

## My Marketing Science

Scholars give their thoughts on what they are looking forward to at Marketing Science 2025.

### Bryan Bollinger

*Bryan is a Professor of Marketing at NYU Stern School of Business*

I am really looking forward to attending this year's marketing science. Friday really starts out with a bang with multiple sessions that I would like to attend at the same time. There are back-to-back sessions on **New Methods for Analyzing Consumers**, which will be helpful in my new MBA teaching next year, and back-to-back sessions on **Marketing and Public Policy**, which is relevant for my research, teaching, and my own behavior, especially the papers on data privacy. I am also very intrigued by some of the new Flash Sessions (such as those on **Evidence from the Field** and **Big Data and Machine Learning**; I think this format provides us the ability to see a large variety of current research in rapidly evolving areas, allowing us to follow up in more depth later.

There are sessions on **Waste, Circularity, And the Supply Chain** on Friday and **Climate Change and Marketing** on Saturday I would like to see, and if possible, I would like to attend **Publishing in the Frontiers Section: Unpacking the Process**. Finally, I am looking forward to my sessions, the **Panel on Industry Engagement and Research Exposure: Enhancing Academic Impact through MSI** and one of the last sessions, **Shaping Prosocial Behavior: Insights into Sustainability, Health, and Actionable Change**.

### Elham Yazdani

*Elham is an Assistant Professor at Terry College of Business, University of Georgia*

This year, I'm especially looking forward to **Flash Session 1: Evidence From The Field** on Friday morning. It's always energizing to start the conference with empirical insights that push the boundaries of what we know from real-world interventions. I'm also excited about the **Special Session on Marketing and Policy: Leveraging Consumer and Business Insights for Social and Economic Impact**—I believe bridging marketing science and policy is more important than ever. On Saturday, the **Flash Session on AI Applications** is a must-see for me. As generative AI continues to evolve, understanding how it intersects with marketing practice and theory is crucial. Finally, the **Invited Session: LLMs in Action: Human Insights, Retail Innovation, and Review Revolution** looks like it will offer both rigor and relevance, and I'm curious to see how these themes unfold.

### Charan Bagga

*Charan is an Associate Professor, at the Haskayne School of Business, University of Calgary*

I am excited to attend the Marketing Science 2025 conference. I am eager to attend the flash sessions (FB02, FC02, SB02) on **Behavioral Impacts, Understanding Consumers**, and **User Generated Content**. The invited session (FA05) on **New Methods for Analyzing Consumers** looks particularly interesting to learn more about methodological advances in the field. Also, looking forward to the contributed sessions in my domains of research such as (SC07) **Powerful Brands and Their Advocates** as well as (FD12) **Predicting Customer Preferences and Behavior**.

### Lan Luo

*Lan is Professor of Marketing at the Marshall School of Business, University of Southern California*

I am excited about the new flash sessions at this year's Marketing Science conference. Specifically, I plan on stopping by sessions related to **LLMs** and **Text Mining, Big Data and Machine Learning**, and **Social Media & Digital Marketing**. All exciting stuff! I would also love to attend the **ISMS Dissertation Award Winners** session. I have always learned so much from our outstanding Ph.D. students from this session over the years! I am sure that the talks will be amazing this year as well!

## Youngtak Kim

*Youngtak is an Assistant Professor at the Haslam College of Business, The University of Tennessee, Knoxville*

I am interested in seeing **Flash Session 3: Large Language Models and Text-Mining**. This is to see how it contrasts with earlier approaches to text-mining using machine learning algorithms such as BERT.

Also, would like to know what new ideas appear in the area of sustainability. The combination of cutting-edge methods with sustainability would be quite fascinating to see. Some session would be **Flash Session 10: Sustainability** and **Contributed Session FA10. What Is the Impact of Labeling?**

Lastly, I would love to get a better understanding of the **Frontiers in Marketing Science**. I know that some of my close colleagues have published through this process. What distinguishes Frontiers from the official submission? Do schools view the two the same?

## Neil Bendle

*Neil is an Associate Professor at Terry College of Business, University of Georgia*

Marketing Science is always exciting because there is so much to see, but, for exactly the same reason, it is a major challenge. Talks I would love to see clash, as do the times friends I would like to support are presenting. As such, I will have no problem finding things to see.

Talks at Marketing Science 2025 are spread across the Ballroom Level (where social events will also take place) and the Meeting Room Level. I will be actively be moving from one to the other. My first stop, 8.30 Friday morning in the Anacostia Ballroom Salon F, will be the special session on **Marketing Accountability**, chaired by Venky Shankar, the MASB (Marketing Accountability Standards Board) Advisory Council Chair. This has a stellar cast of researchers addressing challenges in that area. Throughout Friday (and into Saturday) there are papers related to sustainability in meeting room 8 that I will make as much time to visit as I can.

Flash presentations (short talks – that have an accompanying poster session in the evening) are a new feature of the conference. I intend to attend as many as I can to listen to more great new ideas. I am especially excited about the **Sustainability Flash Presentation** session – in the Anacostia Ballroom Salon D, 10.30am on the Saturday. Sunday morning I am looking forward to learning more about **The Present and Future of Personal Transportation** in meeting room 10.

Friday and Saturday evenings I am excited about the poster sessions. Each flash talk presenter is sharing their idea on a poster giving a chat to follow up on the ideas in a relaxed setting, i.e., with a beer. The Gala Dinner on the Saturday should also be a wonderful way to get everyone together to celebrate all the hard work people have done.