

2026 CHINA INDIA INSIGHTS CONFERENCE

Thursday, September 24, 2026

5:00 - 7:00pm

Reception, 24A/B

Friday, September 25, 2026

8:00am - 9:00am

Breakfast and check-in, 24A/B

9:00am - 9:15am

Welcome, 24A/B

Goker Aydin (Dean of Faculty, Carey Business School), K. Sudhir (Yale University), Shubhranshu Singh (Johns Hopkins University): Introductory Remarks

9:15am - 10:15am

Session 1 Plenary, 24A/B

Generative AI and Sales Productivity: Field Experiments in Online Retail

Lu Fang (Zhejiang University of Finance & Economics), Zhe Yuan (Zhejiang University), Kaifu Zhang, **Dante Donati (Columbia University)**, Miklos Sarvary (Columbia University)

The Price Penalty for Migrant Entrepreneurs: Evidence from a Field Experiment in South Africa

Shreya Kankanhalli (Cornell University), **Rupali Kaul (INSEAD)**, Iris Steenkamp (Bocconi University)

10:15am - 10:30am

Coffee Break, 24 A/B

10:30am - 11:45pm

Session 2 Parallel Sessions

Parallel Session 2A, 24A/B

Money Is (Oddly?) Less Motivating in China and India than in Western Cultures

Thomas Talhelm (University of Chicago)

LLMs Meet with Causality: GenAI-Assisted Causal Inference of Unstructured Data

Xueming Luo (Temple University)

Selling the Hagggle

Keyan Li (University of Notre Dame), Zelin Li (MIT), Siqi Pei (Michigan State University), Feng Yang (Shanghai University of Finance and Economics)

Parallel Session 2B, 201

Depth Over Breadth: Specialist vs. Generalist Creator Strategies on Digital Content Platforms

Amy Wenxuan Ding (EMLYON Business School), Weihe Gao (Shanghai University of Finance and Economics), **Shibo Li (Indiana University)**, Hua Yin (Shanghai University of Finance and Economics)

Shaping the Influencers: The Role of Multi-Channel Networks

Yulin Hao (University of Rochester), **Xiaojie Li (Boston College)**

Carbon Labels as Salience Nudges: Evidence from a Large-Scale Field Experiment on a Global Flight Booking Platform

Ruobing Han (Chinese University of Hong Kong, Shenzhen), George Gui (Columbia University), James Liang (Trip.com)

11:45pm – 1:15pm Lunch, 24A/B

1:15pm – 2:45pm Session 3 Plenary

Promoting Digital Payment Systems to Retail Merchants: The Long-Term Consequences
Shreya Kankanhalli (Cornell University), Stephen J. Anderson (Texas A&M University), Leonardo Iacovone (World Bank), **Sridhar Narayanan (Stanford University)**

AI Copilots in Real Estate: Evidence from China
Lin William Cong (Nanyang Technological University and NBER), **Xiang Hui (Washington University in St. Louise)**, and Yushan Zhou (Chinese University of Hong Kong)

Experiential Learning and Gender-Stereotype Attitudes in Science Education: Evidence from a Field Intervention
Muzeeb Shaik (Indiana University), Huanhuan Shi (Texas A&M University), Adithya Pattabhiramaiah (Georgia Tech), Shrihari Sridhar (Texas A&M University)

2:45pm – 3:00am Coffee Break, 24A/B

3:00pm – 4:15pm Session 4 Parallel Sessions

Parallel Session 4A, 24A/B

Generative Augmented Inference of LLM-generated Data for Market Research: Theory and Empirical Evidence
Cheng Lu (Washington University in St. Louis), Mengxin Wang (University of Texas at Dallas), Dennis J. Zhang (Washington University in St. Louis), Heng Zhang (Arizona State University)

Does Consumer Privacy Protection Always Hurt Companies? Evidence from Apple's App Tracking Transparency Policy
Wei Miao (University College London), Chen Lin (Fudan University), **Yiting Deng (Virginia Tech)**, Jeongwen Chiang (CEIBS)

Quality Regulation and Pharmaceutical Development: Evidence from the Introduction of Bioequivalence in China
Yizhi Lu (University of Minnesota), C. Matthew Shi (Chinese University of Hong Kong)

Parallel Session 4B, 201

It Pays to Be Lucky: Superstition, Product Labels, and Housing Markets
Limin Fang (University of British Columbia), **Mingduo Zhao (University of British Columbia)**

Whose Stars Are They? Co-Ethnic Evaluation, Authenticity, and the Cross-Cultural Limits of a Single Restaurant Rating
Limin Fang (University of British Columbia), Nitin Mehta (University of Toronto), Siying Wang (Shanghai University of Finance and Economics)

Consumer Value of Privacy: Evidence from an Online Retailer
Ankit Sisodia (Purdue University), Mimansa Bairathi (University College London), Mayur Choudhary (Indiana University)

4:15pm – 4:30pm Coffee Break, 24A/B

4:30pm – 5:45pm Session 5 Parallel Sessions

Parallel Session 5A, 24A/B

Unintended Consequences of Recommender System Interventions: Evidence from a Field Experiment
Shilei Luo (Washington University in St. Louis), Song Yao (Washington University in St. Louis), Dennis J. Zhang (Washington University in St. Louis)

Matching and Engagement in Business Mentoring Platforms: Evidence from Indonesia
Soniya Gupta-Rawal (University of Cambridge), Ahmed Khwaja (University of Cambridge), Jaideep Prabhu (University of Cambridge)

Experimentation in New Product Launch: Testing the Effectiveness of Lean Startup Methodology
Stephen J. Anderson (Texas A&M University), **Juan Espinosa-Balbuena (London Business School)**, Frank Germann (University of Notre Dame), Sridhar Narayanan (Stanford University)

Parallel Session 5B, 201

When Does Trend-following Pay Off? Evidence from Trending Content and Hashtag Use on TikTok
Wensi Zhang (University of Texas at Dallas), Ying Xie (University of Texas at Dallas), Lingbo Wang (University of Texas at Dallas)

Transitioning from a Spend-Based to Status-Based Loyalty Program: Evidence from a Quasi-Experimental Study
Anmol Madan (University of Texas at Dallas), **Arun Gopalakrishnan (Monash University)**, and Upender Subramanian (University of Texas at Dallas)

Moving Showrooms: How Commercial EV Adoption Drives Consumer Demand
Ruolin Yao (Tianjin University), **Boya Xu (Virginia Tech)**, Yuan Guo (George Washington University), Shuai Ling (Tianjin University)

6:00pm – 9:00pm Conference Dinner at Lebanese Taverna, Baltimore

Saturday, September 26, 2026

8:00am – 9:00am Breakfast, 24 A/B

9:00am – 10:15am Session 6 Parallel Sessions

Parallel Session 6A, 24A/B

Social Preferences and AI Aversion
Tianyu Han (Hong Kong University of Science and Technology), Song Lin (Hong Kong University of Science and Technology), Mingduo Zhao (University of British Columbia)

Consumer Mobility and Electric Vehicle Adoption: Evidence from China
C. Matthew Shi (Chinese University of Hong Kong), Mengyuan Xia (Chinese University of Hong Kong)

Parallel Session 6B, 24C

Do Store Credit Card Discounts Pay Off?
Bowen Luo (University of Houston), **Ruiqi Wu (University of Delaware)**, Xiaojie Li (Boston College)

Salesforce Training with Synthetic Prospects: A Field Experiment on Early-Career Turnover
Emaad Manzoor (Cornell University)

Disputing Disputes: Dispute Resolution Design and Product Quality in Online Marketplaces
Ying Bao (University of Illinois Urbana-Champaign), Jessie Liu (Johns Hopkins University), Zimin Pang (University of Maryland), Bobby Zhou (University of Maryland)

10:15am – 10:30am **Coffee Break, 24A/B**

10:30am – 12:00pm **Session 7 Plenary**

Behind the Counter or On the Shelf: Retail Selling Formats, Pricing, and Assortment in Developing Economies
Abhinav Uppal (Indian School of Business), **Kinshuk Jerath (Columbia University)**, Jagmohan S. Raju (University of Pennsylvania)

Generative AI Search on Content Creation Platforms: Evidence from a Large-Scale Randomized Field Experiment
Hongxian Huang (New York University), Anindya Ghose (New York University), Jason Chan (University of Minnesota), Jinglong Zhang (University of Science and Technology of China)

The Effect of Digital Payments on Household Spending: Evidence from UPI Proliferation in India
Varad Deolankar (National University of Singapore), **Shreya Kankanhalli (Cornell University)**, and S. Sriram (University of Michigan)

12:00pm – 1:00pm **Lunch, 24A/B**

1:00pm – 2:00pm **Session 8 Plenary**

The Value of Platform Data for Sellers: Evidence from a Field Experiment on Featured Product Selection
Aishen Li (Singapore Management University), Yubo Chen (Tsinghua University), Jiwoong Shin (Yale School of Management)

Competing Through Presence: Platform Participation and Product Competition in Bangladesh's Intercity Bus Industry
Yulin Hao (University of Rochester), Yan Luo (MIT), Catherine Tucker (MIT), **Yifei Wang** (University of Pittsburgh)

2:00pm – 2:05pm **Conclusion, 24A/B**

K. Sudhir and Shubhranshu Singh: Concluding Remarks