AI at Wharton presents:
2nd Annual Business and GenAI workshop
Sponsored by Accenture
September 5-6, 2024
Wharton School, San Franciso Campus, 2 Harrison Street, San Francisco, CA 94105
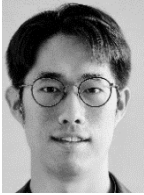
Day 1: Thursday, September 5

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

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

	ROOM 612	ROOM 615
3:05 – 3:50	**Lightning Round – Group 2**	**Lightning Round – Group 1**
	Ruben Ramirez Salas, PhD Student, Wharton School, University of Pennsylvania. *"Artificial Intelligence Sense of Humor and its Economic Effects for Creative Industries"*	**Sardar Fatooreh Bonabi**, PhD Student, University of California, Irvine (UCI). *"The Impacts of Generative AI on Software Development"*
	Roger Saumure, PhD Student, Wharton School, University of Pennsylvania. *"Humor as a Window into Generative AI Bias"*	**Samuel Jay**, Executive Director of Emergent Technology & Academic Transformation, Metropolitan State University of Denver. *"The Role of Generative AI in Reducing Faculty Administrative Work"*
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	Eric Zhou, PhD Student, Boston University Questrom School of Business. *"Who Expands the Creative Frontier with Generative AI?"*	**Desan Oh**, PhD Student, KAIST, College of Business. *"Towards the next generation of modern portfolio theory: GenAI-based multimodal stock prediction model"*
3:50 – 4:00	**Break**	

4:00 – 5:00	**ROOM 660** **Session 3: Industry-focused Panel**
	David Schweidel, Professor of Marketing, Emory University. *"Automated Alignment: Guiding Visual Generative AI for Brand Building and Customer Engagement"*
	Dokyun (DK) Lee, Associate Professor, Boston University. *"Take Caution in Using LLMs as Human Surrogates: Scylla Ex Machina"*
	Lauren Lu, Professor of Business Administration, Dartmouth College, Tuck School of Business. *"Generative AI in Action: Field Experimental Evidence on Worker Performance in E-Commerce Customer Service Operations"*
	Moderated by **Kartik Hosanagar**, John C. Hower Professor, Professor of Operations, Information and Decisions; Faculty Co-Director, AI at Wharton
5:00 – 5:30	**Break**
5:30 – 6:30	**ROOM 660** **Industry Leadership Conversation** *On the Leading Edge: The Importance of Shaping Our Collective AI Future* **Erika James** **Dean, The Wharton School Reliance Professor of Management and Private Enterprise** **James Crowley** **Global Products Industry Practices Chair, Global Management Committee, Accenture**
6:30 – 7:30	**Reception**

Day 2: Friday, September 6

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

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