a.m.–Noon	<b>Session 1</b>	BB 1.01.20
Noon-1:30 p.m.	<b>Lunch</b>	BB 2.06.04
1-1:30 p.m.	<b>Meet the Editors</b> <i>JAMS Special Issue on Rethinking the Marketing-Finance-Accounting Interface</i>	BB 2.06.04
1:30–3 p.m.	<b>Session 2</b>	BB 1.01.20
3–3:30 p.m.	<b>Merit Coffee Break</b>	BB 2.06.04
3:30–5 p.m.	<b>Session 3</b>	BB 1.01.20
6:30–9 p.m.	<b>Dinner</b> <i>Meet in the Business Building Lobby by 6:30 p.m. for Shuttle Downtown</i>	Biga on the Banks
SATURDAY, MARCH 28		
7:30 a.m. –5 p.m.	<b>Registration</b> <i>(See the organizers)</i>	
8– 9 a.m.	<b>Breakfast</b>	BB 2.06.04
8:30–10 a.m.	<b>Session 4</b>	BB 1.01.20
10–10:30 a.m.	<b>Merit Coffee Break</b>	BB 2.06.04
10:30 a.m.–Noon	<b>Session 5</b>	BB 1.01.20
Noon–1:30 p.m.	<b>Lunch</b>	BB 2.06.04
1:30–3 p.m.	<b>Session 6</b>	BB 1.01.20
3–3:30 p.m.	<b>Merit Coffee Break</b>	BB 2.06.04
3:30–5 p.m.	<b>Session 7</b>	BB 1.01.20

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## BUSINESS BUILDING FIRST FLOOR



## BUSINESS BUILDING SECOND FLOOR



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## FRIDAY, MARCH 27

### Session 1: 10:30 a.m.-Noon

TRACK 1 BB 1.01.20L, Multipurpose Room Chair: Nooshin Warren	TRACK 2 BB 1.01.20D, Seminar Theatre Chair: Suyoung Moon
<p><b>Managing Sociopolitical Risk: Which Response Restores Firm Performance?</b> <i>Chen Jing, Dokyun Lee, Shuba Srinivasan, Koen Pauwels</i></p> <p><b>External Sociopolitical Shocks and Firm Value: Evidence from a Reproductive Healthcare Ruling</b> <i>Vidhya Krishnaraju, Manish Kacker</i></p> <p><b>Silent but not Insulated: Spillover Effects of Corporate Sociopolitical Activism on Non-Activist Peer Firms</b> <i>Nooshin Warren and Yashoda Bhagwat</i></p>	<p><b>Brands, Bonds &amp; Shareholder Value How Marketing Assets Drive Cash Flows and Risk Globally</b> <i>Rajendra Srivastava and Anirudh Pandey</i></p> <p><b>Shifts in Brand Architecture and Firm Performance</b> <i>Madhur Mohan, Sundar Bharadwaj, and Sakshi Babar</i></p> <p><b>From Attention to Cash Flows: The Marketing-Finance Consequences of Luxury Social Media Deletion</b> <i>Suyoung Moon and Anindita Chakravarty</i></p>

### Session 2: 1:30-3 p.m.

TRACK 1 BB 1.01.20L, Multipurpose Room Chair: Jonathan Knowles	TRACK 2 BB 1.01.20D, Seminar Theatre Chair: Jonathan Jensen
<p><b>Disruption, Configuration, and Trade-Offs: CSR Dimensional Alignment and Financial Outcomes After Product Harm Crises</b> <i>Jianjun John Zhu and Jeritry Chen</i></p> <p><b>ESG Practices and Sustainable New Product Launches</b> <i>Zhuoer Qiu, Florian Rieder, Marcelo de la Cruz, and Jelena Spanjol</i></p> <p><b>Investors' Reaction to Corporate Social Irresponsibility: A Meta-Analysis of Financial Event Studies</b> <i>Shayan Abbasi and Manish Kacker</i></p> <p><b>There Are 4 Rs in Performance: How You Define the Purpose of Business Should Affect How You Evaluate its Performance</b> <i>Jonathan Knowles and Neil Bendle</i></p>	<p><b>Digital Twin Announcements and Shareholder Value</b> <i>Revanth Raghupatruni, Thomas Dotzel, Sunil Kumar Singh, and Sachin Modi</i></p> <p><b>Regulatory Product Launches and Rival Firm Valuations: Evidence from the GLP-1 Drug Market</b> <i>Meher Alam and Saim Kashmiri</i></p> <p><b>Fake Team, Real Sponsors, Real Results: F1 the Movie &amp; APXGP</b> <i>Brian Walkup, Jonathan Jensen, and Joe Cobbs</i></p> <p><b>Capitalizing on Risk Under Layered Uncertainty</b> <i>Kaustav Bhattacharya and Rajendra Srivastava</i></p>

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## FRIDAY, MARCH 27 (continued)

### ■ Session 3 - 3:30-5 p.m.

TRACK 1 BB 1.01.20L, Multipurpose Room Chair: Shuba Srinivasan	TRACK 2 BB 1.01.20D, Seminar Theatre Chair: Thilo Kraft
<p><b>The Price is Right: Stock Market Reactions to Pricing Information in Earnings Calls</b> <i>Paul Seehawer, Alexander Edeling, Alexander Himme, and Shuba Srinivasan</i></p> <p><b>Substance or Hype? Multimodal AI Communication Credibility and Financial Market Reactions</b> <i>Sichen Meng, Frank Mathmann, Di Wang, and Claire Mason</i></p> <p><b>Decoding Disruption: Can LLMs Identify Seeds of Success in CEO Letters?</b> <i>Francesca Bonetti, Sajeev Nair, Andrea Pescher, and Gerard J. Tellis</i></p> <p><b>Measuring Corporate Innovation in Emerging Markets: A Hybrid Index Integrating Growth Acceleration and Resilience with Innovation Narrative Signaling</b> <i>Vijay Shankar, Shankar Prakash, and Rajendra Srivastava</i></p>	<p><b>How Does Going Public Change Consumer Opinion about a Firm? Evidence from Restaurant IPOs</b> <i>Nandini Ramani, Vishal Narayan, Girish Mallapragada, and Piyush Anand</i></p> <p><b>Empirical Investigation of the Impacts of 'Going-Private' on the Behavior of a Firm and its Consumers</b> <i>Sayan Gupta and Sundar Bharadwaj</i></p> <p><b>Revenue Retention Rates &amp; Stock Prices: High Returns, Low Risk</b> <i>Thilo Kraft and Bernd Skiera</i></p>

## SATURDAY, MARCH 28

### ■ Session 4: 8:30-10 a.m.

TRACK 1 BB 1.01.20L, Multipurpose Room Chair: Anwasha De	TRACK 2 BB 1.01.20D, Seminar Theatre Chair: Ankit Anand
<p><b>AI Use in Marketing Strategy and Firm Financial Value</b> <i>Jocelyn Cao</i></p> <p><b>The AI Allocation Dilemma: Differential Value from Embedding AI in Core and Supplementary Components</b> <i>Madhur Mohan and Sundar Bharadwaj</i></p> <p><b>When Bad AI Happens to Good Companies: Investor Fallout and Marketing Recalibration</b> <i>Anwasha De and Sayan Gupta</i></p>	<p><b>Ideological Drivers of Advertising Strategy: CEO's Political Ideology and Media Spend - Evidence from U.S. Newspapers</b> <i>Anand Vijayasankaran, Rajita Varma, Aryamen Singh, and Raghu Bommaraju</i></p> <p><b>The Influence of CEO Compensation Peers on a Firm's Strategic Emphasis</b> <i>Tushmit M. Hasan, Joon Ho Kong, Muhammad Mollah, and Girish Mallapragada</i></p> <p><b>Embedded Experience and the Road to the Top: How Careers Shape CMO Attainment and Tenure</b> <i>Abhishek Nirjar, Ankit Anand, and Mayukh Dass</i></p>

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## SATURDAY, MARCH 28 (continued)

### ■ Session 5 - 10:30 a.m.-Noon

<b>TRACK 1</b> BB 1.01.20L, Multipurpose Room Chair: Yi Yin	<b>TRACK 2</b> BB 1.01.20D, Seminar Theatre Chair: Thomas Plociennik
<p><b>When Madison Avenue Meets Wall Street: The Strategic Use of Advertising Around Earnings Announcements</b> <i>Yi (Victoria) Fan</i></p> <p><b>Bias from Voluntary Disclosure of Advertising Spending: Consequences and Remedies</b> <i>Yi Yin, Ashwin Malshe, and Koen Pauwels</i></p> <p><b>The True Cost of Cutting Advertising: Selection, Learning, and the Recovery Cycle</b> <i>Yueying He, Yangen Li, and Fernando Jimenez-Arevalo</i></p>	<p><b>Configurations of Corporate Culture and Their Impact on Stock Performance</b> <i>Jonathan Matzinger, Harley Krohmer, Clemens Ammann, and Andreas Hediger</i></p> <p><b>The Paradox of Excellence: How Quality Superiority Increases Corporate Crimes Against Consumers</b> <i>Licheng (Mike) Sun, Alina Sorescu, Christine Moorman, and Zixia (Summer) Cao</i></p> <p><b>Singular Champions: Why “Spiky Excellence” Can Beat the Market</b> <i>Thomas Plociennik, Jonathan Matzinger, Harley Krohmer, Manuel Blanco, and Andreas Hediger</i></p>

### ■ Session 6 - 1:30-3 p.m.

<b>TRACK 1</b> BB 1.01.20L, Multipurpose Room Chair: Youngjin Kim	<b>TRACK 2</b> BB 1.01.20D, Seminar Theatre Chair: Nandini Nim
<p><b>The Effects of Black Friday Timing on Retailer Performance and Analysts' Forecasts</b> <i>Ross Johnson, Daniel Street, Steve Buchheit, Quinn Swanquist and Clay Voorhees</i></p> <p><b>Does Breaking News Break Investors' Attention?</b> <i>Tarun Kushwaha, Andre Martin, Eunho Park, and Reo Song</i></p> <p><b>When Financial Disclosure Breaks Trust: Market Pricing of Credibility Shocks</b> <i>Youngjin Kim</i></p> <p><b>Weathering the Markets: The Impact of Weather &amp; Device Type on Retail Investor</b> <i>Pauline Engel, Martin Spann, and Peter Zubcsek</i></p>	<p><b>Signaling and Philanthropic Funding: Evidence from Social Ventures</b> <i>Kiran Pedada, Aindrila Chatterjee, and AJ Chauradia</i></p> <p><b>International Exits are Not All Equal: Institutional Contexts, Exit Strategies, and Their Effect on Firm Value</b> <i>Simba Pasirayi</i></p> <p><b>Customer Feedback as a Market Signal: New Venture Responsiveness and Institutional Funding in Mobile App Markets</b> <i>Brianna Paulich, Anita Pansari, and Nandini Nim</i></p>

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## SATURDAY, MARCH 28 (continued)

### ■ Session 7 - 3:30-5 p.m.

<b>TRACK 1</b> BB 1.01.20L, Multipurpose Room <i>Chair: Jia Yue Gao</i>	<b>TRACK 2</b> BB 1.01.20D, Seminar Theatre <i>Chair: Melih Madanoglu</i>
<p><b>Think Like Finance: The Financial Lens on Business and Marketing</b> <i>Jonathan Knowles</i></p> <p><b>Demand-Side Frictions in Annuity Markets: Marketing Communication and Annuitization Decisions</b> <i>Jody Evans and Pat Auger</i></p> <p><b>Understanding the Financial Impact of Online Discussions about Electric Vehicles</b> <i>Jia Yue Gao, Kihyun (Hannah) Kim, and Sunghoon Kim</i></p>	<p><b>Modeling Resource Competition Through TextSpatial Approach: Ecosystem Effects of Firm's Self-Marketing</b> <i>Prakash Satyavageeswaran, Jaydeep Patwardhan, Ashish Galande, and Sudhir Voleti</i></p> <p><b>From Foot Traffic to Same-Store Sales: When Harbingers Improve Investor Forecasts</b> <i>Jessica Wu, Rex Y. Du, and Kathleen T. Li</i></p> <p><b>The Effectiveness of Marketing for Business-to-Business (B2B) Firms</b> <i>Marcelino Chavez and Leigh McAlister</i></p> <p><b>Beyond Meal Price: How Customer Satisfaction and Demand Signals Shape Capital Market Interpretation in Restaurants</b> <i>Ganna Demydyuk and Melih Madanoglu</i></p>