

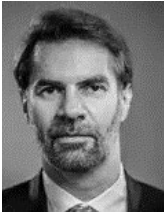





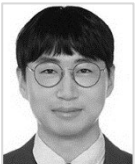

AI at Wharton presents:
2nd Annual Business and GenAI workshop



















Sponsored by Accenture













September 5-6, 2024

Wharton School, San Francisco Campus, 2 Harrison Street, San Francisco, CA 94105

Day 1: Thursday, September 5

8:15 – 9:00	Check-in / Light Breakfast	
9:00 – 10:00	ROOM 660	
	 <p>Keynote: <u>Erik Brynjolfsson</u> Jerry Yang and Akiko Yamazaki Professor and Senior Fellow at the Stanford Institute for Human-Centered AI, and Director of the Stanford Digital Economy Lab. <i>“The AI Awakening: Implications for Business and the Economy”</i></p>	
10:00 – 10:15	 <p>Introductions and Overview: <u>Stefano Puntoni</u> Sebastian S. Kresge Professor of Marketing Faculty Co-Director, AI at Wharton</p>	
10:15 – 10:45	Break	
	ROOM 612	ROOM 615
10:45 – 11:45	Session 1a	Session 1b
	 <p><u>Ada Aka</u>, Assistant Professor of Marketing, Stanford GSB. <i>“Conversational AI Impacts Information Learning and Memory”</i></p>	 <p><u>Anil Doshi</u>, Assistant Professor, UCL School of Management. <i>“Generative Artificial Intelligence and Evaluating Strategic Decisions”</i></p>
	 <p><u>Christian Hildebrand</u>, Professor of Marketing Analytics, Institute of Behavioral Science, University of St. Gallen. <i>“Biased Echoes: Generative AI Models Reinforce Investment Biases and Increase Portfolio Risks of Private Investors”</i></p>	 <p><u>Mikhail Lysyakov</u>, Assistant Professor of Computers and Information Systems, University of Rochester. <i>“Is Social Bot Socializing? Evidence from a Microblogging Platform”</i></p>
	 <p><u>Minkyu Shin</u>, Assistant Professor, City University of Hong Kong. <i>“Consumer Voice with Large Language Models: Evidence from Complaint Data in the Finance Industry”</i></p>	 <p><u>João Sedoc</u>, Assistant Professor, New York University. <i>“Dbot: Aswath Damodaran’s Analytic Twin”</i></p>
11:45 – 1:00	Lunch and Networking	

	ROOM 612	ROOM 615
1:00 – 2:00	Session 2a	Session 2b
	 <p>Piyush Anand, Assistant Professor of Marketing, Rice University. <i>“Can LLM Adoption Promote Greater Equity? Evidence from Online Consumer Activism Petitions”</i></p>	 <p>Hemant Bhargava, Distinguished Professor, UC Davis. <i>“Decoding Unstructured Text: Enhancing LLM Classification Accuracy with Redundancy and Confidence”</i></p>
	 <p>Madhav Kumar, Post-Doc, MIT. <i>“Generative AI and Personalized Video Advertisements”</i></p>	 <p>Hancheng Cao, PhD Candidate, Stanford University. <i>“Can large language models provide useful feedback on research papers? A large-scale empirical analysis”</i></p>
 <p>Abhishek Ray, Assistant Professor, Donald G. Costello College of Business, George Mason University. <i>“AI and the Changing Nature of Journalism”</i></p>	 <p>Ye Li, Associate Professor, University of California, Riverside. <i>“Complementarity Neglect: People Fail to Select AI Collaborators with Complementary Abilities”</i></p>	
2:00 – 2:15	Break	
2:15 – 3:00	Lightning Round – Group 1	Lightning Round – Group 2
	 <p>Sardar Fatooreh Bonabi, PhD Student, University of California, Irvine (UCI). <i>“The Impacts of Generative AI on Software Development”</i></p>	 <p>Ruben Ramirez Santos, PhD Student, Wharton School, University of Pennsylvania. <i>“Artificial Intelligence Sense of Humor and its Economic Effects for Creative Industries”</i></p>
	 <p>Samuel Jay, Executive Director of Emergent Technology & Academic Transformation, Metropolitan State University of Denver. <i>“The Role of Generative AI in Reducing Faculty Administrative Work”</i></p>	 <p>Roger Saumure, PhD Student, Wharton School, University of Pennsylvania. <i>“Humor as a Window into Generative AI Bias”</i></p>
	 <p>Jaymo Kim, PhD Student, Tepper School of Business at Carnegie Mellon University. <i>“Bias in Generative AI”</i></p>	 <p>Maximilian Witte, PhD Student, University of Hamburg. <i>“Automating fit in visual influencer marketing: Leveraging generative AI to align interests of marketing and influencers”</i></p>
	 <p>Lijia Ma, PhD Student, University of Washington. <i>“Learning to Adopt Generative AI.”</i></p>	 <p>Xingchen Xu, PhD Student, University of Washington. <i>“The Two Towers of Search: How Large Language Models Reshape Traditional Search Patterns”</i></p>
	 <p>Yu Ma, PhD Student, MIT. <i>“Optimizing E-Commerce with LLM-Enhanced Knowledge Graphs”</i></p>	 <p>Wendao Xue, Postdoctoral Researcher, University of Texas at Austin. <i>“LLM-enabled Causal Study of Emotion”</i></p>
	 <p>Desan Oh, PhD Student, KAIST, College of Business. <i>“Towards the next generation of modern portfolio theory: GenAI-based multimodal stock prediction model”</i></p>	 <p>Eric Zhou, PhD Student, Boston University Questrom School of Business. <i>“Who Expands the Creative Frontier with Generative AI?”</i></p>

	ROOM 612	ROOM 615
3:05 – 3:50	Lightning Round – Group 2	Lightning Round – Group 1
	 <p>Ruben Ramirez Santos, PhD Student, Wharton School, University of Pennsylvania. <i>“Artificial Intelligence Sense of Humor and its Economic Effects for Creative Industries”</i></p>	 <p>Sardar Fatooreh Bonabi, PhD Student, University of California, Irvine (UCI). <i>“The Impacts of Generative AI on Software Development”</i></p>
	 <p>Roger Saumure, PhD Student, Wharton School, University of Pennsylvania. <i>“Humor as a Window into Generative AI Bias”</i></p>	 <p>Samuel Jay, Executive Director of Emergent Technology & Academic Transformation, Metropolitan State University of Denver. <i>“The Role of Generative AI in Reducing Faculty Administrative Work”</i></p>
	 <p>Maximilian Witte, PhD Student, University of Hamburg. <i>“Automating fit in visual influencer marketing: Leveraging generative AI to align interests of marketing and influencers”</i></p>	 <p>Jaymo Kim, PhD Student, Tepper School of Business at Carnegie Mellon University. <i>“Bias in Generative AI”</i></p>
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	 <p>Eric Zhou, PhD Student, Boston University Questrom School of Business. <i>“Who Expands the Creative Frontier with Generative AI?”</i></p>	 <p>Desan Oh, PhD Student, KAIST, College of Business. <i>“Towards the next generation of modern portfolio theory: GenAI-based multimodal stock prediction model”</i></p>
3:50 – 4:00	Break	

4:00 – 5:00	<p style="text-align: center;">ROOM 660</p> <p style="text-align: center;">Session 3: Industry-focused Panel</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 15%; text-align: center;">  </div> <div style="width: 85%;"> <p><u>David Schweidel</u>, Professor of Marketing, Emory University. <i>“Automated Alignment: Guiding Visual Generative AI for Brand Building and Customer Engagement”</i></p> </div> </div> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 15%; text-align: center;">  </div> <div style="width: 85%;"> <p><u>Dokyun (DK) Lee</u>, Associate Professor, Boston University. <i>“Take Caution in Using LLMs as Human Surrogates: Scylla Ex Machina”</i></p> </div> </div> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 15%; text-align: center;">  </div> <div style="width: 85%;"> <p><u>Lauren Lu</u>, Professor of Business Administration, Dartmouth College, Tuck School of Business. <i>“Generative AI in Action: Field Experimental Evidence on Worker Performance in E-Commerce Customer Service Operations”</i></p> </div> </div> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 15%; text-align: center;">  </div> <div style="width: 85%;"> <p>Moderated by <u>Kartik Hosanagar</u>, John C. Hower Professor, Professor of Operations, Information and Decisions; Faculty Co-Director, AI at Wharton</p> </div> </div>
5:00 – 5:30	<p>Break</p>
5:30 – 6:30	<p style="text-align: center;">ROOM 660</p> <p style="text-align: center;">Industry Leadership Conversation</p> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center; width: 45%;">  <p><u>Erika James</u> Dean, The Wharton School</p> </div> <div style="text-align: center; width: 45%;">  <p><u>James Crowley</u> Global Products Industry Practices Chair, Accenture</p> </div> </div>
6:30 – 7:30	<p>Reception</p>

Day 2: Friday, September 6

8:15 – 9:00	Light Breakfast	
9:00 – 9:30	ROOM 660	
	 <p>Keynote: Naveen Zutshi Chief Information Officer, Databricks. <i>“Gen AI In Action: Bridging the AI Value Gap with Good Data”</i></p>	
9:30 – 9:45	Break	
	ROOM 612	ROOM 615
9:45 – 10:45	Session 4a	Session 4b
	 <p>Neeraj Arora, Professor, UW-Madison. <i>“AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators”</i></p>	 <p>Yan Leng, Assistant Professor, University of Texas at Austin. <i>“Reduce Disparity Between LLMs and Humans: Optimal LLM Sample Calibration”</i></p>
	 <p>Sundar Bharadwaj, Professor of Marketing, University of Georgia. <i>“A Generative-AI Based Approach to Detect Greenwashing in Marketing Communications”</i></p>	 <p>Nicholas Otis, Doctoral Candidate, UC Berkeley. <i>“Generative AI, Social Interaction, and Entrepreneurial Performance”</i></p>
	 <p>Jiaxin Pei, Postdoctoral Fellow, Stanford University. <i>“Modeling and Detecting Company Risks from News”</i></p>	 <p>Yuan Yuan, Assistant Professor, UC Davis. <i>“Generating Scientific Hypotheses in Social Sciences with Hypothesis Graphs and LLMs”</i></p>
10:45 – 11:00	Break	
	ROOM 612	ROOM 615
11:00 – 12:00	Session 5a	Session 5b
	 <p>Chaoyue Gao, Assistant Professor, Univ of Science and Technology, China. <i>“ChatGPT-Empowered Product Recommendation and Online Word-of-Mouth: Evidence from Online Travel Agency”</i></p>	 <p>Wei Chen, Associate Professor, University of Connecticut. <i>“The Economics of AI Foundation Models: Openness, Competition, and Governance”</i></p>
	 <p>Samsun Knight, Assistant Professor, University of Toronto. <i>“Generative AI and User-Generated Content: Evidence from Online Reviews”</i></p>	 <p>Xueming Luo, Professor, Fox School of Business, Temple University. <i>“Artificial Intelligence, Emotional Labor, and Organizational Performance”</i></p>
	 <p>Yingda Lu, Assistant Professor, University of Illinois Chicago. <i>“The Impact of AI-Generated Summaries on Viewer Engagement”</i></p>	 <p>James Reeder III, Assistant Professor of Marketing, KU School of Business, University of Kansas. <i>“Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments”</i></p>

12:00 – 1:15	Lunch & Networking	
	ROOM 612	ROOM 615
1:15 – 2:15	Session 6a	Session 6b
	 <p>Mehmet Ayvaci, Associate Professor, Jindal School of Management, University of Texas at Dallas. <i>“What People Think of Machines as Doctors: Unveiling the Value of Gen-AI for e-Health”</i></p>	 <p>Matthew Baird, Senior Staff Economist, LinkedIn. <i>“The impact of GitHub Copilot on Labor Market Outcomes for Software Engineers”</i></p>
	 <p>Yi Liu, Assistant Professor, University of Wisconsin-Madison. <i>“GenAI Assistance in a Professional Service Market: The Perish of Second Opinion”</i></p>	 <p>Manuel Hoffmann, Postdoctoral Scholar, Harvard Business School. <i>“Generative AI and Distributed Work: Evidence from Open Source Software”</i></p>
	 <p>Xuan Zhao, CEO & Co-founder, Flourish Science. <i>“Introducing Sunnie and the STAR Framework: Key Considerations for Designing LLM-Based Conversational Agents for Enhancing Mental Well-Being”</i></p>	 <p>Franziska Kaiser, PhD Student, HEC Lausanne & BU. <i>“Strategic Behavior and AI Training Data”</i></p>
2:15 – 2:30	Break	
	ROOM 612	ROOM 615
2:30 – 3:50	Session 7a	Session 7b
	 <p>Ertugrul Uysal, Postdoctoral Researcher, ETH Zurich. <i>“Closing the Gap or Giving (More) Power to the Powerful? How and When AI Empowers Employees”</i></p>	 <p>Shubin Yu, Associate Professor, BI Norwegian Business School. <i>“Working with Ghosts in the Machine: Generative AI and the Dehumanization of Self”</i></p>
	 <p>Arvind Karunakaran, Assistant Professor, Management Science and Engineering, Stanford University. <i>“Upskilling versus Deskilling Spirals in the Wake of Gen AI within Organizations”</i></p>	 <p>Shai Vardi, Assistant Professor, Purdue University. <i>“A Random Walk Modeling Framework for Boosting the Creativity of Humans and AI”</i></p>
	 <p>Lynn Wu, Associate Professor of Operations, Information and Decisions, The Wharton School. <i>“Artificial Intelligence, Lean Start-up Method, and Product Innovation”</i></p>	 <p>Léonard Boussioux, Assistant Professor, University of Washington (Foster), HBS. <i>“AI-Augmented Evaluations of Early-Stage Innovations: Balancing Subjective and Objective Criteria through Explainable AI”</i></p>
		 <p>Kartik Hosanagar, John C. Hower Professor, Professor of Operations, Information and Decisions; Faculty Co-Director, AI at Wharton <i>“Designing Human-AI Collaboration”</i></p>
3:50 – 4:00	Closing Remarks: Lynn Wu	Closing Remarks: Kartik Hosanagar
4:00 – 5:00	Reception	