

Celebration of Scholarship

Marketing

Monday, September 8, 2025

*Location is Knight Management Center ([Link to Google Maps](#)), All times are in Pacific Time

9:30 am - 5:00 pm

Academic Area Sessions

Other academic areas will host their area-specific conference sessions. By invitation only.

4:00 pm

Registration Opens

Please check in and pick up your name badge at Town Square.

5:00 pm - 8:00 pm

Celebration of Scholarship BBQ

Reconnect and socialize with fellow guests for a relaxed evening with food, drinks, and conversations as we kick off our celebration. All guests from the seven Academic Areas are invited to attend the BBQ.

Tuesday, September 9, 2025

Location is Knight Management Center ([Link to Google Maps](#)), All times are in Pacific Time

7:15 am

Registration Opens

If you have not checked in already, please pick up your name badge at Town Square.

7:30 am - 9:30 am

PhD Alumni Reunion Breakfast

Celebrate the GSB PhD alumni and connect across generations. This breakfast features a poster session highlighting the academic work of current PhD students. All guests from the seven Academic Areas are invited to attend the breakfast.

9:45 am - 10:00 am

Opening Remarks

Sridhar Narayanan, The Sebastian S. Kresge Professor of Marketing at Stanford University

10:00 am - 11:00 am

Research Talks - Session 1

“State Dependence in Sustainable Product Choice”

Bryan Bollinger, Professor of Marketing and Economic Policy at Dartmouth College

“Conversational Language in AI Undermines Learning”

Ada Aka, Assistant Professor of Marketing at Stanford University

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11:00 am - 11:15 am

Break

11:15 am - 12:15 pm

Research Talks - Session 2

“Marketing Durable Technologies in Low- and Middle-Income Countries: The Case of Electric 3-Wheeler Batteries in Bangladesh”

Yewon Kim, Assistant Professor of Marketing at Stanford University

“Competition, Selection, and Quality in Markets: The Case of Academic Publishing”

David Gal, Professor of Marketing at the University of Illinois at Chicago

12:15 pm - 1:30 pm

Lunch @ Town Square

1:30 pm - 3:00 pm

Research Talks - Session 3

“Designing Monitoring Programs”

Samuel Goldberg, Assistant Professor of Marketing at Stanford University

“A New Way to Pay: The Psychology of Buy-Now-Pay-Later”

Wendy Liu, Associate Professor of Marketing at the University of California, San Diego

“Beyond Black-Box: Structuring Multi-Stage Recommender Systems Using Predicted Intentions”

Yuyan Wang, Assistant Professor of Marketing at Stanford University

3:00 pm - 3:30 pm

Break

3:30 pm - 4:30 pm

Research Talks - Session 4

“Consumer Misperceptions about the Sources of Societal Problems”

Yu Ding, Assistant Professor of Marketing at Stanford University

“Productizing Measurement”

Harikesh Nair, Senior Director of Data Science & Engineering at Google



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4:30 pm - 5:30 pm

Fireside Chat with Emeriti

Moderators

Sridhar Narayanan, The Sebastian S. Kresge Professor of Marketing at Stanford University

Michaela Draganska, Associate Professor of Marketing at Drexel University

Panelists

V. “Seenu” Srinivasan, The Adams Distinguished Professor of Management, Emeritus at Stanford University

Itamar Simonson, The Sebastian S. Kresge Professor of Marketing, Emeritus at Stanford University

Jim Lattin, The Robert A. Magowan Professor of Marketing, Emeritus at Stanford University

David Aaker, E.T. Grether Professor Emeritus of Marketing and Public Policy at the University of California, Berkeley

5:30 pm - 9:00 pm

Scholar’s Academic Gala

Grand finale of the Celebration of Scholarship. Close the evening with a moment of inspiration and reflection. Dean Sarah A. Soule will honor the legacy of the Stanford GSB and look to the future. All guests from the seven Academic Areas are invited to attend.