

Research Based on AiMark Data: Using household panel data to model advertising wear-out,
policy effectiveness and the consequences of researcher decisions

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Using household panel data to model advertising wear-out,
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Session Chair:

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Discussant:

Harald van Heerde, Research Professor of Marketing, University of New South Wales

Paper 1: Spending and Content Wearout in Advertising: Magnitude and Antecedents

Bernadette J. van Ewijk (presenting author), University of Amsterdam Business School

Els Gijsbrechts, Tilburg University

Marnik G. Dekimpe, Tilburg University

Paper 2: Does behavioral spillover follow policy changes? A longitudinal perspective on changing plastic regulation

Mengfei Ye, University of Groningen

Jenny van Doorn, University of Groningen

Hans Risselada (presenting author), University of Groningen

Paper 3: How Researcher Choices Impact Price Elasticity Estimates: Insights from A Many-Analyst Study

Hannes Datta, Tilburg University

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Koen Pauwels, Northeastern University

Karin Teichmann (presenting author), University of Innsbruck

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