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*Can I Choose My Of er? How Choice of a
Promotional Of er Impacts Consumer Evaluations
and Decisions*

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*Dark Side of Digital Technology Use, User
Ambivalence, and the Corporate Social Responsibility
for AI-enabled Technologies*

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Can I Choose My Own Gift? How Choice of a Present Impacts Over Time Inaction, Choice Expectations and Decision

ABSTRACT

Free gifts play a role in sales promotions, and some retailers have begun to provide consumers with a choice of free gifts. However, there is no empirical research that explores the effects of this novel sales promotion on consumption variables. This research investigates the interactive effects of attributes and gift choice (versus fixed free gifts) on value perceptions and purchase intentions. Findings show that by increasing decision freedom through offering a choice set, marketers can increase the perceived value and attenuate the negative effects of lower monetary levels of the gift offer. Our theorization and predictions are supported by one field and four controlled experiments in a variety of contexts. Additionally, this research identifies boundary conditions and eliminates potential alternative explanations. Results advance our understanding of the moderating and mediating relationships between decision freedom, value perceptions, and purchase intentions, and how managers can use free gift choices in designing sales promotions.

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M a C ae R : eR e f D c e V e, Re a , a d Me a e C a ac e c

ABSTRACT

Climate change is one of the most important sociopolitical issues. Disclosures have emerged as a prominent tool for rms to participate in climate discussions and respond to the increasing pressure from multiple stakeholders to get involved in mitigating climate challenges. However, the impact of climate disclosures on organizational outcomes is unclear, reducing their uptake. Using the context of IPO rms, the authors propose a nonlinear relationship between disclosure volume and rm performance. e authors argue that lower climate disclosures only amplify the overall risk. In contrast, the bene ts of information, stewardship, and climate-friendly reputation increase nonlinearly with increased disclosure volume and outweigh the risks associated with such disclosures, resulting in a U-shaped relationship. Further, the authors explore boundary conditions related to the sender (reputation of the rm and its underwriters) and message (optimism and clarity) characteristics. Using multi-sourced data from 1712 IPO rms, a state-of-the-art machine learning algorithm (BERT) to identify climate-related text from prospectuses, and robust econometric methods, the authors nd support

Da S de f D a Tec U e, U e A b a e ce, a d e C a e S c a Re b f AI-e ab ed Tec e

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E e G ba Hea ca e D a a , A a c a d A ca I e e ce: A F b E e e ce

ABSTRACT

As the e cacy of analytics and arti cial intelligence (AI) is becoming apparent, healthcare organizations feel an urgency to embrace robust analytics capabilities to reduce costs, enable evidence-based medicine, and improve patient outcomes. Most advances in analytics and AI are still viewed primarily from the development of various technical and

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Ree Ne Eec f Ne S ad: A Ee Sd Aac

ABSTRACT

is analysis examines the novelty e ect from new modern stadiums in the four major US-based professional sports leagues using a robust di erence-in-di erences event study approach. Estimates identify an immediate positive attendance shock from new venues that diminishes to pre-stadium-treatment levels within a decade, which is consistent with a novelty e ect. e relationship is evident in all leagues; however, the estimates identify subtle di erences in magnitude, certainty, and duration across leagues. Revenue estimates for professional baseball teams show substantial nancial returns from new stadiums that incentivize the premature replacement of host venues when combined with typical public subsidy levels. e consistent observation of a transitory boost and decline in consumer demand from new venues over multiple eras of stadium construction con rms the robustness of the novelty e ect, which improved stadium designs cannot overcome to prolong novelty gains.

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I   a   a Mac   e Lea   Ca   a W   : A   ca   C   C   c

ABSTRACT

Identifying the causes of civil con ict is fraught. It is impossible to do RCT's to study the causes of civil con ict. Consequently, the literature has sidestepped the issue of causality, at least in the sense of which policies may mater the most. Yet, any attempt to reduce human su ering requires understanding the policy levers that will do the job. Identifying causality is critical for academic work to have any human meaning. In this paper, we highlight a possible methodology for analyzing causal links. We suggest a typology for variables that should be included as controls (or excluded). We o er theoretical processes that can test whether a variable is ripe to be harvested as a causal variable. We suggest that our systematic approach yokes theory to machine learning to create complex and systems of knowledge because we can link cause to e ect more comprehensively. Individual learning behaviors determine the e ectiveness of transferring prior experience into new knowledge.   e ndings in this paper extend behavioral research on the e ects of failure experience on subsequent venture performance, demonstrating that entrepreneur learning behavior is an essential and additional unit of analysis for the research on entrepreneurial failure.   e ndings also demonstrate that the contexts of organizational vision change and industry change can e ect the transfer of knowledge from re ective analysis.

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