Columbia Business School
Center on Global Brand Leadership

THE 2022 INTERNATIONAL CONFERENCE ON CRYPTO-MARKETING

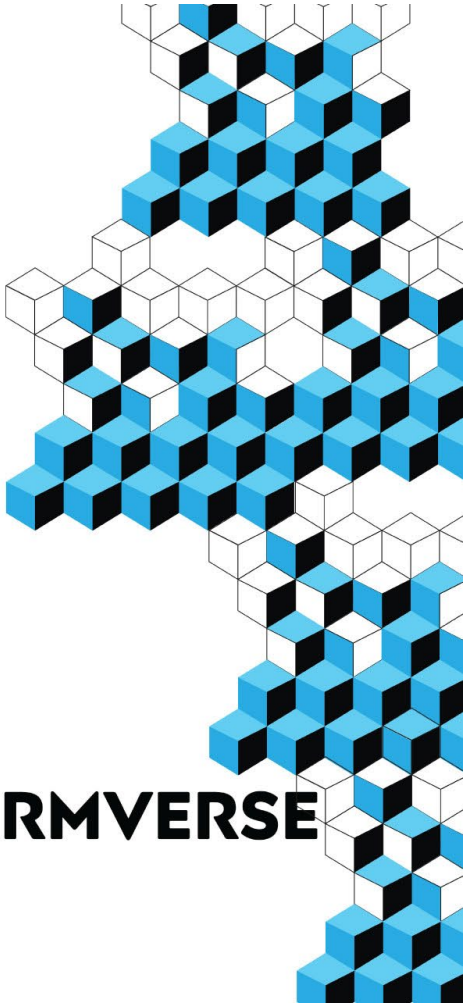
December 5-6, 2022
Geffen Hall, Columbia Business School, NYC

In collaboration with:

ELSEVIER IJRM EMAC
International Journal of Research in Marketing
Official Journal of the European Marketing Academy

UNIVERSITY OF LUCERNE

CHARMVERSE



CONFERENCE AGENDA

MONDAY, DECEMBER 5, 2022		
BREAKFAST in Alumni Suite (Geffen 202): 8:15 AM – 9:00 AM		
9:00 AM – 9:20 AM 9:20 AM – 10:40 AM	**Welcome and Introductions** **Bernd Schmitt, Oded Netzer**, and **Kinshuk Jerath**, Columbia Business School **Reto Hofstetter**, University of Lucerne **Practitioner Keynote**  **Keith Grossman**, President, TIME; managing the TIMEpieces initiative; Incoming President, Enterprise, MoonPay **Industry Panel** Moderated by **Matthew Quint**  **Sam Ewen**, SVP, Head of CoinDesk Studios, CoinDesk  **Thomas Klocanas '18**, General Partner and Head of Venture, Blocktower  **Alex Poon '06**, Founder and CEO, CharmVerse  **Nicole Tay**, Director, Marma J Foundation	Cooperman Commons, Geffen Hall Columbia Business School

BREAK: 10:40 AM – 11:00 AM		
MONDAY, DECEMBER 5, 2022 (continued)		
11:00 AM – 12:20 PM NOTE: LEAD PRESENTERS IN RED	Research Presentations *Do Non-Fungible Tokens (NFTs) Affect Prices of Physical Products? Evidence from Trading Card Collectibles* - Ioannis Filippos (Giannis) Kanellopoulos, Dominik Gutt, Ting Li *It's All About Scarcity, or Is It? Investigating Willingness-To-Pay for Non-fungible Tokens* - Martin Paul Fritze, Cait Lamberton, Reto Hofstetter *NFT Digital Artwork Pricing Using Image Analytics and Auction Models* - Chi Zhang, Venkatesh Shankar, Xiaohui Zhang *NFT Brand Hive Minds* - Mariam Humayun, Russell Belk	Cooperman Commons, Geffen Hall Columbia Business School
12:20 PM – 12:30 PM	Briefing on Submissions to IJRM Special Issue IJRM Editors: **Renana Peres, David Schweidel, and Martin Schreier** Special issue guest editors: **John Zhang, Anatoli Colicev, Ken Wilbur, Lan Luo, and Katherine Tucker**	Cooperman Commons, Geffen Hall Columbia Business School
LUNCH in Board Rooms (Geffen 310/320/330): 12:30 PM – 2:00 PM		

MONDAY, DECEMBER 5, 2022 (continued)

1ST PARALLEL SESSIONS: 2:00 PM – 3:30 PM

SESSION 1.1

"Crypto-CB": Behavioral aspects of crypto-marketing

Location: Geffen 590

Session Chair: Eric Park

Cryptomania: The Fear of Missing out in the cryptocurrency context

- Felix Friederich, Jan Hinrich Meyer, Jorge Matute, Ramon Palau Saumell

Buying for Me or My Avatar?
The Role of Self-Avatar Similarity in the Purchase of Virtual Products

- Olivia Petit, Ana Javornik

NFTs for Conspicuous consumption

- Eric Park, Kristen Lane, Silvia Bellezza

You are grounded!
How can NFTs contribute to feelings of (digital) groundedness?

- Chrysostomos Apostolidis, Nora Alomar, Sofie Sagfossen, Yanto Chandra

NOTE: LEAD PRESENTER IN RED

SESSION 1.2

Metaverse and NFTs

Location: Geffen 620

Session Chair: Hauke Roggenkamp

How Free Market Entry Affects Market Appeal: Evidence from Non-Fungible Tokens

- Ioannis Filippos (Giannis) Kanellopoulos, Dominik Gutt, Murat M. Tunç, Ting Li

Free-riding the metaverse: How Crypto-Marketeers Stole Fashion Brands the Show During the Metaverse Fashion Week

- Hauke Roggenkamp, Christian Hildebrand

Observing 100 Days on Opensea: Which NFT artwork gets more popular over time?

- Jaeyeon Chung, Eric Park

Bias Spills Over into the Metaverse Gender and Skin tone: Price disparities in NFT market

- Yuan Yuan, Xiao Liu, Kannan Srinivasan, Shunyuan Zhang

SESSION 1.3

Rarity and Scarcity

Location: Cooperman Commons

Session Chair: Robert Mislavsky

Rarity and Value in crypto art

- Abhishek Rishabh

How Rarity Impacts Valuation of Digital Goods

- Rob Mislavsky, Haiyang Yang

Crafting mechanism design: A case study on crafting events on the blockchain

- Harang Ju, Akhil Jindal, Madhav Kumar

Ownership and Commercial Rights in the Metaverse: Case of NFTs

- Seung Yoon Lee and K. Sudhir

BREAK: 3:30 PM – 3:50 PM

MONDAY, DECEMBER 5, 2022 (continued)

2ND PARALLEL SESSIONS: 3:50 PM – 5:30 PM

SESSION 2.1

Research Ideas and New Studies on Crypto-Marketing I

Location: Geffen 420

Session Chair: Spencer Ross

NFTs, utility tokens and soccer: An exploratory data analysis of legitimisation messaging and manipulative practices

- Gary Sinclair, Theo Lynn, Pierangelo Rosati, Payam Ansari

Welcome to the Swamp: An ethnographic account of life in the Bored Ape Yacht Club exploring the future of consumer-brand relationships in the decentralized space

- Myriam Brouard

The Value of NFT's Artists

- Mercedes Esteban-Bravo, Lisbeth d.l. M. Jiménez Rubido, Jose M. Vidal Sanz

Digital Luxury Wearables: a practice-theory theorization

- Julia Pueschel, Maria Carolina Zanette, Isabelle Ulrich

Inclusivity in the Crypto Marketplace

- Charlene A. Dadzie, Adrienne Muldrow, Spencer M. Ross, Pia A. Albinsson, Shelle Santana, Lagnajita Chatterjee

Brands' perspective on the NFT market

- Katharina Dölp, Leif Brandes

SESSION 2.2

Research Ideas and New Studies on Crypto-Marketing II

Location: Geffen 590

Session Chair: Pantelis Loupos

The Infection-Leakage Model: How Blockchain Technology Act as a Governance Institution To Combat Counterfeits in Markets

- Arne Nygaard, Ragnhild Silkoset

Identifying emerging segment of cryptocurrency adopters-LOHAS (Lifestyle of Health and Sustainability): Focusing on the role of consumer innovativeness

- Sooyeon Choi

Think Again Before you Crypto Launder

- Pantelis Loupos, Jörn Boehnke

Customer Base Analysis for NFT Markets: How do trading profits affect customer purchase behavior?

- Patrick Bachmann

The role of Blockchain Technology in redefining consumer trust in ECommerce An extension of the theory of organizational trust

- Louisa Makoudi, Bjoern Frank

What Makes NFT Art Luxury? The Role of Fame, Productivity and Sales Intent of the NFT Creator

Zitian Qi

NOTE: LEAD PRESENTERS IN RED

SESSION 2.3

Tutorial/Interactive Practical Session

Location: Cooperman Commons

DINNER: 6:00 PM – 8:30 PM

Board Rooms (Geffen 310/320/330), Columbia Business School

TUESDAY, DECEMBER 6, 2022

BREAKFAST in Alumni Suite (Geffen 202): 8:15 AM – 9:00 AM

9:00 AM – 10:00 AM	Academic Panel The Future of Crypto-Marketing Andrew Stephens, Marcus Giesler, Bahong Sun, Reto Hofstetter	Cooperman Commons, Geffen Hall Columbia Business School

3rd PARALLEL SESSIONS: 10:00 AM – 11:30 AM

SESSION 3.1
NFT Qualities and Characteristics
Location: Geffen 430
Session Chair: Prasad Vana

The solitude of awe: How awe affects the luxury perception of NFT-based digital goods in limited vs. unlimited editions
- Jana-Verena Gerhart, Aysu Senyuz

Valuation of NFTs: The role of rarity and attribute preference
- Prasad Vana

Making the Intangible Tangible: Essence and NFTs
- Tim Döring, David Finken

NOTE: LEAD PRESENTERS IN RED

SESSION 3.2
Blockchain
Location: Geffen 620
Session Chair: Xin (Shane) Wang

Blockchain Geolocation Mapping of Dark Web Customers: Evidence from Bitcoin
- Maximilian Gerrath, Hossein Jahanshahloo

The Impact of Blockchain-based Technology on reviews on Social Media
- Mesut Cicek, Serdar Yayla, Omer Cem Kutlubay

Assessing the Impact of Hype on Blockchain-based Cryptocurrency: The Case of Initial Coin Offerings
- Xintong Han, Xin (Shane) Wang, Rajdeep Grewal, Tong Wang

Blockchain Scaling: A Case Study
- Xiang Hui, Will Cong, Catherine Tucker, Luofeng Zhou

SESSION 3.3
Marketplace Dynamics
Location: Cooperman Commons
Session Chair: Pavel Kireyev

Impacts of Seller Experience on the NFT Resale Prices
- Chaoran Liu, Xu Zhang, Anja Lambrecht

Winning Parachain Auctions: Which impact has marketing on acquiring funds from crowdlenders?
- Stefan Kluge, José Parra-Moyano, Florian Stahl

Artificially Intelligent Marketplaces
- Ruiqi Lin, Pavel Kireyev

Surviving the Crypto Winter: The Role of Autonomy and Innovativeness for the Success of Blockchain Projects
- Yasid Soufi, Florian Kraus

TUESDAY, DECEMBER 6, 2022 (continued)

4TH PARALLEL SESSIONS: 11:50 AM – 1:30 PM

SESSION 4.1

The "crypto" consumer experience

Location: Geffen 430

Session Chair: Cristian Sepulveda

The term NFT increases the consumer's perception of long-term profitability of art

- Badis Khalfallah, Tobias Schlager

The Importance of Blockchain Knowledge in Consumer's Adoption Intention

- Cristian Sepulveda, Mark Peterson

Uniqueness in NFTs –Blessing or Curse?
Unique NFTs Are Valued More But Induce Antisocial Behavior in Crypto-Communities

- Jonas Görgen, Emanuel de Bellis, Reto Hofstetter

Digital scarcity is not enough: Why the marketing of NFTs needs to change in order to reach mainstream customers

- Kristina Brahmstaedt, Jens Hogreve

NOTE: LEAD PRESENTERS IN RED

SESSION 4.2

Monetary aspects and behavioral trading

Location: Geffen 490

Session Chair: Marc Linzmajer

On the Role of Past Ownership in NFT trades

- Soogand Alavi, Ernan Haruvy, YingXie

"35 Pearls for a T-Shirt?": How a Virtual Currency's Dissimilarity to Money Decreases Purchase Intentions

- Gianluca Scheidegger, Marc Linzmajer

Consumer and NFT Characteristics as Determinants of NFT Trading Behaviour

- Thomas Plociennik, Caroline Kähr, Lucia Malär, Harley Krohmer

The Revolution of Digital Advertising Will Be Tokenized

- Valerio Stallone, Martin Wetzels, Dominik Mahr, Michael Klaas

SESSION 4.3

Marketplace Behavior

Location: Cooperman Commons

Session Chair: Marc Bravin

Herding and Its Determinants in NFT Auction

- Peiwen Xie, Eunsoo Kim, Shun Yin Lam, Sadat Reza

Meme Coin Marketing: How Anticipation Triggers Value in Valueless Markets

- Marc Bravin

Uniqueness as a Driver of Secondary Market Interest - a Crypto Market Case

- Sophie Berghüser, Martin Spann

NFT marketplace's anti-counterfeiting strategy and how players react

- Yue Wang, Xiaoyan Xu

CONFERENCE END